

## Construction of Education System for Training Applied Talents of Social Sports Major under the Background of Healthy China

Yong Wu<sup>1\*</sup>, Liangyu Hu<sup>2</sup>

<sup>1</sup> Xichang University Xichang Sichuan, 615000, China

<sup>2</sup> Xichang University Xichang Sichuan, 615000, China

wuyong6586@163.com

\*corresponding author

**Keywords:** Healthy China, Social Sports Major, Personnel Training

**Abstract:** Under the background of healthy China, the cultivation of physical education professionals faces both opportunities and challenges. Sports is a healthy green industry, and the development of sports takes human health as the ultimate goal. It can not only strengthen the body and temper the will, but also provide a healthy lifestyle. In 1994, with the approval of the Ministry of Education, it was agreed to start a pilot program of social sports major in some universities in China. The major of social sports guidance and management is specialized in training fitness guidance and health management talents. Under this new background, how to better adapt to the new era background and cultivate high-quality application-oriented talents is an urgent problem facing the current physical education major. This paper analyzes the main problems in the process of training social sports professionals in China under the background of healthy China, and puts forward the construction strategy of the applied talents training and education system of social sports major.

### 1. Introduction

Health is an important prerequisite for people to do everything and a prerequisite for social progress and human development. The party and the country have always attached great importance to people's health. Judging from the high degree of attention and attention paid by the national government to the health of the people, this imposes a high demand on sports work and various work in the whole society, requiring the whole society to pay attention to the health of the people [1]. The rapid development of society has on the one hand improved people's living standards and increased leisure time. On the other hand, it also leads to increasingly fierce social competition. People are often in a state of high tension, combined with a lack of fitness awareness and insufficient exercise, and various "modern civilization diseases" arise at the historic moment. In order to meet the needs of social sports development in the new situation, in 1994, with the approval of the Ministry of Education, it was agreed to start the trial of social sports majors in some colleges and universities in my country [2]. As a secondary discipline of physical education, social sports is a new major set up to meet the needs of social development and market. In addition to the characteristics of leisure, social sports also carries the functions of physical fitness and cultural heritage [3]. In addition to systematic, comprehensive and solid professional theoretical knowledge, applied undergraduate talents in social sports majors must also have strong sports practice guidance and management capabilities [4].

Since the reform and opening up, the health level of our residents has improved significantly, the quality of urban and rural residents has also improved significantly, our country's natural environment and social environment have also been improved to a certain extent, the enthusiasm for national fitness has shown an unprecedented increase, and the health of the people And physical fitness has steadily improved [5]. In the context of national policy support and major social needs, it has laid the foundation and pointed the direction for the cultivation of social sports talents [6].

Sports is originally a healthy green industry. The development of sports takes human health as the ultimate goal. It can not only strengthen the physique and temper the will, but also provide a healthy lifestyle. In the current increasingly fierce competition in Colleges and universities, it is an inevitable choice for our college to cultivate applied sports talents to meet the needs of society and sports market [7]. This paper analyzes the main problems in the process of cultivating social sports professionals in China under the background of healthy China, and puts forward the construction strategies of the education system of applied talents of social sports specialty, so as to meet the great demand of society for applied social sports talents.

## **2. Present Situation of Training Applied Talents of Social Sports Specialty**

### **2.1. The Goal of Talent Training is Not Clear**

Although domestic universities offering social sports specialty are constantly improving the talent training mode, optimizing the curriculum, clarifying the talent training objectives, etc., and the social sports specialty is developing rapidly as soon as possible, it is a new specialty and new discipline that is divided from the social sports specialty, and it is bound to face many problems and challenges in the process of talent training [8]. In terms of subject attributes, social sports major is a highly applied major, which requires students' practical skills, such as marketing skills, communication skills, external image and temperament training. However, due to the limitations of the current school conditions and training process, the relative lack of teaching resources and the incomplete teaching facilities, the curriculum practice, professional practice and practice in the teaching plan are insufficient. Because some colleges and universities set up social sports majors on the basis of offering sports education or sports training, most of them still stay on the understanding of the original majors and lack empirical research. Compared with other majors, the physical education major has its particularity. In the national college entrance examination enrollment every year, colleges and universities should select sports talents with a certain technical level and a certain cultural foundation. However, the academic performance of sports students in college entrance examination is generally poor, and the cultural theoretical foundation of most sports students is weaker than that of other students majoring in arts and science. The main reason is that the trained talents do not meet the needs of the society, and they are mainly concentrated in developed areas in regional distribution, but less in remote areas, which seriously restricts the long-term development of social sports majors. Although the number of social sports majors approved and filed by the Ministry of Education is growing rapidly, it still cannot meet the major needs of society.

### **2.2. Pay Attention to Theory and Despise Practice Teaching**

At present, the major of social sports guidance and management still focuses on theoretical teaching, which separates theory from practice and neglects the cultivation of students' practical ability. College social sports guidance and management professional courses are mostly written examinations, which lack the assessment of practical ability. Students' internship results are also based on the internship reports submitted, while students' internship reports are mostly completed according to the internship guidance, which is the same without their own thinking. For social sports guidance and management graduates, solid sports health care skills and sports health guidance skills are the weights to increase employment opportunities [9]. However, students don't pay enough attention to practice class in their thoughts, and think that practice class is a supplement to theoretical knowledge, and should be dealt with and evaded in practice class. In practical teaching, due to the factors of teachers, the content of practice mainly stays in physical education and sports training, and lacks practical training in social sports guidance and management, which further limits the development of social sports specialty.

## **3. Construction of Applied Talents Training and Education System of Social Sports Major**

### **3.1. Implementing Flexible Practice Teaching Mode**

The major of leisure sports institute is relatively mature in foreign countries, and it is a newly opened ad hoc major in China. How to realize its rapid and benign development is the primary problem we need to solve. The teaching of social sports guidance and management basically adopts the traditional classroom teaching form, supplemented by limited classroom practice, and each course basically adopts a single teacher teaching system. The essence of higher education is professional education, and colleges and universities are important places for students to change from natural persons to social persons. Only by realizing good talent transformation can the cultivation of talents in colleges and universities be successful. On the basis of existing teaching resources, we should explore a new teaching mode suitable for the development of physical education, and introduce researchers with rich scientific research experience into classroom teaching. Teachers should be encouraged to go out for training or adopt the development strategy of "bringing in and going out", so as to continuously improve teachers' teaching level and scientific research level, realize the purpose of constructing the training mode of applied social sports professionals, and provide services for the development of local regional economy. At present, the training of social sports talents in colleges and universities in China should focus on mastering sports skills, and at the same time, corresponding theoretical courses should be provided according to the needs of mastering and applying sports skills. In terms of training specifications, schools can adopt a gradual approach to put forward different requirements for students at different stages. In the form of teaching, lectures, reports, interaction between students and teachers, experiments, research topics and other forms can be used to help students understand and master professional knowledge. Each stage should arrange courses and extracurricular practical activities according to the corresponding goals, and increase the proportion of practical courses year by year.

### **3.2. Establishment of Practical Assessment System**

Practical teaching is an important link in the process of personnel training, and the exploration of practical teaching mode is very important to cultivate excellent sports marketing talents in our college. Under the background of healthy China, the traditional examination and evaluation of technical courses for physical education majors mainly aims to evaluate students' sports achievements, technical evaluation and peacetime performance, some of which are supplemented by sports theory, but there are also many subjects without theoretical examinations. The ultimate goal of teaching reform lies in students' comprehensive ability, and the improvement of students' ability reflects and tests the effect of teaching reform. We should pay attention to the improvement of professional teachers' academic level and theoretical literacy, and pay attention to and increase the development and practical ability of young and middle-aged teachers under the new situation and new conditions [10]. The cultivation of applied talents must be based on a large number of practical teaching, build multiple practical platforms inside and outside the school, and carry out various forms of practical teaching throughout the four-year undergraduate teaching. In the practical skills training, young teachers are encouraged to go deep into enterprises for post training, so that the knowledge structure, ability structure and quality structure of young teachers can be further improved and improved, and become practical talents in sports marketing and management. The establishment of practical assessment system can guide teaching and put forward higher requirements for the allocation of teachers. Establish a practical assessment system that can reflect students' comprehensive ability, so as to measure the students' competitiveness after the curriculum reform, and further show the effectiveness of the curriculum reform.

## **4. Conclusions**

The cultivation of social sports talents must be applied talents needed by leisure industry and social sports industry. Compared with the majors of physical education and sports training, the current social sports major is still in the preliminary trial and exploration stage. Compared with other majors, the physical education major has its particularity. In view of the problems existing in practical teaching of social sports guidance and management specialty, colleges and universities should explore and implement practical teaching reform under the background of healthy China,

and gradually form an all-round, three-dimensional and uninterrupted practical curriculum system. At present, the training of social sports talents in colleges and universities in China should focus on mastering sports skills, and at the same time, corresponding theoretical courses should be provided according to the needs of mastering and applying sports skills. In terms of training specifications, schools can adopt a gradual approach to put forward different requirements for students at different stages. The establishment of practical assessment system can guide teaching and put forward higher requirements for the allocation of teachers. Establishing a practical assessment system that can reflect students' comprehensive ability can measure students' competitiveness after the curriculum reform, thus showing the effectiveness of the curriculum reform.

### **Acknowledgements**

The study was supported by “Xichang University "Two High" Talent Research Support Program (Grant No.LGLS201902)”

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