

Discussion on the Cultivation of Sports Leisure Tourism Management Talents in Colleges and Universities

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Abstract: Despite that China's colleges and universities are cultivating sports leisure management talents at the development direction of more professionalism and scientization as a whole, there are still many problems to be solved. This paper starts from relevant concepts and literature researches of sports leisure tourism, briefly discusses the current situation of the cultivation of sports leisure tourism management talents in China's colleges and universities, and analyzes the problems existing in the cultivation of current sports leisure tourism management talents from the perspective of professional development. It is necessary to seize current opportunities and conditions, adopt positive and effective strategies to constantly improve the level of sports leisure tourism management talent cultivation.

1. Introduction

In recent years, with ever-increasing living standards of Chinese people, great changes have happened to people's leisure and entertainment methods and consumption concepts. Sports and leisure tourism emerge at the same time. In an era of China's sports and leisure tourism at a stage of prosperous development, people are paying greater attention to the cultivation of sports tourism management talents in colleges and universities, which will be the content to be discussed in this paper.

2. Overview of Sports and Leisure Tourism

2.1 The Concept of Sports Tourism

Sports tourism is defined in the "Sports Dictionary" as follows: Sports tourism is a travel tour activity with the contents of appreciating, watching or participating in sports activities. In some scholars' opinion, sports tourism refers to tourism activities within limiting time based on sports with certain sports competitiveness and recreational property, involving contents of physical entertainment, physical exercise, sports competition, cultural and sports exchange activities. Sports and tourism are two independent research fields. Currently, the number of studies on sports tourism by domestic and foreign scholars is increasing. For this relatively new concept, people have not formed a unified idea, and they are still exploring and perfecting it.

2.2 Sports Leisure Tourism

Sports leisure tourism as an industry integrating sports leisure and leisure tourism is the supplement and perfection between sports resources and tourism development. In sports and leisure tourism industry, tourists can enjoy local conditions and customs of scenic spots by directly participating in physical training or indirectly watching sports events, appreciating sports culture and other activities, thus not only achieving the goal of body building but also achieving the effect of leisure and entertainment. Currently, sports leisure tourism is defined in the academic circle as follows: sports leisure tourism refers to sports tourism resource-based service industry with tourists as the main target for the purpose of satisfying tourists' relevant demands by providing corresponding sports tourism services.

2.3 Characteristics of Sports Leisure Tourism

2.3.1 Integration

Integration mainly refers to an organic fusion between sports and tourism, which belongs to the tourism industry and is a derivative of the development of the sports industry. Sports tourism as an innovative industry model allows tourists to understand the meaning of tourism at a higher level and dimension, focus on the relationship between own development, tourism landscape and travelling process, understand the value of tourism for mankind, thus comprehensively optimizing tourists' travel experience, enhancing tourists' physical quality, and conforming with people-oriented concept and requirements.

2.3.2 Driving Effect

The driving effect of sports tourism is mainly reflected in two aspects, industrial driving effect and social driving effect. In terms of industrial driving effect, sports leisure tourism as a new industrial development model has effectively promoted the development of the whole tourism industry as well as a new development format. During the process of specific development, the sports tourism industry requires to consume hundreds of sports tourism products, and demands for huge amount of sports tourism professional personnel, thus driving the development of sports tourism products and education industry. In terms of social driving effect, with the emerging of sports tourism industry which can lead social trends and fashion allows new concepts such as health, green, environmental protection and low carbon to permeate deep into society, and helps people to establish a new concept of tourism, gain deep understanding of the value and significance of tourism.

2.4 Sports Leisure Tourism Management Talents

Sports leisure tourism management talents refer to personnel with professional sports theory and practical knowledge, good humanities knowledge background and education, tourism management, psychological background, who can design various sports leisure activities and instruct outdoor sports activities at the same time. They are compound talents who can solve the actual management problems and some emergent incidents in specific operation process. Currently, more and more colleges and universities in China set up sports leisure tourism management specialty, aiming at importing more talents to the society.

3. Significance of the Cultivation of Sports Leisure Tourism Management Talents in China's Colleges and Universities

3.1 Satisfy the Requirements of China's Economic Development

As China is currently at an important stage of economic system reform and deepening development, tourism as a tertiary industry plays a decisive role in national economic development. As an emerging industry, sports leisure tourism is developing with rapid momentum, playing a very important role in promoting consumption and stimulating domestic demand, and also providing more employment opportunities for the society. Therefore, colleges and universities must accelerate the cultivation of sports leisure tourism management talents, satisfy the demands of economic and social development, and provide more assistance for China's economic development.

3.2 Promote the Sustainable Development of the Sports Tourism Industry

As China's sports leisure tourism has taken into shape with great development potential, aiming at developing China's sports tourism leisure industry into a world-class industry and achieving sustainable development, professional and first-class sports leisure tourism management talents are in urgent demand. Talents are the basis of industrial development. At present, a lot of problems in China's sports leisure tourism industry such as the development of tourism resources, the design of sports tourism products and activities need to be solved by professional sports tourism talents.

Therefore, the first task for colleges and universities right now is to cultivate more high-level and professional sports leisure tourism management talents.

3.3 Alleviate the Contradiction between Supply and Demand of Current Sports Tourism Talents

In face of huge talent gap in China's sports tourism leisure industry, and prominent supply-demand contradiction between universities and market demand, although a lot of undergraduate colleges in China have set up sports and other related specialties, it is far from satisfying the huge market demand. On the one hand, colleges and universities should think about how to attract more students to apply for sports tourism related specialties and guarantee the number of students in the specialty. On the other hand, colleges and universities should keep exploring more scientific and effective training programs, provide more high-quality management talents for the development of China's sports leisure tourism, and promote China's sports leisure tourism industry to develop at the direction of internationalization.

4. Current Situation of the Cultivation of Sports Leisure Tourism Management Talents in China's Colleges and Universities

China's sports tourism specialty is still at the starting stage mainly focusing on undergraduate, higher vocational, and technical secondary training compared with the developed countries such as the United States, the United Kingdom, and Japan. In 2003, Guangdong Ocean University took the lead in setting up the coastal sports leisure management specialty, which was a precedent for the setting up sports leisure tourism management major in China. Among talent education levels in China, colleges and universities setting up sports and leisure tourism mainly in two types: the first is set up in a specialized physical education colleges or departments, and the second is a course set up in a tourism school or a sports academy in a university. From the perspective of the faculty, for such a newly established major, teachers for sports leisure tourism profession are transferred from other professions who usually receive short-term training and know very little about the development status and theoretical basis of the major. Most of them repeat what the book says, resulting in the lack of systematic professional learning, thus far from satisfying the requirements for current sports leisure tourism talents.

5. Problems Existing in the Cultivation of Sports Leisure Tourism Management Talents in China's Colleges and Universities

5.1 Cultivation Target Positioning is Not Clear

Determining talent training objective is the foundation of developing a profession. It is well known that the sports leisure tourism management specialty highly practical and application-oriented must be formulated according to specialty characteristics to highlight professional characteristics and advantages when positioning the goal of talent cultivation. However, for China's sports leisure tourism management specialty at present, most colleges and universities do not have a clear positioning of cultivation goal. Some focus on sports professional knowledge, some pay more attention to tourism management knowledge, and some emphasize practical ability. In a word, it still remains uncertain on what kind of talents should be finally cultivated, what kind of talents can be sent to sports and leisure tourism market.

5.2 Curriculum System is Inadequate

The most prominent problem in the process of professional development of the emerging subject of sports tourism which requires to highly integrate physical education and tourism majors. However, there are very few teaching materials of sports and leisure tourism in China, most of which draw theoretical knowledge from abroad. Thus, the curriculum system is mostly designed by simple addition of two majors, which cannot highlight the unique advantages and characteristics of sports

tourism. From a macro perspective, China's current theoretical research on sports tourism is still at its starting stage without perfect and scientific discipline system for direct application. Therefore, the current college sports leisure tourism courses vary largely and lack systematicness and normalization. Some even duplicate, seriously restricting the cultivation of sports leisure tourism management talents in China.

5.3 Deficiencies Exist in the Construction of Teachers' Team.

Most teachers in sports tourism management major are transferred from other professions who just receive short-term training and start to lecture. Lack of profound theoretical foundation and subject practice, they just repeat the contents in textbooks and show a clear tendency to emphasize theory but ignore practice. In addition, sports tourism is a major involving a wide range of subjects, including history, geography, nature, humanities, science, health and other fields. Teachers with poor comprehensive quality and insufficient knowledge reserves will affect classroom efficiency.

5.4 Teaching and Practice Links Are Disjointed

It is a tendency of emphasizing theory and ignoring practice in China's teaching concept. For a profession like sports leisure tourism, it has higher requirements for practical ability. Only after truly implementing the internship practice can students deeply know their problems and deficiencies, thus improving themselves with purpose. Currently, college sports leisure tourism teaching and practice are obviously disjointed. Many students feel lost in face of actual problems and lack problem handling ability after graduating and going to work.

6. Effective Strategies for the Cultivation of Sports Leisure and Tourism Management Talents in Colleges and Universities

6.1 Clarify Talent Cultivation Target

First, colleges and universities must re-set the objective of cultivating sports leisure tourism professional talents. Our overall goal is to cultivate high-quality talents with higher professionalism that can meet social needs and industry demands. In terms of specialty, we must cultivate compound talents with sports knowledge, tourism management knowledge, psychology, and other theoretical knowledge, as well as strong practical capability of planning and organizing various sports activities.

6.2 Improve Curriculum System Construction

Curriculum system construction as the core of the professional teaching plan is the implementation and design of the objective of personnel cultivation. Considering the development of sports leisure tourism, the top priority should be introducing and compiling teaching materials. On the one hand, it is necessary to introduce mature teaching materials from foreign theoretical systems and pay attention to the latest development dynamics. On the other hand, it is necessary to research and investigate according to the actual situation of China's local sports tourism development, and compile teaching materials with local characteristics. In terms of curriculum system design, it is necessary to consciously highlight the important effect of practice link, add practical courses and internship link, build teaching practice bases, improve students' capability of project plan design and problem-solving ability, lay solid foundation for students' employment.

6.3 Strengthen Construction of Teaching Staff

Teaching staff is the key to professional development and talent cultivation, which directly affects the level of talent cultivation. To strengthen sports tourism professional teachers' theoretical level and practical ability, colleges and universities should organize training and practical activities at fixed period, encourage teachers to go out for study and investigate, learn existing theories at home and abroad, and know the needs for talents in domestic sports tourism market so as to perfect professional education work.

7. Summary

The organic integration of sports industry and tourism industry has accelerated the development of sports and leisure tourism, effectively met double demands of people's body building and leisure entertainment, satisfied tourists' tourism needs and tourism psychology in the new era. Thus, it has become a favorite and popular lifestyle among people.

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