

Talent Demand of Fitness Market in China and Cultivation of Fitness Guidance and Management Specialty in Higher Vocational Colleges

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Abstract: With the promulgation of a series of programs on promoting national fitness, colleges and universities in our country have set off an upsurge in the reform of the fitness curriculum system. For a long time, teachers often only pay attention to imparting all kinds of sports skills and methods and techniques to students, but they ignore that the ultimate goal of teaching is fitness exercise. Therefore, in the next educational reform, we should pay attention to fitness as the ultimate goal of physical education teaching, combined with students' personality characteristics and interests. So students can take the initiative to accept lifelong exercise and strengthen fitness as the ultimate purpose of the fitness course teaching content system. Based on the analysis of the present situation of fitness market in China and its employees, this paper comprehensively grasps the scale and quantity of fitness clubs in China and the period of training of fitness instructors at the national level, and then makes a more comprehensive and authoritative demonstration and prediction of the feasibility of setting up the major of physical fitness guidance and the social needs of students.

1. Introduction

The purpose of all courses offered in all schools is to train students and make them develop in an all-round way. Therefore, in the upsurge of physical education teaching reform, higher vocational colleges should actively participate in the construction of the teaching content system of fitness guidance and management courses. In the process of teaching physical education courses to students, physical education teachers should pay attention to the cultivation of students' physical quality [1]. Through physical education teaching, students should strengthen their physique and achieve the purpose of lifelong exercise and fitness exercise. We should not only unilaterally see the competitive results brought by physical education teaching, but also consider the long-term benefits brought by physical education teaching to promote the progress of constructing the teaching content system of fitness course.

At present, the national fitness movement has become one of the main melodies of the national life style, for which the whole country has become one of the main melodies. There are many sports institutes and departments. Many colleges and departments have set up social sports and related majors, however, there is no physical fitness professional direction that can really meet the needs of social development [2]. In view of the serious phenomenon of disconnection between the training mode of talents in colleges and universities and the society, the first major of fitness and health care in colleges and universities in China was officially opened in the College of physical Education of Jiangnan University. This major direction is mainly based on the requirements of the talent training mode of "wide caliber, thick foundation, strong ability, high quality, wide adaptation and innovation" in colleges and universities of our country and the idea of "one platform, two modules". It is a new attempt and practice to proceed from the actual needs of the society, take the market as the guide, train and transport the real needs and practical compound specialized talents for the employing units and the society. Through the investigation of the present situation of fitness market in our country, the feasibility of setting up fitness guidance specialty and the social demand of students, this paper aims to further demonstrate and discuss the feasibility of the first fitness and health care specialty set up in colleges and universities in China, and then to find a new and wider way for the enrollment and employment of students majoring in physical education colleges and

departments in China [3]. The broad way provides the decision-making basis and reference for the educational functional departments and educational experts in our country to set up the professional direction as shown in figure 1.

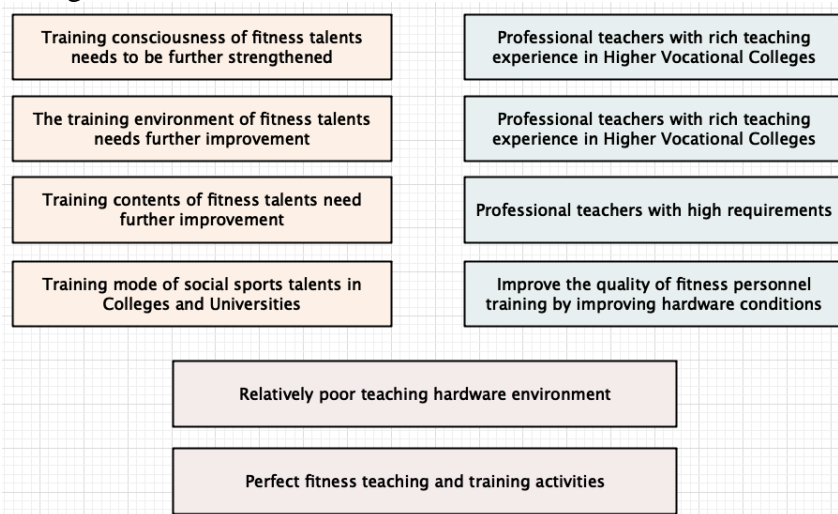


Fig.1 The Talent Demand of Fitness Market in China and the Block Diagram of the Cultivation of Fitness Guidance and Management Specialty in Higher Vocational Colleges

2. Present Situation of the Development of the Training Mode of Social Sports Professionals in China

2.1 Training Mode of Social Sports Professionals in China

At present, the fitness industry in our country has been developed rapidly, and the demand for talents in the fitness market is increasing. Only establishing a suitable training model for social sports can solve the huge contradiction between supply and demand in the fitness industry in our country and ensure the stable development of the fitness industry in our country. Therefore, it is of practical significance to analyze and study the development status of the training mode of social sports professionals in colleges and universities in China. With the continuous change of economic environment and social environment in our country, the training mode of social sports professionals in colleges and universities in our country has also changed correspondingly [4]. However, at present, the training mode of social sports professionals in colleges and universities in our country is not perfect, and there are various problems. It is difficult to adapt to the rapidly changing external economic and cultural environment, which is not conducive to providing a large number of excellent fitness talents for the fitness market in our country. It has seriously affected the rapid development of fitness industry in China. This paper will analyze the problems existing in the process of cultivating social sports professionals in colleges and universities in China, and put forward the corresponding strategies for improvement and perfection in the light of the existing problems, which has certain practical significance, as shown in Table 1.

Table 1 Statistics on The Demand of Fitness Market in Various Provinces of China

Year	Changzhou	Zhenjiang	Hangzhou	Hefei
2010	2.12	100.00	0.00	0.00
2011	3.15	95.77	0.49	2.02
2012	4.32	95.49	1.64	2.84
2013	4.91	93.49	3.27	2.89
2014	5.26	92.339	4.73	2.79
2015	5.47	92.39	4.82	2.80
2016	5.59	92.15	5.12	2.73
2017	5.67	91.10	5.25	2.65
2018	5.72	92.12	5.27	2.62
2019	5.73	92.14	5.27	2.69

2.2 The Characteristics of the Teaching of Fitness Guidance and Management Specialty

With the vigorous development of fitness industry, the demand for a new generation of fitness guidance and management talents in fitness industry is constantly increasing. Fitness guidance and management specialty is a professional specialty in higher vocational colleges in order to meet the needs of fitness industry. From the point of view of the goal of professional personnel training, the state clearly puts forward that higher vocational colleges take the training of applied talents as the goal. From the point of view of specialty setting, the specialty setting of higher vocational colleges is guided by serving economic development, and the teaching of fitness guidance and management specialty built because of the needs of economic development to cultivate students' practical ability of guidance and management also has its own requirements and characteristics. In order to train the applied professionals who meet the needs of the fitness industry, it is essential for the field and equipment related to the industry in the teaching process [5]. At present, fitness related industries are fitness club, fitness private teaching studio, yoga studio and so on. The venues and equipment related to the industry are the venues and equipment of professional teaching, such as: fitness club teaching venues equipped with fitness fixed equipment, fitness tools, free strength tools, fitness private education studio teaching venues with fitness tools, functional training equipment and so on. In the teaching process, not only professional teachers with rich teaching experience in higher vocational colleges, but also professional teachers with relevant vocational qualification certificates or related management experience in fitness industry are needed. Because of the preciseness of fitness profession, in order to cultivate applied talents with high specialty and strong skill, the high requirement professional teachers are related to the career development and career prospect of students in the future [6].

3. Problems and Improvement Strategies in the Cultivation of Social Physical Education Professionals:

3.1 The Cultivation Consciousness of Fitness Talents Needs to Be Further Strengthened

At present, the weak consciousness of fitness personnel training in the process of social sports specialty training in colleges and universities in China is the primary problem in the training of social sports professionals in our country. The training consciousness of fitness talents in colleges and universities in our country is relatively weak, which is mainly reflected in the following two aspects: first, the teaching and research staff of social sports major in colleges and universities do not deeply realize the challenges and opportunities brought about by the rapid development of fitness industry in our country; second, the teaching and research personnel of social sports specialty in our country do not realize the contradiction between supply and demand of fitness talents and the training consciousness of fitness talents in our country at present. Strengthening the consciousness of cultivating fitness talents is the first link to improve the training mode of social sports professionals in our country [7].

The teaching and research personnel majoring in social sports in colleges and universities should increase the investigation and investigation of the supply and demand of graduates and the employment of graduates, gradually find out the huge gap of fitness talents brought about by the rapid development of fitness industry in our country, and gradually strengthen the training consciousness of sewing talents [8], so as to strengthen the construction of the training mode of fitness talents in colleges and universities, and devote themselves to providing more cutting-edge technical talents for the fitness industry in our country. To promote the rapid development of fitness market in China, as shown in Table 2.

Table 2 : Training Steps of Fitness Guidance and Management Specialty in Higher Vocational Colleges

The number of steps	First times	Second times	Second times	Fourth times	Fifth times	Sixth times
1	4.44	4.86	4.92	6.43	6.61	6.44
2	6.97	7.21	7.24	7.79	7.99	7.88
3	8.17	8.34	8.38	8.9	9.12	8.98
4	9.76	9.88	9.68	10.34	10.49	10.46
5	11.27	11.36	11.31	11.74	11.91	11.87
6	13.13	13.14	13.02	13.49	13.79	13.77
7	14.97	14.92	14.77	14.2	14.49	14.46
8	17.04	16.84	16.71	17.07	17.49	17.62
9	19.04	18.73	18.64	18.94	19.46	19.64
10	21.24	20.88	20.74	21.06	21.73	21.94
11	23.21	22.87	22.78	23.08	23.68	23.93
12	24.39	24.04	24.00	24.26	24.9	26.06
13	27.43	27.12	27.1	21.21	27.89	28.04
14	29.6	29.33	29.36	29.43	30.22	30.23
15	31.67	31.37	31.42	31.64	32.3	32.29
16	48.32	48.32	48.32	48.32	48.32	48.32
17	-0.15	-0.15	-0.23	-0.17	0.15	0.24

3.2 The Training Environment of Fitness Talents Needs to Be Further Improved

At present, the training environment of fitness talents in the process of social sports specialty training in colleges and universities in our country is relatively poor, which is the main problem in the training of social sports professionals in our country. The training environment of fitness talents in colleges and universities in China is relatively poor, which is mainly reflected in the following two aspects: first, the teaching hardware environment is relatively poor. Perfect fitness teaching and training activities need to be based on the corresponding hardware conditions, but the current hardware conditions of social sports major in our country can not meet the needs of fitness personnel training; second, the teaching software environment is poor. At present, there is still a big gap between the professional quality of social physical education teachers in colleges and universities in China and the advanced level of foreign countries, which needs to be further improved [9]. Gradually improving the training environment of fitness talents is an important link to improve the training mode of social sports professionals in our country. First of all, colleges and universities should combine the relevant requirements of fitness personnel training, create supporting hardware conditions for the training activities of fitness talents in colleges and universities, and improve the quality of fitness personnel training by improving the hardware conditions. Secondly, colleges and universities should provide more learning and training opportunities for teachers majoring in social sports, teachers should actively study and improve their professional literacy. Finally, colleges and universities can properly introduce some foreign advanced teaching forces to inject new forces into the cause of fitness personnel training in our country.

3.3 The Training Content of Fitness Talents Needs to Be Further Improved

At present, Song Jie believes that sports tourism is a kind of social and cultural activity in which tourists rely on the natural environment and human environment of the tourist destination to complete the sports experience in the process of cultivating fitness talents in the process of training social sports majors in colleges and universities in China. From the point of view of experts and scholars, we can see: first, sports tourism has regional attributes, that is, it is not in the places of daily life and belongs to one of the tourism characteristics; second, the way of sports tourism is to visit or participate in sports activities, which is the characteristics of tourism and sports interaction; third, the material basis of sports tourism is sports resources; fourth, sports tourism is a kind of activity [10]. Sports tourism as an industry, sports and tourism should account for half of the rivers and mountains. Tourism sets up a platform for sports, sports as the manifestation of tourism, sports

tourism is not only tourism, but also sports activities, is a potential industry for development. On the basis of drawing lessons from various viewpoints, the researcher believes that sports tourism is for tourists to visit. A cultural activity that takes the form of a visit or participation to a variety of sports activities.

4. Conclusion

In the process of constructing the teaching content system of fitness guidance and management course in higher vocational colleges, it is necessary to carry out the teaching goal of lifelong physical exercise from the long-term influence of fitness teaching on the lifelong healthy development of students, uphold the correct value orientation and strengthen the cognition of the teaching system of fitness course, attach importance to the ability of lifelong physical education, and develop students' interests, hobbies and specialties. To provide teachers and students with a wide range of teaching and teaching space, constantly adapt to social development, constantly pay attention to the reform of fitness curriculum teaching system, and constantly promote the construction of fitness curriculum teaching content system in higher vocational colleges. Effective situational teaching can attract students' attention, arouse students' learning enthusiasm and initiative, stimulate students' interest in learning professional knowledge, formulate effective situational teaching links and steps to create a relaxed and professional learning atmosphere for students, at the same time, it can increase students' practical experience and help students to obtain better employment.

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