

## Cultivation Model of Innovative Talents in Sports Education in Colleges and Universities

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**Abstract.** In the face of the arrival of the "13th Five-Year Plan" of the stage of comprehensively building a well-off society, the party's fifth plenary session of the 18th CPC Central Committee will be the first of the five development ideas of innovation, innovation in the national development of the overall core position. To implement the concept of innovation and development, the implementation of innovation-driven development strategy, promote mass entrepreneurship, innovation, need a large number of historical mission and social responsibility, innovative and practical ability of all kinds of talents, to stimulate innovation to create entrepreneurial vitality. Although China's sports industry started late, but after the primary stage, stage of development, the rapid development of the three stages of the boom phase, the industry continues to expand, the development of scale, quality and efficiency of all aspects have also made great progress. With the sports industry in the socialist market economy continues to grow, has gradually formed a unique new industry chain, with the accompanying sports innovation talent demand is also increasing.

On July 29, 2010, the outline of the national medium and long term education reform and development plan 2010-2020 was released. In the past 10 years, it has been difficult to promote quality education in an all-round way. Students' ability to adapt to society and employment and entrepreneurship is not strong, and innovative, practical and compound talents are in short supply. In the first half of 2010, the general office of the State Council issued the guiding opinions on accelerating the development of sports industry, and put forward the main objectives of the development of China's sports industry: actively cultivating a number of backbone sports enterprises, building a sports industry system with complete categories and reasonable structure; forming an active market pattern of sports industry under the guidance of national macro-control; continuously improving the sports consumption of residents. To promote the coordinated development of sports and social development[1-3]. To achieve this goal, we should make positive efforts in personnel training, market improvement, supporting policies and regulations, especially in personnel training.

### The Main Problems in the Cultivation of Sports Innovative Talents in Colleges and Universities

As the "sunrise industry" in the tertiary industry, the reform and development of China's sports industry is inseparable from the cultivation of talents. With the increasing role of innovation ability in the industrial development and the continuous in-depth practice of the strategic goal of establishing an innovative country, the cultivation of sports innovative talents plays an important role in the development of sports industry. At the same time, it also provides an excellent opportunity for every physical education teacher to reform and develop the physical education curriculum. Many PE teachers are exploring new reform ideas, means and methods, and there will be some people with different problems in PE teaching reform, which leads to the reform can not be carried out smoothly, which needs to be further improved, specifically reflected in the following aspects:

**In the aspect of training sports innovative talents, the system incentive is insufficient.** At present, the training of sports innovative talents is mainly undertaken by sports schools, while the property owners, entrusted agents and asset users of sports schools are respectively undertaken by the national, local sports administrative departments and the management of sports schools, resulting in the "information chain" too long, too many intermediate links, increasing the difficulty of effective cooperation among the three parties, which is harmful to the training of sports innovative talents. There is no profit. The head of school is far away from the core of power, and the government's supervision of sports school is beyond reach, so it is difficult to effectively put it in place. Under such a long chain and lack of interest incentive and restraint mechanism, it is difficult to reach an agreement on the effect and goal, which seriously hinders the effective cultivation of sports innovative talents and the healthy development of sports industry.

**The existing education system of colleges and universities needs to be improved, and it is urgent to establish a new training model for cultivating innovative sports talents.** At present, the training of sports talents in China is mainly a three-level training network mode under the arrangement of national compulsory system. It is a talent training mode by administrative means and an independent sports education and cultural education system constructed outside the education system. Sports schools at all levels pay more attention to sports training and cultural education than to cultural knowledge, which makes the cultural literacy of sports professionals generally low. However, in today's era of knowledge economy, the arrangement of human capital is increasingly becoming a market-oriented allocation, and the level of education is becoming the main resource to obtain employment opportunities after the diversion or graduation of sports talents[4, 5].

**Theoretical research on the cultivation of sports innovative talents lags behind.** Under the influence of traditional ideas, the economic circle still has not paid due attention to the cultivation of sports innovative talents. At

present, the attention of economists to the cultivation of sports innovative talents is not commensurate with the development of sports industry. In the initial stage of China's sports innovative personnel training practice, it is urgent to use the way of strength and practical experience for reference. However, at present, the academic research on the cultivation of sports innovative talents and the summary of experience and lessons at home and abroad are obviously insufficient, which restricts the development of China's sports industrialization. It makes it difficult for the state to fully consider the factors of sports innovative talents in the formulation of talent training and development plan.

### **Effective measures for teaching management of sports innovative talents training in Colleges and Universities**

**Take "health first" as the guiding ideology to promote the healthy growth of students.** To strengthen the reform of physical education is not only a formality, but also a goal to improve the overall health level of students, that is, the three-dimensional health concept of body, psychology and society, which integrates the relevant knowledge of many disciplines, such as psychology, physiology, environment, society, safety, nutrition, health care, etc. to build a new curriculum in the fields of skills, cognition, emotion, behavior, etc. Structure. We should really pay attention to students' health, exercise and health habits, and improve students' physical and mental health throughout the whole process of curriculum implementation. At present, exam oriented education is still serious in the whole school teaching, and physical education is no exception. Most of the physical education courses in Colleges and universities are physical fitness and competitive sports. Physical education in Colleges and universities is not only to enhance students' physical health through students' practice, but also to regulate students' psychology and enhance students' adaptability to unfamiliar environment. In the process of physical education, let students feel that physical education is happy, not a burden. We should put the health of students first, so that the teaching reform is not a mere formality.

**Break down the old PE teaching mode and establish a new PE evaluation system.** In the past, the teaching mode of physical education was single, which overemphasized the leading position of physical education teachers, ignored the main position of students, squeezed the development space of students, and focused on physical quality and competitive sports, and ignored other aspects. Such as psychology, social adaptation, students' innovation and many other aspects. In the physical examination of students, we can't treat them differently, such as individual differences, innate conditions, interests and hobbies, etc. It is easy to cause the psychological fluctuation of students with poor sports ability, or even lose interest in sports, affecting the cultivation of the same lifelong sports habits[6].

College teaching should put the healthy development of students first, improve students' ability of self-study and self-training, create a sports atmosphere in which teachers and students learn from each other, observe each other and help each other; provide students with opportunities to highlight innovative teaching, highlight personality, cultivate creativity and competitiveness in trial learning; give full play to the advantages of information technology, and let students collect comprehensive social information and sports information. Cultivate students' exercise habits and sense of responsibility for social health problems; carry forward democracy, encourage bold innovation, listen to students' opinions, improve teaching and interest, and change "I must to learn" into "I want to learn".

In addition, the establishment of a new sports evaluation system, to achieve an objective and fair evaluation of students, so that every student benefits. We should focus on the study of the evaluation form of students' academic performance. In addition to physical quality, we should consider the factors such as students' attendance, attitude, innovation, self-training ability, progress speed, etc., so that each student can see their own flash point and ensure that each student benefits. It can be evaluated by the combination of sports theory and practice and the comprehensive methods of teachers' observation, test, self-evaluation and mutual evaluation.

**Guide students to give full play to their own advantages and stimulate learning potential through interaction between teachers and students.** Students as the main body, teachers as the leading. It is not in the teaching process that students do what they want to do, but at the same time that teachers play a leading role, students' learning subject status is highlighted. In teaching, do not unify the standards, give students more opportunities to use their brains and hands, encourage independent and innovative learning, and at the same time, teachers should actively participate in, inspire students to find problems and solve problems, encourage students to move forward, experience joy, and enhance their self-confidence. For example: in the preparatory activities in class, teachers can ask for their own activities within the specified time, and teachers should actively participate in all aspects, which can not only close the relationship between teachers and students, but also better complete the teaching.

**Deepen the teaching and course structure and content, and use various factors and means to serve the reform of Physical Education Teaching.** The course of physical education and health is to deepen the reform of the original physical education course and to highlight the health goal. We should break the traditional single teaching, combine the spirit of teaching reform, establish the guiding ideology of "health first", and work out a distinctive teaching system that is in line with the teaching reform and the growth of students, starting from the concern of individual differences and different needs. The new syllabus increases the proportion of elective courses, which are divided into two parts: limited and optional. This method improves the difficulty of making the teaching plan. It is necessary to investigate all the students and investigate the theoretical knowledge, specialty, development and interest of physical education. In the process of making the plan, it is necessary to pay attention to the collocation of weekly compulsory courses, elective courses and activity courses, so as to provide opportunities for the healthy development of students and form the habit of lifelong physical education. In the teaching plan, we should also pay attention to the level of a single item. For example, the teaching content of football at the first level should focus on simple techniques and basic tactics. If we want to master the difficulty of the content, we can't have difficult techniques and tactics in the first level. In addition,

we should pay attention to the new sports and the utilization of traditional ethnic and folk resources.

In the process of the implementation of physical education and health curriculum, it is not enough to rely on physical education teachers. Physical education teachers should give full play to their maximum energy and pay attention to the development of human resources and facilities. It can mobilize the head teacher, teachers with sports expertise, students, school doctors, and local sports celebrities outside the school to serve the teaching reform, and play a role of supervision, help and example. Facilities and resources is an important guarantee to strengthen quality education, improve teaching quality and promote the healthy growth of students. Physical education teachers should communicate with leaders more, combine with reality, plan and step by step to complete sports equipment and play a role.

**In the process of teaching, pay attention to the cultivation of students' psychological and social adaptability.** Sports activities play a unique role in improving students' mental health and developing their social adaptability. In teaching, we should not only teach sports skills, but also ignore psychological and social adaptation. We should consciously create some special situations and adopt some special means to promote the development of students' psychological and social adaptation.

In the face of the demand of entrepreneurship and innovation talents in the "13th five year plan" innovation and development, let's give full play to the unique advantages and functions of sports, and cultivate all kinds of talents with social responsibility, innovation spirit and practical ability.

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