Research on the Training Path of Social Sports Professionals in Applied Universities under the Strategy of “One Belt and One Road”

Pengfei Wen, Menghua Wang

Zhaoqing University, Zhaoqing 526061, China

ABSTRACT. By analyzing the significance and path of the “one belt and one way” strategy for the training of social sports professionals in Colleges and universities, this paper will provide a platform for students' employment and better serve the “one belt and one way” strategy. The “one belt and one way” strategy will bring new opportunities for our school's social sports professional training mode, and play a role in training our sports professionals in line with the “one belt and one way” international society. In order to occupy a place in higher education, Haikou College of economics must improve the talent training mode. Social sports, also known as the “second Olympic Movement”. In order to implement the “one belt and one way” initiative, our school has strengthened cooperation and exchanges with ASEAN countries, and will cooperate with relevant universities in ASEAN, such as Thailand, Malaysia and Singapore, to conduct master's and doctoral education. The training of social sports professionals in our university will usher in new opportunities and challenges along with the development of the strategic layout of “one belt and one road”.

KEYWORDS: “one belt and one road”; applied social sports specialty

1. The significance of cultivating innovative talents of social sports major in applied universities.

1.1 Enhances China's International Influence and Explores New Ways of Economic Growth

China is the leader of world economic growth under the “one belt and one way” strategic initiative. At the Asia Info summit in May 2014, China said it would promote all countries including Asia and Europe to build a “win-win” community, which is of great significance for enhancing China's international influence. [1]

The demand for social sports professionals will continue to increase under the “one belt and one way” strategy, and will help to promote cooperation between the two sides in the third industry and other fields. With social sports talents as the media, we will serve the countries and regions along the line to carry out sports fitness activities, sports tourism and sports infrastructure construction, and constantly improve and promote the economic development of China and the countries along the line, mainly reflected in the government's expanding investment in education and increasing investment in mass sports. The implementation of the “one belt and one way” strategy will drive the new economic growth point of the region, the domestic and even the countries along the line, and establish new partnership with the cooperation and exchange of politics, economy, culture and education, so as to promote the long-term and stable development of the global economy. [2]

1.2 Provide Numerous Employment Opportunities for Students

There are a large number of countries along the belt and road, rich in social stability, economic development and sports tourism resources. The cooperation and exchange between China and other countries along the line provide good opportunities and great challenges for social sports professionals. After graduation, students will be engaged in the organization and management, consultation and guidance, business development, teaching and scientific research of mass sports activities in the field of social sports. At present, Hainan undergraduate colleges and universities offer social sports majors, including Hainan Normal University, tropical ocean college and Haikou economic college. Our university has sent 271 professionals to the society. Under the strategy of “one belt and one road”, we should take this opportunity to strengthen cooperation and exchanges with other countries along the way, and cultivate applied sports professionals who meet the needs of current domestic and international markets.
1.3 Point out the Direction for Innovative Social Sports Talents Training

The strategy of “one belt and one road” undoubtedly provides a direction for the development of social sports professionals in Colleges and universities. The sharp increase in the demand for talents has set a goal for the training of social sports professionals in Colleges and universities. We can introduce a successful mode of sports talents training in Colleges and universities along the “one belt and one road”. The implementation of the “one belt and one way” strategy needs the support of relevant talents, and it also provides a strong guarantee for the expansion of relevant sports majors in universities.

2. Path of Cultivating Social Sports Professionals in Applied Universities under the Strategy of “One Belt and One Road”

2.1 Internal Approaches

2.1.1 Formulating a Strategy for Training Talents in Line with the “One Belt and One Road” Strategy

First, formulate a new talent training plan for the social sports major in line with the “one belt and one way” strategy. After that, we should orientate the training goal of applied talents, set up the curriculum module, and adjust the curriculum setting and teaching content. This paper puts forward the “one body, two wings” talent training mode of “specialty + comprehensive quality + practice”, and gradually improves the existing talent training mode. [3]

Second, compile teaching materials that conform to the “one belt and one way” strategic talent. University personnel training and domestic and foreign governments, enterprises, scientific research institutes, social service institutions, etc. to carry out in-depth cooperation, compile teaching materials that meet the teaching environment of employers, students and schools, timely adjust the content of teaching materials according to the needs of all parties to be more targeted, and in line with domestic and international requirements.

Third, optimize teaching methods and means. Teachers should change the traditional teaching methods and means, learn advanced information network technology and improve the teaching conditions. Don't stick to a teaching form. We can widely develop new teaching methods such as online video courses, micro courses and MOOC courses. [4]

Fourth, the tracking and feedback of graduates. During the period when graduates arrive at the employing unit, the school shall adhere to long-term tracking of the graduates of the employing unit to adapt to the growth stage, and do a good job of feedback survey. To understand the problems encountered by graduates in the work, so that the school can adjust the talent training program in time and improve the effect of talent training.

2.1.2 Improve the Education and Teaching Level of Teachers and the Training of Practical Teaching

Under the strategy of “one belt and one road”, the training of social sports professionals cannot do without teachers. It can be cultivated from the following aspects: first, sending young teachers to colleges and universities at home and abroad for further study; second, arranging teachers to practice in cooperative enterprises or practice bases in a planned way; third, introducing experts to do a good job of pre job training before students' practice; fourth, the “please come in and go out” mode. Experts and talents from the front-line sports industry of foreign teachers or foreign countries should be introduced as the guidance teachers for students' practical teaching; on the other hand, professional teachers should be selected to practice the sports front-line industries along the “one belt and one road” line, so as to enhance teachers' professional skills, practical ability and comprehensive literacy, so as to improve the level of teaching practice.

2.2 External Channels

2.2.1 Cooperate with Domestic and Foreign Universities to Establish a Joint Training System

At present, most colleges and universities in China have not set up the mode of joint training with domestic and foreign colleges and universities, which is very unfavorable to the cooperation and exchange between colleges and universities. Strengthening the joint training with universities at home and abroad is conducive to communication and resource sharing, expanding their employment, and can also issue dual school diplomas. Under the strategy of “one belt and one road”, our school will cooperate with and exchange education with ASEAN schools such as Thailand Regal University, Thailand Xuan Nan tower University and Thailand Zhengda
School of management. The establishment of joint training system is an urgent need for the international social sports professional training, and it is also an innovative talent training trend at present. [5]

2.2.2 Build Domestic and International Practice Teaching Platform

Set up overseas practice bases in the countries along the belt and road, and build up a practical teaching platform at home and abroad. Specifically, we can start from the following aspects: (1) establish a training room in the school to complete the simulated practical teaching; (2) establish a practice teaching base outside the school to attract competent employers to join the signing practice base; (3) introduce full-time personnel with rich practical work experience from domestic and foreign employers to teach in the school to solve the problem of lack of teaching subjects; (4) Relying on the cooperation of overseas colleges. It is possible to select undergraduate and postgraduate students in the field of sports related fields along the “one belt and one road” area, and train applied social sports professionals.

3. Conclusions

Under the strategy of “one belt and one road”, it is urgent for our country to cultivate sports talents in applied society. First, we must optimize the training mode of Applied Social Sports Talents in universities. Only by broadening the ways of talent training can we promote cross international talent exchange and promote regional talent flow along the “one belt and one road” area. Second, the path of cultivating social and professional talents in the “one belt and one Road” strategic applied university. The training of social sports professionals will usher in new opportunities and challenges along with the strategic layout of “one belt and one road”.

References