

# Research on GUAE Collaborative Education Mechanism in Applied Tourism Universities & Colleges

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**Abstract:** *In order to build a world-class tourism and leisure vacation destination cultivate professional leisure and sports talents and provide services from Guangxi to the Great bay area, this paper, by organizing expert interview, questionnaire survey, and combing with leisure sports talents training scheme in universities and colleges, reveals some problems in leisure and sports professional Education field such as the leisure sports professional curriculum structure aging, single knowledge teacher team, lack of third-party education evaluation mechanism, the imbalance between supply and demand. It proposes to build a GUAE collaborative education and training mechanism with the government as the leading body, the school as the main body, the industry association as the supervision body and the enterprise as the service body, establish an operational mechanism of entrepreneurship-supported funds, construct a double-qualified education team, and expand the way of internship and employment. The findings offer helpful information to leisure sports talent training in China, and contribute to a local, practical and professional leisure sports team.*

**Keywords:** *Leisure Sports, Talents Training, Guae Collaborative Education Mechanism, Professional leisure sports team Introduction*

## 1. Introduction

With the rapid development of China's social economy, people's living standards and living conditions in China have been greatly improved and people can control and enjoy leisure time and spare money. At the beginning of 2020, the unexpected outbreak of COVID-19 in globe has made "home sports" a hot topic, and how to conduct scientific physical exercise and leisure fitness has become the focus of attention. Health, leisure and entertainment have become the main theme of people's life. As a sunrise, healthy and green industry, the leisure sports industry is playing an increasing important role in stimulating domestic demand, enhancing people's physical fitness and building a harmonious society. The market demand for high-quality sports and leisure talents is constantly expanding. In 2018, General Secretary Xi Jinping pointed out at the National Education Conference that "the talents training system was crucial to the quality of talents training". However, there are some problems in leisure sports talent training in China, such as imperfect discipline system, imperfect curriculum structure, insufficient training mode and market demand, which seriously restrict the development of China's leisure industry. Based on the demand of leisure sports talents and the lack of leisure sports talents in Guangxi autonomous region, this study formed the collaborative leisure sports professional talents training mechanism with government (Government) as the leading body and school (Universities & colleges) as the main body, industry association (Associations) as the supervision body, enterprise (Enterprises) as the service body. It also formed rich leisure sports talents training theory and contributed to the construction of local, practical, professional leisure sports talents team.

## 2. The Development Status of Leisure and Sports Professional Education Abroad

In European and other developed countries, the professional education related to leisure sports and entertainment has a history of decades or even hundreds of years. Most of the sports, health and leisure colleges or similar colleges in those countries have opened leisure sports majors. The United States has set "eight goals" for universal leisure education involving school students from kindergarten to grade 12. There are 126 institutions awarding master's degree and 21 institutions awarding doctoral degree granting institutions in United States and the number of the said institutions are still increasing in recent

years. In UK, there are also 120 colleges and universities specializing in sports and leisure education. Australia is a leader in the field of leisure sports and has listed the leisure sports specialty as a supply shortage since the 21st century. In particular, some fashion leisure projects favored by young people have a huge demand for professional talents. Riches G. (2014), Evans K. Hartman C. Anderson D. (2013) indicated that foreign leisure education mainly included leisure awareness, attitude, decision-making, leisure activity skills and diversified disciplines, such as BA of Leisure Management, BA of Tourism Management, BA of Leisure and Sports Management, etc[1][2]. It could be roughly divided into three categories: (1) service industry disciplines- focusing on leisure tourism and entertainment; (2) overall management disciplines- focusing on large-scale sports event planning, sports enterprise management; (3) comprehensive departments focusing on leisure sports, psychology, law, design and other disciplines. Generally speaking, in recent years, the establishment of leisure sports majors in colleges and universities has accelerated the trend of the pace, and the training of leisure sports talents reflects the professional and standardized mode.

### 3. The Development Status of Leisure and Sports Professional Education in China

Compared with the developed countries in Europe, the United States and other developed countries, the development of leisure and sports education in China lagged behind. In the 1980s, Yu Guangyuan and Lu Yuanzhen successively discussed leisure sports education and put forward their own views on the lack of “play” in Chinese education believing that leisure sports should be carried out in China’s education system. As of 2007, the “leisure sports” undergraduate major (major code: 040207S) was listed in the undergraduate enrollment catalogue by the Ministry of Education and was included in the higher education category for the first time. In 2012, the Professional Catalogue of the Ministry of Education designated it as a sports science major (professional code: 040207T), marking the emergence of leisure sports as a discipline. Zhong Bingshu (2015) believed that the advent of the leisure era was in line with the decisive stage of building a well-off society in an all-round way. In the severe period of much starker choices-and graver consequences-in, the power of innovation became the driving force of economic development, and knowledge workers were playing an increasing important role in the social and economic development." Advocating support and care, and encouraging innovative entrepreneurship became the characteristics of the stage of social development [3]. Research by Ma Huidi (2010) showed that in recent years, the public facilities and services for leisure and sports had made great progress. However, problems such as large population, lack of resources, environmental pollution, ecological fragility, large gap between urban and rural areas, and shortage of professional guidance also seriously restricted its development [4]. Wang Dingxuan (2017) believed that the training status of leisure sports professionals and high-end leisure sports management professionals in China were very poor and were incompatible with the development of China’s sports industry. China had not yet established a complete leisure sports education system. There was no unified national planning materials in China and the theoretical research on leisure sports and leisure services lagged behind the development of leisure activities. However, the research also showed that the number of leisure sports majors provided by comprehensive colleges and universities was increasing year by year, which was conducive to improving leisure sports education and promoting campus sports activities, and was also conducive to optimizing the professional structure of schools and expanding the social adaptation of talents [5]. Huang Haiyan, Zhang Lin and Jiang Tongren (2014) believed that there was a serious shortage of talents in China's leisure sports industry in the following aspects: Firstly, the lack of talent stock of the leisure sports industry; secondly, the number of leisure and sports industry talents was obviously insufficient. Thirdly, the quality of talents in China's leisure sports industry was not high. There were many prominent problems in the leisure sports professionals training such as few elite talent, weak innovation ability and old-fashioned knowledge. Compared with the rapid development of leisure sports industry and the demand for leisure sports talents, the leisure sports industry involving professional colleges and universities in China is not enough. The lack of strength foundation, the training of leisure sports industry talents and the leisure sports market demand are the contradiction between supply and demand.

### 4. Study on the Training Mode of Leisure Sports Professionals

“Talent training mode” refers to the process of implementing talents education under the guidance of some modern educational theories and educational ideas, and by using the teaching content, curriculum system, management system and relatively stable evaluation methods according to specific training objectives and talents norms. However, the concept of “talent training mode” has been defined

by many Chinese scholars. At the first National College teaching Conference held by the Ministry of Education in 1998, Zhou Yuanqing, Vice Minister of Ministry of Education expounded on this concept. He believed that the so-called talent training mode actually referred to the training objectives and norms of talents, as well as the methods or means to achieve these training goals.

Xu Ji (2011) studied the current leisure sports professional training program in six sports colleges and universities, and found that the leisure sports talent training objectives and norms of leisure sports talents were not unified, the courses were different and still focused on the comprehensive and systematic knowledge education, and the students' leisure sports activity design and service practice ability training were not enough. Then the following reform countermeasures were put forward: leisure sports talents must clarify the objectives and guiding ideology of practical application talent training, highlight the knowledge system combined with practice, and further strengthen the perfect practical teaching mode [6]. Chen Qi et al. (2008) believed that the leisure sports major emphasizes the cultivation of applied talents and students' comprehensive ability and pay attention to practicality and application. Based on the ability, the courses and teaching content should be set up as per the needs of professional positions [7]. Song Xiaolin (2010) believed that the popularization of higher education had made higher education inclined the training of application-oriented talents, and the development of application-oriented vocational skilled personnel education was not only the requirement of social economy and scientific and technological development, but also the direction of vocational education. In order to adapt to the structure of higher education more reasonably, leisure sports training should emphasize the cultivation of applied talents and the practical work comprehensive ability, and focused on the practicality and application of specific work [8]. Based on the mode and development of leisure sports in Guangxi, He Peien (2011) studied the necessity and feasibility of leisure sports talents training in Guangxi. . He thought that the school needed social talents, and the continuous development of the society in the future was the basis of talent training, and leisure sports talents should strive to create the talent training goal of "broad professional, solid foundation, strong ability and high quality". It meant that the training had a solid basic knowledge, theoretical knowledge, strong professional practice ability and innovative spirit of export-oriented, compound, applied professionals [9]. Tang Mian (2009) explored the mode of building leisure sports professional mode in colleges and universities, optimizing the reasonable teaching mode and experimental teaching platform, and strengthening the work of teachers [10].

To sum up, although there are a lot of successful experiences in the leisure sports talents training mode in foreign countries, but the foreign experiences are not completely in line with China's national conditions, and can not be blindly copied. Through the journal database, a large number of related articles are collected. It can be realized that the current domestic leisure sports professional talent training is a traditional sports talent training mode. Due to the lack of practical teaching, students do not have timely skills when learning professional knowledge. So it is conducive to the new era of studying and application of talent training and its development.

Therefore, we should take the training of students' practical ability as the center, improve the proportion of practical curriculum and practical teaching content in the talents training program and curriculum design, strengthen the construction of leisure sports teachers, and build a four-party collaborative innovation leisure sports talents training mode with applied characteristics.

## **5. Suggestions to the Training of Applied Leisure Sports Professionals**

### ***5.1. Build a four-party collaborative innovative training mechanism for leisure and sports professionals***

On the basis of "four-party collaborative innovation training mechanism with government as guide body, universities as main body, industry association as regulation body, enterprise as service body", Liu Yang, and wang Jiahong (2016) proposed the leisure sports professional tripartite collaborative training mechanism for leisure and sports majors including "school-based enterprise cooperative training, application ability, four collaborative practice, effective employment mechanism and recruitment". It is the four dimensional linkage of leisure sports professional training mode of four collaborative innovation training mechanism from government guidance, school training, industry regulation to enterprise employment. (Figure 1)

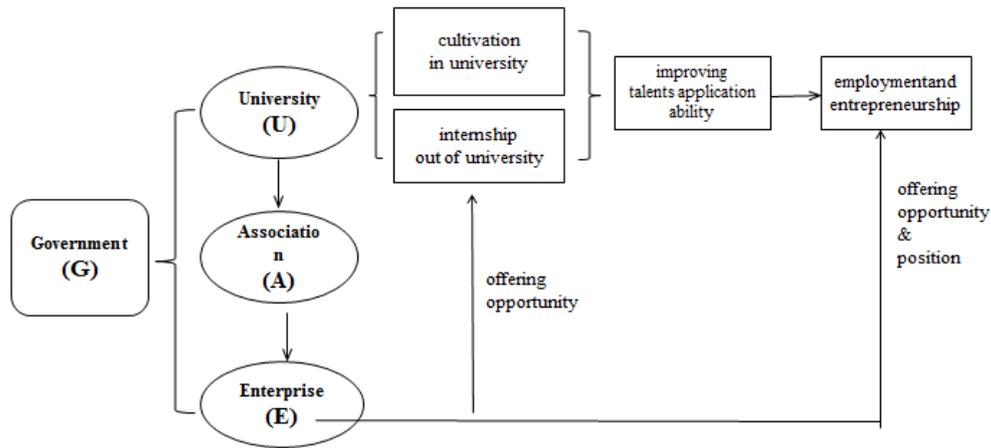


Figure 1: GUAE collaborative innovation training mechanism for leisure and sports professionals

**5.2. Establish a double-qualified teachers training mechanism with government guidance, enterprise recommendation and association evaluation**

With the application of leisure sports, the traditional sports teaching staff and the existing personnel system in colleges and universities cannot meet the needs of leisure sports development. The development of most ordinary undergraduate universities has encountered the bottleneck of competent teachers and lack of teacher training to achieve professional skills. Therefore, the double-qualified teacher training mechanism has become the main means to solve this contradiction.

At present, the biggest problem in the double-qualified teachers training mechanism is how to select the double-qualified teachers, and in what form to participate in the school curriculum. Under the four-party collaborative training mechanism, the promotion and implementation of the construction of double-qualified teachers have become more reasonable and effective. In the selection stage of double-qualified teacher, the government should formulate effective policies when clarifying the needs to industry association or to the management of the fourth party. The fourth party then transfers the information to the relevant enterprise. On this basis, the school, according to the specific needs and comprehensive evaluation, select enterprise to recommend technical talents and double-qualified teachers. (Figure 2)

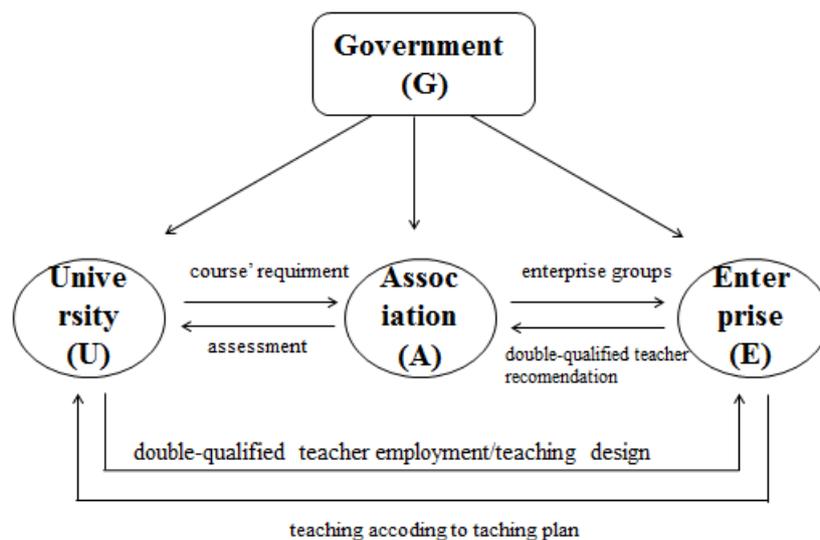


Figure 2: Double-division appointment under GUAE collaboration

**5.3. Establish a four-party coordination capacity improvement and entrepreneurship-supported fund operation mechanism**

At present, the overall level of employees in China’s sports manufacturing industry and service industry is relatively low, and there is still a large room for improvement in professional skills, professional access, qualification identification, professional quality and many other aspects. At the same time, in order to improve the employment and reduce the risk of entrepreneurship, sports talents also have a strong desire to involve in taking various vocational skills, professional skills appraisal training, and become entrepreneurial partners. Therefore, the level and development of vocational skill are the important factor affecting the training quality of skilled talents in tourism universities and colleges. We must accurately grasp this opportunity by highlighting the market demand, and focus on the improvement of vocational skills from the following mechanisms: First of all, we should establish the mechanism of skill training base, and make use of the advantages of tourism universities teachers and venues in enterprises, to jointly build and share training bases and training centers, and on-site facilities to ensure that students’ skills training level can meet the vocational skill assessment standards. Secondly, it is necessary to improve the test mechanism of skill practice courses, and improve the proportion of practice courses so that the theory, skill training and method innovation can be integrated.

With the support of government policies, industry associations will be guided to help students pass professional qualification examination and ability transformation through ability improvement funds. (Figure 3) The government and enterprises will provide support for students’ entrepreneurship in terms of capital, operation and management, so as to reduce the risk of students' entrepreneurship. (Fig. 4)

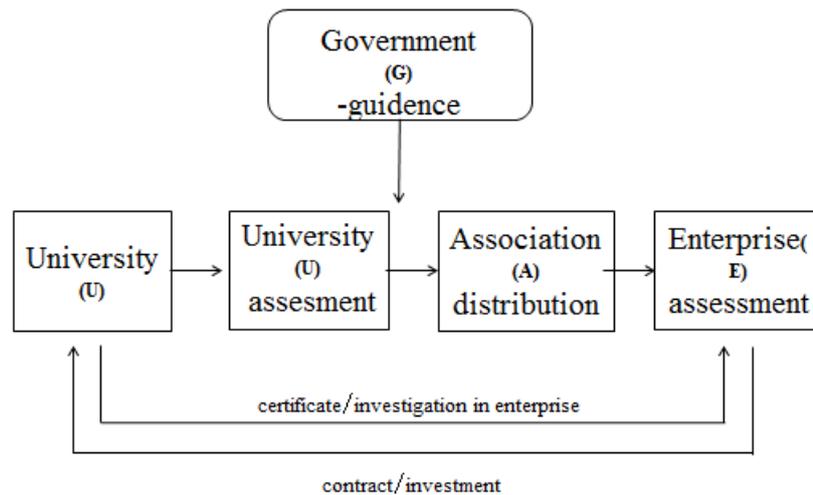


Figure 3: Capacity improvement capital operation under GUA E collaboration

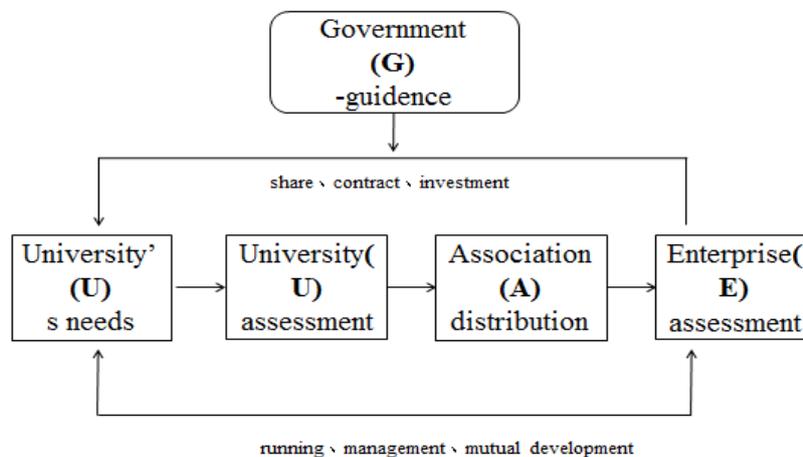


Figure 4: Entrepreneurship support capital operation under G U A E collaboration

#### 5.4. Build a four-party coordination practice mechanism of leisure sports professionals

The Outline of the National Medium-and Long-term Education Reform and Development Plan (2010-2020) proposes to establish and improve a school-running mechanism featuring government-led education industry guided education and enterprise participation. Thus, school-enterprise cooperation can be promoted by formulating policies and regulations. School-enterprise cooperation is the basic education, teaching and training mode for leisure sports professionals. However, in terms of cultivating the most important internship practical ability, the cooperation between enterprises and schools lacks the restraint mechanism. Figure 5 is the specific operation of collaborative practice. First of all, the school and the government communicate to arrange the enterprise internship, and the government and the enterprise coordinate the internship positions, and put forward the regulatory requirements for the industry associations. After collecting students' interests and their special skills, universities and colleges can unify the internship supervision and evaluation requirements to the fourth party. At the same time, the fourth party also collects the employment needs of the enterprises as the internship bases. After the consultation between the government, the school and the association, the association will finally assign the students to the corresponding internship base for internship. During this period, the enterprise and the school jointly manage the students, the association and the schools communicate about the internship arrangement and implementation of the enterprise, and finally submit the internship report to the government.

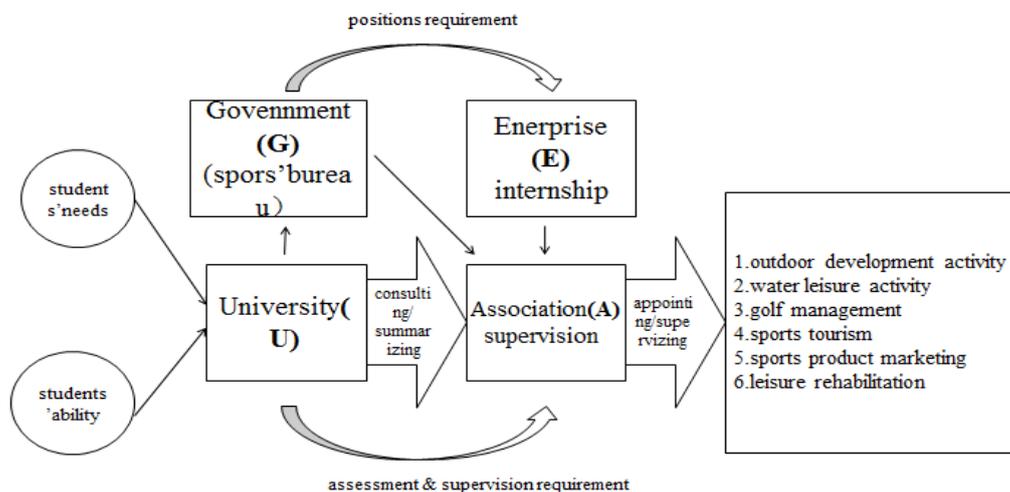


Figure 5: G U A E four-party collaborative education internship mechanism of leisure and sports professions

#### 5.5. Build an effective employment mechanism of four-party coordination of leisure and sports professionals

At present, the employment of college students is the priority of the society and the public. Solving the problem is the primary task in the process of school talents training. Although there are many different employment mechanisms in the talents training of applied universities, the applied universities should focus on the establishment of employment mechanisms closely related to industries and associations. Therefore they should establish and improve the employment service agencies and conduct the human resources information survey to establish the interaction between the employment and the human resources market. However, they should recognize the importance of the effective integration of talent output and input, and provide quality services and a good employment environment. On this basis, increase the employment opportunities of students, improve the quality of student employment, and promote the healthy and sustainable development of higher vocational education.

## 6. Conclusion

Based on the current situation of leisure sports talents training in China, this paper expounds the necessity and urgency of improve leisure sports talents training, further analyzes the demand of talents

training, breaks through the restriction of leisure sports talents training quality, and constructs the leisure sports talents training mechanism. Therefore, the study is very instructive to fulfill the goal of being stronger and stronger in the field of sports and health.

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