

Exploration of the resistance and optimization path of social sports professional practice base construction

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Abstract: *At present, new ideas and new paths of talent training are gradually emerging. As an important platform for colleges and universities to train high-quality talents, the practice base should also grasp the development momentum of The Times, and its own high-quality construction should not be ignored. Through the method of literature and logical analysis, the current obstacles highlighted in the construction of the practice base, such as the stability to be strengthened, consistency to be unified, innovation to be developed, etc., are explored to optimize the path of stable establishment to facilitate stable cooperation, common training to facilitate progress, and common innovation to help common development. Help colleges and universities and practice base construction more closely, improve the university social sports professional personnel training model.*

Keywords: *Social sports; Practice base; Talent training; Construction*

1. Introduction

Students of social sports Guidance and Management major (hereinafter referred to as social sports major) undertake the heavy responsibility of carrying out mass sports activities, and are the main force to promote the development process of mass sports work in China. The general requirements of the National Fitness Plan (2021-2025) point out to deepen the reform of the management system of social sports instructors, expand the size of the team, improve the guidance service rate and the level of scientific fitness guidance service [1]. As the key force in the training of social professional talents, colleges and universities should firmly grasp this requirement and pay full attention to the high-quality training of social professional talents.

Practice base is an important platform for colleges and universities to train high-quality social sports talents. The construction of practice base is crucial to the high-quality training of social sports talents. In recent years, the Ministry of Education has issued Several Opinions on Further Strengthening Practical Education in Colleges and Universities[2]. And the "Opinions on Deepening the Reform of Undergraduate Education and Teaching to Comprehensively Improve the Quality of Talent Training"[3] and other documents clearly point out that colleges and universities should strengthen the construction of practice bases and strengthen the focus of practical education. The existing social sports guidance and management professional talent training focuses on the research of multi-dimensional training mode, such as the integration of industry and education[4], ideological guidance[5], professional application transformation[6], demand-oriented training[7], etc., and there is little research on the training subjects and training units themselves. There are not many studies on the construction of practice bases, and some studies have paid more attention to common problems, and only a few studies have sought solutions for prominent problems[8], and there is a lack of literature related to the intelligent construction of practice bases. Based on this, it is necessary and crucial to discuss and study the construction of social sports guidance and management professional practice base.

2. The construction of the practice base is in line with the development needs of social and sports majors

"Healthy China 2030" planning outline pointed out that to organize social sports instructors widely carry out national fitness guidance services[9], with the rapid development of social economy, people's living standards are multiplied and national strategic arrangements, the demand of the whole society for social sports instructors is getting bigger and bigger, the requirements are becoming more and more high. The problems of practice base construction and talent training comes one after another, which highlights the importance of practice base construction. Through the investigation and statistics of the

number and types of practice bases in the three universities in Henan Province, it is found that among the three universities surveyed, the number of practice bases cooperating with them is uneven, with two number of practice bases reaching more than 20, while another practice bases is only 6. Most of the practice units of the surveyed students are primary and secondary schools, accounting for 66.23%, and only 6.62% of the surveyed students practice in practice bases such as sports clubs^[10]. The professional practice of social and physical education is also mostly randomly distributed in the primary and secondary schools cooperating with them, which is slightly biased to the direction of talent training of social and sports professionals. It can be seen that colleges and universities urgently need practice bases for social and sports majors to practice.

2.1 The practical need of integrating talent training into intelligent practice

The "old way" of social and sports professional talent training has gone for many years. With the rapid development of modern society, the traditional talent training mode has gradually lagged behind the development process of the current era, lagging behind the current development pace of professional talents. As a front-line position to training high-quality social sports guidance and management professionals, colleges and universities have arduous tasks and great responsibilities. As an important platform for school-enterprise cooperation to cultivate high-quality talents, the professional practice base is also a key link in the process of talent training in colleges and universities, and an important channel for students majoring in social sports to integrate theory and practice. At present, various disciplines are gradually exploring new models and ideas for talent training, and new ideas and channels for talent training for social sports majors are springing up like mushrooms. The construction of practice bases is also gradually updating the original training methods, introducing new training ideas and training models, and the related concepts of intelligence and platform resource integration are gradually introduced into the trend of talent training. Add new impetus to talent training in the new era. The high-quality construction of the practice base is related to the quality of talent training in colleges and universities, which is conducive to enhancing the in-depth cooperation between schools and enterprises, facilitate the school to accumulate talent training experience, timely improve the training program, promote the development of colleges and universities, and improve the reputation of the school.

2.2 Help the long-term development of school-enterprise cooperation

As a partner to jointly train social professionals with the school, it is very important for enterprises to maintain a long-term cooperative relationship with the school. The university and the enterprise influence each other. Relying on the school-enterprise cooperation, enterprises jointly establish various types of social practice bases with universities, which is conducive to the deeper cooperation between enterprises and the university in the future and the maintenance of the long-term cooperative relationship with the university. Through the rich experience and cutting-edge information of the enterprise, the school explores the optimal strategy of students' internship, which helps to promote the talent training experience of the school. The most direct benefits of both the school and the enterprise are to increase the income of the enterprise simultaneously, improve the social influence, and provide teaching experience for the school. The in-depth construction and development of the practice base also contributes to the integration and sharing of resources between enterprises and universities, promotes information sharing between universities and enterprises, promotes the common progress of both universities and enterprises, and accumulates experience for the high-quality development of both sides in the future.

2.3 Promote the long-term support for talent development

The starting point and foothold of school-enterprise cooperation always lies in cultivating high-quality sports application-oriented professionals. Students, as the link between schools and enterprises, are also the most direct beneficiaries. In-depth learning and communication in practice bases is the last step for students majoring in social sports to enter the society. It is also a crucial step for students to transform and apply the theories they have learned. Students need to rely on the practice base, integrate theory and practice, and constantly enrich their own practical experience and improve their own ability. The positive development of the practice base not only contributes to the improvement of students' professional application ability, but also helps students to learn the knowledge of innovation and entrepreneurship, improve their innovation consciousness, broaden students' horizons, promote students' all-round development, and accumulate experience for formally

entering the society, so as to indirectly promote the future development of students.

3. The construction resistance of social sports guidance and management professional practice base

The cultivation of students majoring in social sports needs "combining theory with practice". If they have theoretical knowledge and know nothing about practice, it is like "talking on paper". With the gradual deepening of the integration of practice base and social professional, the resistance of social professional talent training and the implementation of practice base also follows.

3.1 The stability of the talent training cooperation mechanism needs to be strengthened

Stable cooperative relationship is the basis of the joint training of students between practice bases and universities. In the process of cooperation between both sides, it is inevitable that the stability of the cooperation between practice bases and universities will be shaken due to various internal and external factors.

3.1.1 Self-instability restricts the effectiveness of talent development

The instability of the development of the practice base itself is the primary problem that should be paid attention to in school-enterprise cooperation. The construction of practice base needs a good external operation environment, and the social harmony and stability bear the brunt. The three-year COVID-19 epidemic has had a huge impact on China's sports industry, sports events, sports services and other related industries, and has brought a great test to the promotion of mass sports, the promotion of national fitness and the development of sports power^[1]. Due to the epidemic, many practice bases have great economic pressure to operate and gradually "withdraw from the group", which increases the difficulty of the key step of school practice. In addition, the social and economic depression, the unstable institutional environment and other problems may affect the operation and development of the practice base.

The external environment is only one aspect that affects the development of the practice base itself, but more importantly, the operation within the practice base. The practice base needs to take into account the pressure of marketing, management and talent retention facing the operation of the base. Problems such as poor equipment update of the practice base, declining skills of coaches and poor welfare of the practice base may also affect the sustainability and future development of the practice base. These problems need the joint efforts of the relevant enterprises, universities and other parties in the practice base to solve.

3.1.2 Cooperation instability affects future practice

The practice base and universities may also be affected by many factors, resulting in the instability of cooperation, such as personnel adjustment of both sides, change of cooperation content, change of market environment, etc. The first is the problem caused by human mobility. In the process of cooperation with colleges and universities, the practice students continue to flock to the practice base. At the same time, the coaches of the practice base may also choose to leave due to work pressure, salary and other reasons. If the flow of these personnel affects the normal operation of the practice base, it may make the cooperation between the university and enterprises unstable.

The change of the cooperation content is also one of the factors that affect the cooperation between the practice base and the universities. The cooperation content of social and sports professional practice bases and universities may change as time goes by. Some projects operated by the bases may expire or be halved, and some excellent projects may be terminated due to capital, manpower and other reasons. These changes may directly affect the practical effect of students, which is not conducive to bilateral cooperation. In addition, the changes of policies, laws, market environment and other factors can also affect the cooperation between social and sports professional practice base and universities. In the case of instability in the development direction of policies and laws and the general market trend, the cooperation mode between practice bases and universities may change, the cooperation content may be limited, and the cooperation and development of practice bases and universities may be affected.

3.2 The consistency of the cooperation mechanism of talent training needs to be unified

With the deepening cooperation between the practice base and universities, the inconsistency

between the two sides in the cooperation mechanism of social sports professional talent training has gradually become prominent. There are certain differences between the practice base and universities in the training concepts^[12], and the training goals have gradually run counter to each other^[13], resulting in the inconsistency of the training plans of the two sides. What's more, the internship activities of students will eventually become a formality and lag the development of students^[14].

3.2.1 The cultivation concept is slightly backward

Practice bases and colleges and universities rely on their own resources to cultivate, so the concept of cultivating students is different. The inconsistency between practice base and universities in the concept of talent training is highlighted by the inconsistency in the curriculum provision of the two sides. Some scholars have investigated the curriculum provision of social sports major in several colleges and universities and found that the curriculum provision of the surveyed colleges and universities tends to be consistent, with general courses and professional theoretical courses accounting for more than 60%, while practical courses only account for about 30%. In addition, through the survey of students' satisfaction with the curriculum, it is found that only 13.03% of students tend to be satisfied with the curriculum, and dissatisfaction accounted for the vast proportion, accounting for 68.73%^[15]. The practice base focuses on cultivating students' practical operation ability, and the curriculum training system mainly focuses on allowing students to carry out various kinds of practice and improve their practical operation ability, while colleges and universities pay more attention to students' learning of professional theoretical knowledge in the course training, aiming to enrich students' theoretical knowledge. Therefore, both sides generally cultivate each other based on their own advantages, and for a long period of time, Both sides acquiesce to this concept and method of talent training^[16].

3.2.2 Insufficient consistency of the training objectives

The practice base and universities have different training goals for students. Colleges and universities formulate talent training programs based on the all-round development of students' social sports theory and practice, while the practice base mostly focuses on internship students to create benefits for them, and it is easy to ignore students themselves, which will lead to a great reduction in students' professional learning in practice. Some scholars investigated and studied the training objectives of several universities and found that the universities did not adapt measures to local conditions and made use of their own advantages to carry out characteristic courses, and the courses are not highly targeted. The demand of practical employers for students conflicts with the training direction of schools for students, resulting in the inapplicability of students' professional skills to practical positions^[17]. The reason is that the interests of the two sides tend to be inconsistent. The practice base focuses on the maximization of interests, while the university focuses on the training of students, resulting in the inconsistent process of talent training between the two sides and hindering the development of students.

3.3 The innovative cooperation mechanism of talent training needs to be developed

The training of professional professionals should keep pace with The Times. With the development of The Times, the current practice base and the talent training mode of colleges and universities can not fully meet the all-round and multi-level development needs of students. Through the interpretation of many scholars on practice base and talent training, it is found that the existing practice training programs of sports professionals are outdated^[18], and the situation in terms of target setting. The practice base and universities also have unclear goals for talent training^[19]. In addition, the current student internship is just a formality, which makes it difficult to fully meet the talent training goals and requirements of the university^[20], and ultimately affects the depth of cooperation between the practice base and universities and the overall personal development of students. Therefore, the cooperation mechanism of talent training needs to be innovated and developed.

At present, it seems that the outdated talent training mode of social practice base mainly lies in the fact that the traditional talent training mode of practice base overemphasizes the assessment of professional skills, while ignoring the cultivation and improvement based on practical ability and students' overall quality. This old training mode will limit students' opportunity to temper their practical ability in practice, thus hindering their future career development. Similarly, the single cultivation mode also makes students' cultivation floating on the surface. The traditional practice base training mode provides training for a single career direction, which leads to the obvious professional characteristics of the practice of middle school students in the practice base. With the continuous development of the society, more diversified specialties have emerged, which requires practice bases

and colleges and universities to innovate the training mode, provide more diversified practical courses and training programs, and help students develop diversified.

In addition, in the process of talent training of practice bases and colleges, there is a general lack of objective evaluation and supervision mechanism in the whole process of student practice and practice training, and the lack of standardized management of student practice links by schools^[21], which is easy to cause practice bases and colleges to relax the training of students, and also make students relax the improvement of their own abilities.

4. Research on the construction path of social sports guidance and management professional practice base

4.1 Steady and long-term development: stable establishment to facilitate stable cooperation

The stability of the practice base is the basis of school-enterprise cooperation, which is related to the breadth and depth of school-enterprise cooperation. If the practice base wants to establish a long-term and stable cooperative relationship with universities, it first needs an internal and external environment to maintain its own stable development, which requires the practice base to start from itself, enhance its own economic foundation, actively carry out service business, pay attention to internal talent training and flow, and establish a reasonable and feasible talent management system and retention policy that moves with the trend. The practice base also needs to strengthen its own management, establish an efficient management and operation system, improve the rules and regulations, regularly carry out internal performance assessment and evaluation, and constantly improve the management and operation level. The practice base also needs to introduce relevant policy support, pay attention to the changes of the industry environment and the reform of policies and laws, move according to the time, and constantly adjust and innovate the working methods.

In view of the instability of the cooperation between the practice base and universities, the two sides need to fully communicate with the possible uncertain factors arising during the establishment of the cooperative relationship, which is conducive to the establishment of long-term and sustainable cooperative relationship. At the same time, the two sides also need to pay attention to the changes in policies, laws, markets and other environmental factors, and timely adjust the cooperation mode and content to ensure the stability and sustainability of the cooperation relationship.

In short, it takes many efforts to enhance the stability of the practice base. The practice base can maintain the stability of cooperation with universities only by paying full attention to the construction of its own economic base, talent management and operation, and actively introducing and adapting policies and paying attention to changes in the industry environment.

4.2 Work together: together cultivation is conducive to together progress

The joint training of students by the practice base and universities is conducive to the common progress and development of both sides and the maximum effect of talent training. Practice bases and colleges and universities can jointly formulate practical teaching plans and projects to train students and carry out practical teaching, so that students can master skills and acquire practical operation experience in practice, and improve their social experience. The practice base should also participate in the development and update of physical education professional courses together with colleges and universities, and integrate the needs and experience of the practice base into the classroom teaching, so that students can better understand and master the professional knowledge, and cultivate multi-level talents with practical ability. The practice base and universities should also make full use of their respective resource advantages to realize complementary advantages, resource sharing and information exchange, so as to update the training program in time and promote the in-depth development of the cooperation between the practice base and universities.

The practice base and colleges and universities jointly train social sports professionals through various ways, which is ultimately to promote students to strengthen the combination of practice and theory, constantly expand the space for talent training, and achieve multi-level development of students, but also to promote the deep cooperation between the practice base and colleges and universities, and promote the healthy development of social sports undertakings.

4.3 The old and the new: common innovation helps common development

Some scholars pointed out: "Innovation is the first driving force leading development". In order to adapt to the development of modern society, the construction of practice base should focus on the demand orientation of the current society for talents, constantly innovate the talent training mode, explore new talent training programs together with colleges and universities, keep pace with The Times, and help students to improve their own practical ability and overall quality. The practice base should work together with universities to explore the intelligent talent training mode, promote technological innovation and concept innovation, and seek more innovation points of talent training, which can be considered from the following aspects:

4.3.1 Cooperate and promote it to establish an intelligent teaching mode

Practice base can establish intelligent teaching classroom with colleges and universities, use online conference platform to implement remote online teaching, through joint teaching, enable students to use the theory on the spot to guide the practice online, and facilitate students to better integrate the theory and practice; Practice base can also establish intelligent learning platform, develop online experience courses, make students learn practice content anytime and anywhere, constantly optimize the practice teaching content, so as to improve the teaching quality. The practice base should also establish virtual simulation laboratory, digital virtual training center and other practice units to organically combine professional course design, experimental training, skill formation and other teaching contents, so that students can experience the practice content and improve the practice effect.

4.3.2 University and enterprises shall jointly build an information sharing platform

The practice base and universities jointly build information platform to report students' practice situation anytime and anywhere, upload students' practice videos online, and update the linkage between the school and realize information integration. Meanwhile, the information platform can provide information support for students to promote mutual communication and learning from each other; the information platform should keep pace with The Times, keep updating resources, pay attention to the industry trend, promote the continuous updating of practice base and university training concepts and mode, and promote the coordinated development of both parties to better serve students' practice.

4.3.3 Jointly build an online evaluation and supervision mechanism

Practice base and universities should also work both online and offline, jointly establish online evaluation and supervision mechanism, relying on information resource sharing platform, regular or real-time evaluation of student practice, through the evaluation mechanism feedback student practice effect, urge colleges and universities and practice base to strengthen the process monitoring and effect evaluation of students practice; universities can also set up supervision mechanism for student practice, make full use of online resource sharing platform, monitor student practice status in real time, and master the practice video, so as to promote the positive development of students.

5. Conclusion

The previous practice training mode of student practice base has long been unable to fully meet the needs of the current society for professional talents. The progress of The Times promotes the development of the top-level design, and the top-level design boosts the development of talent training in the practice base. The construction of the practice base cannot be separated from the cooperation of various parties, and the starting point and foothold lie in cultivating high-quality talents for the society. Therefore, it is imperative to explore a more convenient, open and effective training mode of social professional talents.

With the continuous development of social economy and the gradual improvement of science and technology level, it is a certainty that the future practice base and more talent training in colleges and universities should be combined with high-end technology. By exploring new ideas and new technologies for students' practice, we will build a new platform for practice and practice, which is conducive to the future development of all parties. The coordination of all parties, the old and the new, promote the development of practical education towards the direction of digitalization and intelligence, which is more conducive to developing a new paradigm of practice, and boosting the overall improvement of social practice ability of students majoring in social sports.

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