

Research on Enhancing the Local Service Capability of Hainan Sports Vocational Education Teachers in Regional Development

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Abstract: This study aims to deeply analyze the current situation of the ability of physical education and health teachers at Hainan Vocational Education University to serve the local economy from the perspective of regional development, and explore effective improvement strategies to promote the close integration of education and economy. I will use the literature research method to sort out the relevant theoretical basis, collect data on the current status of teachers' abilities and local economic needs through questionnaire survey and interview methods, and verify the feasibility of the strategy through the case analysis method. Research has found that current physical education and health teachers at Hainan University have problems such as insufficient professional adaptability, lack of practical experience, and poor cooperation channels in serving the local economy. To this end, the researcher proposes improvement strategies such as optimizing the curriculum system, strengthening practical teaching, and building cooperation platforms, and verifies them through the cooperation between a university in Hainan and a local sports enterprise. The results indicate that these strategies help enhance teachers' ability to serve the local economy, provide strong talent support and intellectual guarantee for the development of Hainan's regional economy, and also provide useful references for vocational education teachers in other regions to serve the local economy.

Keywords: regional development; Hainan; Vocational education; Physical education and health teachers; Local economic service capability

1. Introduction

Hainan, as an important economic special zone and free trade port in China, has unique resource advantages and development potential in industries such as tourism, sports, and health. With the rapid development of regional economy, the demand for high-quality professional talents is increasing day by day. Vocational education, as a key link in talent cultivation, makes the ability of teachers to serve the local economy particularly important. University physical education and health teachers possess professional knowledge and skills in sports, but still face many challenges and opportunities in serving the local economy[1]. This study will explore in depth how to enhance the ability of physical education and health teachers at Hainan Vocational Education University to serve the local economy, in order to promote the sustainable development of the Hainan regional economy[2].

2. Current Status and Trends of Regional Development in Hainan

2.1. The rapid integration and development of tourism and health industries

Hainan, with its beautiful natural scenery, pleasant climate conditions, and abundant resources such as hot springs and oceans, has attracted a large number of tourists to come for leisure vacation and health tourism. The integration of tourism and health industry has become an important direction for the economic development of Hainan, gradually shifting from traditional sightseeing tourism to diversified formats such as leisure vacation, health preservation, and medical tourism. For example, high-end health and wellness resorts continue to emerge in places such as Sanya, providing a range of health services including traditional Chinese medicine therapy, rehabilitation training, and nutritional counseling, attracting numerous domestic and foreign tourists[3].

2.2. The sports event economy is gradually rising

Various sports events are frequently held in Hainan, such as island cycling races, golf open tournaments, sailing and windsurfing events, which not only enhance Hainan's popularity and influence, but also drive the development of sports event economy. The hosting of the event has attracted a large number of athletes, coaches, referees, and spectators, promoting the prosperity of local industries such as catering, accommodation, transportation, tourism, and shopping. At the same time, the hosting of sports events also provides opportunities for the development of the sports industry, such as the gradual rise of sports equipment manufacturing, sports training, sports media and other fields.

2.3. Enhancing residents' health awareness and upgrading consumption

With the improvement of living standards among residents in Hainan, people's emphasis on health is increasing, and their concept of healthy consumption is gradually changing. The consumption expenditure of residents in sports fitness, sports rehabilitation, nutrition and health care is constantly increasing, and the demand for professional sports and health services is also growing. For example, more and more residents are choosing to join fitness clubs and hire personal trainers for personalized fitness guidance, and the demand for sports rehabilitation treatment is gradually increasing.

3. The significance and value of university physical education and health teachers serving the local economy

3.1. Promote the development of tourism and health industry

University physical education and health teachers can provide professional service support for the tourism and health industry with their professional sports knowledge and skills. For example, developing distinctive sports tourism projects in tourist attractions, such as hiking and water sports, and providing professional safety guidance and sports training; Carry out health management, exercise rehabilitation and other services in the health resort area to help tourists improve their health level and quality of life. Through these services, the connotation of the tourism and health industry can be enriched, the competitiveness and attractiveness of the industry can be enhanced, and the sustainable development of the industry can be promoted.

3.2. Assist in the economic prosperity of sports events

Sports and health teachers can participate in the organization and service of sports events, such as serving as referees, providing physical training and sports injury rehabilitation services for athletes, and participating in the planning and promotion of events. Their professional participation can improve the quality and level of the competition, ensure the physical health and competitive state of athletes, and also attract more audiences and sponsors, promoting the prosperous development of the sports event economy.

3.3. Meet the health needs of residents

To provide local residents in Hainan with sports and fitness guidance, sports rehabilitation treatment, sports event organization and other services to meet their growing health needs. Teachers can conduct sports and health knowledge lectures, fitness skills training, and other activities in communities, schools, enterprises, and institutions to enhance residents' health awareness and sports literacy; Develop personalized exercise and fitness plans for residents to help them prevent and treat chronic diseases, and improve their quality of life.

4. A survey on the current situation of university physical education and health teachers' ability to serve the local economy

4.1. Survey Design

This study used a combination of questionnaire survey and interview methods to investigate university physical education and health teachers from multiple vocational colleges in Hainan. The questionnaire includes basic information of teachers, their mastery of professional knowledge and skills,

practical experience, participation in local economic services, as well as their needs and suggestions for improving service capabilities. The interview mainly targets some teachers and relevant enterprise managers to gain a deeper understanding of the problems and difficulties that teachers face in serving the local economy, as well as the expectations and requirements of enterprises for teachers' service capabilities.

4.2. Analysis of survey results

4.2.1. Single structure of professional knowledge and skills

The survey found that the majority of teachers' professional knowledge and skills are mainly concentrated in the traditional field of physical education teaching, such as physical education, sports training, etc., and their mastery of professional knowledge and skills in the tourism and health industry, sports event economy, and other fields is relatively lacking. For example, when developing sports tourism projects, there is a lack of understanding of tourism market demand, tourism resource integration, tourism project planning, and other aspects; When participating in sports event services, there is a lack of knowledge and skills in event operation management, event business development, etc., which makes it difficult to meet the demand for professional talents in local economic development.

4.2.2. Lack of practical experience

Many sports and health teachers have been engaged in teaching work in schools for a long time, lacking practical cooperation experience with enterprises and social institutions, and have insufficient understanding of the actual operation and market demand of the local economy. When carrying out sports and health service projects, there is often a lack of practical operational experience and problem-solving ability, resulting in low service quality and difficulty in achieving expected results. For example, when developing sports tourism projects for tourist attractions, due to a lack of understanding of the actual situation of the scenic area and the characteristics of tourists' needs, the project design may be unreasonable and unable to attract tourists to participate.

4.2.3. The cooperation mechanism is not perfect

The cooperation mechanism between universities, enterprises, and social institutions is not sound enough, and there is a lack of effective communication and coordination platforms, which leads to obstacles in the cooperation between university physical education and health teachers and local economic entities. On the one hand, teachers have difficulty obtaining actual demand information from enterprises and social institutions, and are unable to adjust teaching content and service directions in a timely manner; On the other hand, enterprises and social institutions lack understanding of teachers' professional abilities and service levels, and are unwilling to cooperate with teachers. In addition, during the cooperation process, there were issues such as unreasonable distribution of benefits and non-standard cooperation agreements, which affected the in-depth development of the cooperation.

5. Strategies for Enhancing the Ability of University Physical Education and Health Teachers to Serve the Local Economy

5.1. Optimize the curriculum system

5.1.1. Integrate professional knowledge and skills

According to the needs of regional economic development in Hainan, optimize and integrate the curriculum system of physical education and health majors in universities. On the basis of retaining the core courses of traditional physical education teaching, relevant courses in the fields of tourism and health industry, sports event economy, etc. will be added, such as sports tourism development and management, sports event operation, sports rehabilitation and health management, sports marketing, etc. Through the study of these courses, teachers will acquire interdisciplinary knowledge and skills, and improve their professional competence in serving the local economy.

5.1.2. Strengthen the practical teaching process

Increase the proportion of practical teaching in the curriculum system and establish a practical teaching base that combines on campus and off campus. The on campus practical teaching base can simulate actual work scenarios such as tourism and health industry, sports events, etc., allowing

teachers to master professional skills in practice; Off campus practical teaching bases can collaborate with enterprises and social organizations to provide teachers with real practical opportunities, allowing them to gain a deeper understanding of the actual operation and market demand of the local economy, and improve their ability to solve practical problems.

5.2. Strengthen teacher training and practical exercises

5.2.1. Conduct targeted training

Universities should regularly organize teachers to participate in training activities tailored to the development needs of Hainan's local economy, invite industry experts, enterprise managers, etc. to give lectures on the latest developments, market demands, and practical operational experiences in the tourism and health industry, sports event economy, and other fields. At the same time, teachers can also be organized to visit and learn from other regions in China or abroad, draw on advanced educational and teaching concepts and practical experience, and broaden their horizons and ideas.

5.2.2. Encourage teachers to participate in corporate practice

Develop relevant policies to encourage university physical education and health teachers to intern in enterprises and social institutions, and participate in the development and operation of practical projects. For example, teachers can work as sports tourism project consultants at tourist attractions, participate in event organization and operation at sports event companies, and work as part-time health managers at health management agencies. Through practical training, teachers can accumulate rich practical experience and improve their ability to serve the local economy.

5.3. Building a platform for school enterprise cooperation

5.3.1. Establish a close cooperative relationship

Universities should actively establish close cooperative relationships with local enterprises and social institutions in Hainan, and build a platform for industry university research cooperation. Through collaborative construction of practical teaching bases, joint scientific research projects, and joint development of courses and textbooks, we aim to achieve resource sharing, complementary advantages, and mutual benefit. For example, universities can collaborate with tourism companies to develop sports tourism courses and textbooks, collaborate with sports event companies to conduct research on sports event operation and management, and collaborate with health management agencies to conduct research on sports rehabilitation and health management services, providing more opportunities and platforms for teachers to serve the local economy.

5.3.2. Improve the cooperation mechanism

Establish and improve the cooperation mechanism between universities, enterprises, and social institutions, strengthen communication and coordination, clarify the rights and obligations of both parties, standardize the cooperation process and benefit distribution methods. For example, developing a cooperation agreement template that clarifies the responsibilities and rights of both parties in talent development, project development, technical services, and other areas; Establish a collaborative project evaluation mechanism to regularly evaluate and provide feedback on the implementation and effectiveness of collaborative projects, adjust cooperation strategies and directions in a timely manner, and ensure the smooth progress and effectiveness of cooperation.

6. Case analysis

The vocational college has established a deep cooperation with a local sports tourism company. The school has first optimized the curriculum system of sports and health majors, added courses such as "Development and Operation of Hainan Characteristic Sports Tourism Projects" and "Tropical Outdoor Sports Guidance and Safety Management", and strengthened practical teaching. A training base simulating sports tourism scenes has been established on campus. At the same time, the school has dispatched a group of sports and health teachers to the sports tourism company for on-the-job training, participating in the company's tourism project planning, tour guide training, tourist sports guidance and other work. During the cooperation process, the teachers fully utilized their professional advantages and developed multiple innovative sports tourism projects for the company, such as the "Rainforest Adventure Hiking Tour" that combines local tropical rainforest resources and the "Sailing and

Windsurfing Experience Camp" that utilizes ocean resources. These projects have been widely welcomed by tourists and have brought significant economic benefits to the company. Through this collaboration, teachers have not only improved their practical abilities and professional qualities, but also incorporated the actual needs of enterprises and market dynamics into their teaching, further optimizing teaching content and methods. In addition, schools and enterprises have jointly carried out scientific research projects to study how to better integrate sports with tourism, enhance tourists' experience and satisfaction, and provide theoretical support and practical experience for the development of Hainan's sports tourism industry.

7. Conclusion

This study analyzes the current situation and trends of regional development in Hainan, and elaborates on the importance and value of university sports and health teachers serving the local economy. Using survey research methods, it reveals the problems that exist in the current process of serving the local economy for sports and health teachers, and proposes a series of targeted improvement strategies, including optimizing the curriculum system, strengthening teacher training and practical exercise, and building a platform for school enterprise cooperation. The effectiveness of these strategies has been verified through case analysis, which can significantly enhance the ability of university physical education and health teachers to serve the local economy and promote the coordinated development of vocational education and regional economy in Hainan. In the future development, physical education and health teachers at Hainan Vocational Education University should continuously improve their own qualities and abilities, actively serve the local economy, and make greater contributions to the economic and social development of Hainan. At the same time, the government, universities, and enterprises should strengthen cooperation to jointly create a favorable environment and atmosphere for teachers to serve the local economy, promote the vigorous development of vocational education in Hainan, provide useful experience and reference for other regions, and jointly explore new models for the coordinated development of vocational education and regional economy.

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