

Value orientation, realistic dilemma and promotion path of retired athletes entering campus under the background of integration of physical education and education

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Abstract: *Actively exploring retired athletes to enter the campus is an important way to expand the resources of physical education teachers, which is helpful to form a new pattern of integrated development of physical education and education with China characteristics. By using the methods of literature and logical analysis, this paper analyzes the value orientation of retired athletes entering the campus, including relieving the shortage of physical education teachers and accelerating the process of integration of physical education and education; Create traditional sports characteristic schools and improve the quality of after-school sports services; Focus on the working principle of physical education and realize the goal of educating people in school physical education. However, there is still a lack of standards for retired athletes to enter the campus, and there is a serious imbalance between post supply and demand; Lack of physical education teaching ability, role cognitive transformation is blocked; Job recruitment is biased towards development, and there are practical difficulties such as homogeneous effect in teaching projects. Based on the above difficulties, standardize the mechanism of teaching and improve the level of culture and education; Strengthen the training of teaching ability and clarify the transformation of role orientation; Scientific guidance for professional transformation, and enrichment of characteristic sports items are proposed to provide specific promotion paths, so as to provide reference for deepening the guarantee of competitive talents and the high-quality development of school sports under the background of integration of sports and education.*

Keywords: *integration of physical education and education; Retired athletes; Enter the campus; Coach transformation*

1. Introduction

The Central Committee for Comprehensively Deepening Reform held on April 27th, 2020. On deepening the integration of sports and education, which was considered and adopted at the thirteenth meeting of the conference Opinions on the Healthy Development of Teenagers (hereinafter referred to as "Opinions on the Integration of Sports and Education") Clearly pointed out: "Make outstanding retired athletes enter the campus as physical education teachers." And the coaching system, Smooth the channels for outstanding retired athletes and coaches to enter the school as part-time physical education teachers, and explore the training after entering the job. which gave the policy basis and direction guidance for "retired athletes entering schools as PE teachers". In February 2023, the State Sports General Administration and the Ministry of Education jointly issued the Implementation Opinions on Setting Coaches in Schools (hereinafter referred to as "Implementation Opinions"), which proposed that schools, ordinary high schools, vocational colleges and ordinary colleges and universities can set up full-time (part-time) coaches to participate in physical education teaching and training according to the implementation of their work, thus forming a benign complement with physical education teachers in physical education teaching and training. The setting of coaches' posts provides a new idea for retired athletes to enter the campus. Under the guidance of relevant policies such as the integration of sports and education, retired athletes can integrate and optimize the resources of physical education teachers, improve the level of students' sports skills, and become a good strategy to promote the high-quality development of school sports. However, in the specific practice process, there are still practical difficulties such as the limitation of retired athletes' qualifications, the defects of professional self-cultivation, the poor adaptation of identity transformation and their own physique. Therefore, how to give full play to the policy dividend of the integration of sports and education, break the existing

predicament constraints, and explore the effective path for retired athletes to enter the campus is of great significance to realize the high-quality development of school sports and the construction of a sports power. Based on this, the purpose of this study is to elaborate the value orientation of retired athletes, analyze the realistic dilemma of retired athletes entering the campus, and thus put forward the promotion path in a targeted manner, so as to provide reference for deepening the guarantee of competitive talents and the high-quality development of school sports under the background of the integration of sports and education.

2. The value orientation of retired athletes entering the campus under the background of integration of physical education and education

2.1. Relieve the shortage of physical education teachers and accelerate the integration of physical education and education

In 2022, the Ministry of Education issued "Compulsory Education Physical Education and Health Curriculum Standards (2022 Edition)" (hereinafter referred to as "new curriculum standards"), which pointed out that the content of compulsory education physical education curriculum was expanded, the physical education class weight of primary and secondary schools was comprehensively improved, and the demand for high-quality physical education teachers was increased. The state stipulates that every 6 to 7 classes in junior high school should have a PE teacher, every 8 to 9 classes in senior high school should have a PE teacher, and rural primary schools with more than 200 students should have at least one full-time teacher. During the "Thirteenth Five-Year Plan" period, the number of physical education teachers in compulsory education in China soared, with an annual growth value of about 20,000, and the number jumped from 502,000 to 595,000. In July, 2021, the General Office of the State Council issued the Opinions on Further Reducing Students' Homework Burden and Off-campus Training Burden in Compulsory Education (hereinafter referred to as "Double Reduction"), which put forward requirements for "supplementing the establishment of primary and secondary school teachers and after-school sports services". With the support of the "double reduction" policy, the role of physical education curriculum in the whole education system is constantly rising, and the concept of "exercising for one hour at school every day" is deeply rooted in the hearts of the people, making physical education teachers still "scarce goods". The promulgation of the above-mentioned series of policy documents provides policy guarantee for the transformation of retired athletes into physical education teachers, and links retired athletes with school physical education in order to deepen the integration of physical education and education and promote the healthy development of teenagers. In recent years, Zhejiang, Anhui, Sichuan and other provinces have opened a window for retired athletes in the field of recruitment of physical education teachers in primary and secondary schools in combination with the development of local education and the construction of teachers, which has made retired athletes enter the campus with new practice. In 2023, the State Sports General Administration and the Ministry of Education jointly issued the "Implementation Opinions on Setting up Coaches' Posts in Schools", proposing to set up full-time (part-time) coaches' posts and retired athletes to participate in physical education teaching and training, so as to effectively supplement the gap of physical education teachers in China. Athletes are a special group. In most cases, the sports skills practiced since childhood cannot be transformed into skills after retirement, which leads to the transformation of the status of most athletes after retirement as an important problem in the sports field. It will effectively solve this problem for retired athletes to become physical education teachers and coaches on campus. In the process of systematic training and high-intensity competition, retired athletes have accumulated rich experience in professional skills training and psychological skills training, and cultivated indomitable personality qualities during the long-term competition, which has become an important prerequisite for their transformation into physical education teachers. At the same time, retired athletes entering the campus can also stimulate the vitality of physical education teachers, optimize the team of physical education teachers, and make the team more professional, diverse and flexible. Therefore, the entry of retired athletes into the campus can not only ease the identity anxiety of athletes after retirement and smooth the integration process, but also relieve the shortage of physical education teachers, enrich the connotation of the team and accelerate the integration process of physical education and education.^[1-3]

2.2. To create traditional sports schools, improve the quality of after-school sports services

Under the background of the integration of physical education and education, according to the school physical education model of "one school with one product" and "one school with many products", it is

an important way to implement quality education and promote students' all-round development. Therefore, how to integrate traditional sports and schools with sports characteristics will become an important practical direction of school physical education in the future. Retired athletes have excellent special sports skills and scientific advantages such as sports training methods. Combining their advantages with school sports organically can build more characteristic sports for the school and build a traditional sports school. In sports teaching, retired athletes represent a brand-new teacher status. Excellent special sports skills will produce different value experiences and even a sense of worship among students, which will promote the formation of students' sports interest and motivation. Moreover, diversified teaching models and teaching contents will enable students to find fun, generate interest and develop interest in the learning process, so that schools can realize diversification in sports curriculum teaching, better improve students' physical exercise efficiency, form awareness and habits of lifelong sports, and promote students' physical fitness and optimistic attitude towards life. In the after-school delayed service, the participation of retired athletes can create characteristic sports and establish after-school sports service with both "popularization" and "improvement". On the one hand, for students with weak sports foundation to participate in after-school delay service, retired athletes will guide them, popularize sports knowledge to students through diversified teaching contents and general psychological training means, enrich sports skills, adjust students' learning pressure, and promote students' combination of work and rest. On the other hand, students who have a certain sports foundation will participate in after-school delayed service, and retired athletes will guide them to improve their competitive ability, cultivate their sense of competition, exercise their perseverance and optimize the quality of after-school sports service through semi-professional sports training methods and special psychological training.

2.3. Focus on physical education work policy, to achieve the goal of school physical education

In 2023, the General Administration of Sport, the Central Organizing Committee, the Ministry of Education, and the Ministry of Human Resources and Social Security issued the Implementation Opinions on Setting Coaches in Schools (hereinafter referred to as "Implementation Opinions"), which clearly pointed out that the goal is to serve students' all-round development and enhance their comprehensive quality, adhere to the educational concept of "health first", strengthen school physical education work through coaches working in schools, improve the quality and level of physical exercise for young people, and help them enjoy fun, enhance their physique, and improve their personality. The new curriculum standard also requires schools to implement the teaching policy of "church, diligent practice and regular competition". Students' daily physical training and participation in sports competitions are put in a higher position. The cooperation between traditional physical education teachers and coaches has become a new idea for future school physical education. Retired athletes' familiarity with sports events and daily training can conform to the teaching policy of "church, diligent practice and regular competition" and become a potential teacher resource to match the school sports goals in the new era. Retired athletes have strong sports skills and rich training methods in the long-term systematic training process, which can teach students professional sports. At the same time, retired athletes can coordinate the frequency, intensity, time and content of training according to their own characteristics, and promote the high quality and interest of diligent training. In addition, retired athletes have accumulated rich competition experience in their career and have a sense of "promoting learning through competition", which can meet the needs of students for preparing for sports events and give them multi-dimensional sports values such as psychological guidance before the game, emotional adjustment during the game and summary of responsibilities after the game. The rich experience of retired athletes can also be used in the holding of sports events. Familiarity with the regulations of sports events and vigilance of events can make campus sports events develop in high quality. Retired athletes entering the campus can further focus on the work requirements of "church, diligent practice and regular competition" and further help realize the school sports goals in the new era.^[4]

3. The realistic dilemma of retired athletes entering the campus under the background of the integration of physical education and education

3.1. There is a lack of standards for teaching threshold, and there is a serious imbalance between job supply and demand

Although the state has successively issued relevant policies for retired athletes to enter the campus (Table 1), there is no detailed entry threshold for teaching. The Education Law of the People's Republic of China stipulates that China's education should implement the teacher qualification certificate system,

that is, obtaining the teacher qualification certificate is a prerequisite for citizens to engage in education, and practitioners who have not obtained the corresponding teacher qualification certificate are not allowed to apply for teachers. Obtaining teacher qualification certificate is a huge problem for athletes.^[5]

Table 1: Relevant policies for retired athletes to enter the campus.

Promulgation time	Promulgating department	file name	Related content
the year 2017	Ministry of Education	Measures for the Administration of Part-time Teachers of Physical Education and Aesthetic Education in Schools	Explore the training after entry, and introduce excellent retired athletes and coaches into the school as physical education teachers.
the year of 2020	General Administration of Sport, Ministry of Education	Opinions on Deepening the Integration of Sports and Education to Promote the Healthy Development of Teenagers	Vigorously train physical education teachers and coaches, and promote retired athletes and sports school coaches to enter the school.
In 2021	the General Office of the Ministry of Education	Guiding Outline of Teaching Reform of Physical Education and Health (Trial)	Strengthen the construction of teaching staff, fully equip teaching and research staff at all levels, and promote retired athletes to enter the school to teach.
In 2022	State Sports General Administration, General Office of Ministry of Education, General Office of National Development and Reform	Notice on Improving the Service Level of physical education class in Schools and Promoting the Healthy Growth of Primary and Secondary Schools	Vigorously build a team of part-time coaches to recommend outstanding retired athletes and coaches. According to the principle of "two-way choice", compulsory education schools will hire part-time coaches as needed.
In 2023	General Administration of Sport, Ministry of Education, Ministry of Human Resources and Social Security.	"Implementation Opinions on Setting Coaches' Posts in Schools"	Set up full-time (part-time) coach positions to participate in physical education teaching and training.

The state has given some preferential policies to retired athletes to enter the campus to some extent, but China has implemented a strict vocational qualification access system, which has not fundamentally solved the problem of retired athletes entering the campus. First, from the policy point of view, most of the policies are implemented through the status of part-time teachers or coaches, so that retired athletes can cross the qualification restrictions and enter the campus. However, the survival and social security required by retired athletes still depend on full-time posts, while the qualification barriers for full-time posts of physical education teachers and coaches still cannot be broken. At the same time, how to define outstanding retired athletes is also a difficult problem in the process of policy implementation. Second, there is a serious imbalance between supply and demand of jobs. The education level in different regions of China is quite different, and there are limited posts for coaches and physical education teachers for retired athletes in different regions. According to the statistics of the State Sports General Administration, there are about 50,000 registered professional athletes in China, and 3,000-4,000 athletes retire every year. In addition to the excellent retired athletes with excellent competition results can enjoy certain preferential policies, it is difficult for more ordinary athletes to retire to campus. Because the multi-category and multi-dimensional guarantee mechanism involving athletes' skill level and working environment requirements can't be quickly completed in a short period of time, retired athletes who are committed to professional education must compete with physical education normal students who receive

higher education, and the advantages of retired athletes in professional skills can't make up for their lack of hardware conditions. The process of retired athletes entering the campus is slowed down by cultural examination contents such as obtaining teacher qualification certificate and written examination of recruitment examination.

3.2. Lack of physical education teaching ability, role cognitive transformation blocked

Subject knowledge and teaching ability lists the basic ability knowledge that primary and secondary school teachers must master, including comprehensive quality, teaching knowledge and ability, subject knowledge and teaching ability. Excellent retired athletes have experienced long-term and strict sports skill training, and their professional sports skill training methods and field knowledge fully meet the standard level. However, physical education teachers must also master the basic abilities of education and teaching, such as education view, student view, teacher view, teaching theory, professional ethics and professional accomplishment. When retired athletes change from athletes to physical education teachers or coaches, physical education teaching is an extremely unfamiliar field, and the teaching evaluation link can not follow a set of standards used in their own training, and needs to be reconstructed. In addition, the cultivation of students' mental health and the guidance of values in the teaching process need to jump out of the original value system of retired athletes, and the job transition from practice to teaching will bring pressure on retired athletes to work on campus. Physical education teaching is a teaching process based on physical exercises, which requires physical education teachers to have many abilities, not only the basic ability of physical education course teaching, but also the professional ability of event organization and sports club management. The transformation of retired athletes from simple thinking will also pose great challenges for their teaching ability.

In addition, retired athletes often face problems such as unable to change their role cognition when they enter the campus. First of all, during the training of sports teams, the first identity is both an athlete and a student. Apart from contacting the coach in daily training, the first identity is only contacted with the teacher's identity in the cultural class. When he enters the school after retirement and becomes a physical education teacher, it is difficult for him to quickly clarify the responsibilities and obligations of his teacher's identity, which hinders the retired athletes from entering the campus to some extent. For example, in the process of changing from an athlete to a teacher, Zhang Chen of CUBA Women's Basketball Team of Shanghai East China Normal University has to "work overtime" almost every day until 12 o'clock in the evening to plan tomorrow's class content and summarize today's course. Secondly, it is difficult to change cognitive goals. In the training of sports schools, it is the primary goal of professional teams to cultivate competitive talents who create excellent sports achievements and win the competition. Coaches need to strictly demand the training intensity of athletes and fully stimulate their sports talents, so as to help athletes improve their competitive ability and win the competition. In school physical education, the main goal is to help students realize lifelong physical exercise consciousness and enhance their physique. After the retired athletes enter the campus, the new and old roles are changed, and there is opposition, conflict and conflict within or among the roles, which may easily lead to inappropriate teaching. The lack of basic teaching ability and the weakening of professional skill advantage brought by role transformation have greatly restricted the work of retired athletes on campus, and also blocked the completion of high-quality physical education teaching tasks.

3.3. Job recruitment is biased towards development, and there is a homogeneous effect in teaching projects

Under the guidance of the sports system, athletes in different stages aim at obtaining excellent results in sports training. Driven by the goal of winning glory for the country, the state pays more attention to the development of advantageous events that are easy to win gold medals, while the protection for other weak events is insufficient. The differences in sports that athletes engage in have affected the development of athletes after retirement to some extent. First of all, in most primary and secondary schools, the recruitment of physical education teachers is consciously biased in line with the scope of college entrance examination items in physical education. Because the physical education courses are mainly track and field, basketball and volleyball, when hiring physical education teachers, they tend to give priority to athletes with special skills who have more courses on campus, such as track and field, basketball and football, and there are relatively few employment opportunities for retired athletes in other unpopular projects. For example, athletes engaged in group activities are more popular than individual activities, and group activities such as basketball, football and volleyball are conducive to organizing campus competitions and facilitating management. However, badminton, table tennis and other

individual sports events need a large number of sports equipment such as table tennis tables or badminton nets in physical education class, which is not convenient for large-scale teaching. Second, athletes engaged in some sports limited by venues and equipment lack advantages, such as equestrian, surfing, kayaking, rock climbing, etc., and it is difficult to popularize the venues and facilities of these sports in ordinary primary and secondary schools. In addition, retired athletes who are not suitable for sports in primary and secondary schools are in a weak position in teacher recruitment. These sports include karate, fencing, shooting and other sports that are easy to cause sports injuries, as well as weightlifting and other sports that are not suitable for the current stage of youth development. However, the retired athletes of the above-mentioned sports need to abandon or transform their original sports experience accumulated in their sports career in order to meet the needs of school sports development and obtain job opportunities, which prevents these outstanding retired athletes from entering the school to teach to a certain extent.^[6]

4. The promotion path of retired athletes entering the campus under the background of integration of physical education and education

4.1. Standardize the teaching mechanism and improve the level of culture and education

Under the guidance of the policy of integration of sports and education, in order to ensure the work of retired athletes entering the campus, various localities have also introduced supporting implementation plans. There are different policy details and emphases in different regions, such as Beijing, Hebei, Shaanxi and other places, which stipulate that outstanding retired athletes can enter the school to teach after training; Shanghai has set up a special management center to build an online work platform for coaches and primary and secondary schools, so that more and more professional coaches can enter the campus; Liaoning stipulates that retired athletes who have obtained teacher qualifications can be hired through the examination application system. Although various regions have begun to facilitate the access of retired athletes to schools, the implementation path is still not clear enough, and more is just direction support. The guarantee mechanism and preferential treatment system are still not established or mature enough, and the inevitable decline of most retired athletes in employment competition has not been effectively solved. In view of this, the General Administration of Sport and the Ministry of Education should issue detailed rules for retired athletes to enter the campus at the national level to guide the effective implementation of local policies. Specifically, they can start from the following aspects: (1) standardize the admission standards for retired athletes to teach. Admission standards can be set from basic information (sports, education, athlete level, etc.), competition experience, award-winning level, etc. At the same time, excellent retired athletes should be stipulated, such as having a national master's grade certificate or participating in major international competitions and obtaining rankings. Each region will be adjusted according to local actual needs. For excellent retired athletes to teach, they can take the methods of exemption from examination, first joining and then training to determine their qualifications. (2) Standardize the assessment mechanism of retired athletes' teaching. Mainly from the aspects of assessment content, assessment form and teaching evaluation, the withdrawal mechanism is implemented for practitioners who fail to pass the continuous assessment to ensure the high-quality development of school physical education. At the same time, for retired athletes themselves, it is also necessary to improve the level of culture and education. On the one hand, we should start with the way of thinking of retired athletes, strengthen the importance of retired athletes to their professional qualifications, and guide retired athletes to make scientific and healthy career planning. On the other hand, strengthen the cultural education of athletes. It is necessary to change the way of attaching importance to professional skills training and giving up cultural education in competitive sports, change the traditional sports education mode of athletes, merge athletes' skills and culture, consider cultural achievements and training achievements, establish scientific evaluation indicators, get rid of the traditional sports thought of "only competition achievements", and urge athletes to understand that learning to promote training and complement each other is the correct relationship between learning and training.^[7]

4.2. Strengthen the training of teaching ability, and clarify the change of role orientation.

The state and schools should solve the problem of lack of teaching ability faced by retired athletes in the process of role transformation through vocational training. First of all, explore the mode of "induction before training". Before the formal entry, we should make up for the shortage of retired athletes in teaching through professional teaching and training, so that retired athletes can receive professional vocational ability training before entering the school and master basic teaching knowledge to pave the way for entering the school. Secondly, we will continue to strengthen the guidance and supervision in

the process of entry, constantly revise and guide the teaching work of retired athletes in the teaching process through the mode of "bringing the old with the new", and demonstrate the difficult problems in the work face to face. Finally, guide retired athletes to make self-summary, and establish a scientific evaluation system to test whether the comprehensive quality, teaching knowledge and ability, subject knowledge and teaching ability of retired athletes have reached the excellent level after the role transformation and make corrections.^[8]

In the process of role transformation, retired athletes have changed from "taught" to "taught", and the huge gap in working methods and contents has caused retired athletes to have a sense of role ambiguity and contradictory role cognition. In this process, it is necessary to guide retired athletes to position their roles. First of all, this paper expounds the work needs of retired athletes entering the campus, giving consideration to "popularization" and "improvement", jumping out of the competitive orientation maintained by their long-term careers, focusing on the direction of students' physical and mental health and sports habits, helping students master one or two sports skills and giving "improvement" guidance to some students with professional potential and competitive level, so as to enhance the campus reserve of competitive sports talents. Secondly, the psychological counseling room is set up to pay attention to the psychological pressure of retired athletes in their new roles, and give psychological guidance to alleviate the state anxiety and mental pressure of retired athletes due to changing their own positioning. Finally, pay attention to the early adaptability of retired athletes. Education and sports departments should establish a "school-school joint" system, encourage sports schools to cooperate with local schools, encourage athletes in service to participate in the guidance of school sports associations and after-school delayed services, and adapt to the role change of athletes entering schools after retirement in advance.

4.3. Scientifically guide the professional transformation and enrich the featured sports

For retired athletes in unpopular events, the limitations of the event directly become the threshold for them to enter the campus. It is necessary to break through the thinking barriers of professional restrictions and encourage athletes to make professional transformation in order to better adapt to physical education teaching life. First of all, help the athletes of unpopular events to make scientific transformation. According to the theory of event group, the sports of the same event group are homogeneous in training methods and ability training, which provides an effective way for athletes' project transformation. Such as weightlifting, which belongs to the physical strength-dominated strength events, it is impossible to set up physical education courses in schools due to inappropriate venues and exercises. It can be transformed into the track and field events such as hurdling, jumping, throwing and so on. Secondly, take the sports and education departments as the leading factor, and establish an online service platform for the integration of sports and education. The sports department is responsible for collecting, sorting and inputting the relevant information of active and retired athletes, and storing it in the data cloud. The education department is responsible for collecting, sorting out and publishing the relevant requirements of the school for recruiting physical education teachers or coaches. The platform matches and pushes relevant information for the school to screen, so as to realize the accurate supply of retired athletes into the campus. Finally, on the basis of "one school, one product", we will promote characteristic sports. In the case of serious homogenization of teaching projects, choosing special sports such as rock climbing and fencing can stimulate students' interest in participating in sports activities. And this kind of characteristic sports needs professional technical guidance. Therefore, the disadvantage of retired athletes has become an advantage, which can fit the development direction of school physical education of "one school, one product". Retired elite athletes who are at a disadvantage in the project can continue to develop their special specialties, cultivate reserve talents and smooth their own transformation process through these means of transformation or expanding the teaching field.^[9]

5. Conclusion

The promulgation of the integration of sports and education not only opened the way for school sports to move towards professional sports, but also provided a guarantee for competitive sports to turn to school sports. The great teaching potential of retired athletes is an important part that can not be ignored in the process of building a sports power, and it is also an important help to alleviate the huge gap in physical education teachers' resources. The entry of retired athletes into the campus is of great value in relieving the shortage of physical education teachers, improving the quality of after-school physical education service and realizing the goal of educating people in school physical education, and will become a beneficial way to implement the policy of integration of physical education and education and promote the construction of a sports power. However, retired athletes are still in the exploration stage, and their

security system, vocational training system and supervision and evaluation system have not yet been established, which is a realistic dilemma that needs to be solved urgently in the future.

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