Practice of Professional Quality of Elderly Service Talents from the Perspective of Competition Promotion

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Abstract: *Based on perspective "in order to promote learning", realize the fusion of vocational skills and professionalism, for elderly services and management of professional talents cultivation of professional quality put forward specific teaching professional core literacy education goal, the sequence of project activities as the carrier to improve students' practical ability, project process and result evaluation system to build, In order to solve the problems of the elderly service and management professional personnel training professional practice ability is not perfect, professional spirit education is not paid attention to, the practice effect is not good. Centering on the education and teaching mode of "promoting learning and teaching by competition", the training of professional talents in service and management for the elderly is carried out, in order to better complete the role transformation from theory to practice, provide more education and teaching ideas for the training of elderly service providers, and cultivate application-oriented service talents for the elderly.*

Keywords: *Professional Quality, To Promote Learning, Elderly Services and Management, Professional Identity*

1. Introduction

China's population is not only aging, but also empty-nest and fewer children[1].The aging problem is serious. The fourth Session of the 13th National People's Congress focused on the well-being of the people, mentioning the three requirements of preventing people from getting out of poverty from falling back into poverty and making elderly care services more considerate. The initiative of "Making elderly care services more considerate" involves "implementing the national strategy of actively responding to the aging of population, We will focus on improving the population service system, developing a basic old-age service system, and developing inclusive old-age services and mutually-assisted old-age services. Although a social pension service system including home, community and institutional pension services has been initially formed, the demand for pension service talents is increasingly large-scale and rigid.

Professionalism was first mentioned in the government Work Report of 2016, "Encourage enterprises to carry out customized and flexible production, cultivate the core professional quality of excellence, increase varieties, improve quality, and create brands".[2] Professional literacy is the inherent requirement and code of conduct of an occupation, and is a comprehensive quality shown by a person in an occupation. It includes both explicit qualities such as professional knowledge, skills and image, and implicit qualities such as professional ideal, professional ethics and professional spirit [3].College students' professional literacy refers to the collection of potential personality characteristics that drive college students to produce high performance, predictable and measurable [4]. It is a personal characteristic that can be expressed in different ways such as knowledge, skills, personality and drive.

2. Status Quo and Reason Analysis of Cultivation of Professional Quality

2.1 The Cultivation of Professional Practice Ability is not Perfect

The running characteristic of higher vocational colleges and some undergraduate majors is to train technical and technical talents, and have higher requirements for their "occupation".For the training of

elderly service and management professionals, most colleges tend to attach importance to the training of vocational skills, only highlighting the value of tools and economic functions, while ignoring the training of professional literacy. There is a serious shortage of application-oriented, compound and innovative elderly service talents, which directly affects the sustainable development of social economy.The cultivation of professional spirit has become one of the important tasks in the personnel training of various colleges and universities[5].

Service and Management for the elderly is a special major, and graduates' employment service targets are the elderly. Employers choose talents based on ability and responsibility orientation, but there are some problems in the training of students' professional practical ability.

The frist is the lack of social ability.In classroom teaching, one-way and passive teaching mode is often adopted, which is not conducive to students' mastery of professional and theoretical skills of elderly care service and lack of teamwork and interpersonal skills.

The second is the lack of psychological ability. Due to the low social status and professional reputation of pension service workers, poor pay, high work intensity and other factors, the students of this major have poor professional emotion, lack of learning enthusiasm, pension feelings and professional identity. Third, the lack of knowledge and ability. Flexible and effective learning environment is a necessary condition for the study of this major. In the traditional classroom, social practice often deviates from theoretical teaching, and students lack the support of theoretical knowledge during practice, resulting in poor effect of practice. At present, the teaching evaluation of elderly care service major in most colleges and universities is mainly based on examination and practice, which is difficult to transform the learning knowledge and professional ability. Fourth, the professional ability is poor. In addition to the poor classroom effect, most school-enterprise cooperation becomes a mere formality in personnel training, and most school training bases exist in name only. There is no real cooperation, and there is a lack of supervision of existing bases, resulting in a huge waste of resources. In such practice, it is not only difficult for students to learn the core professional skills of elderly care service, but also easy to damage their enthusiasm for serving the elderly, which is not conducive to the cultivation and development of professional spirit.

2.2 Vocational Spirit Education is not Valued

Life education in colleges and universities is lacking in the cultivation of students.

Firstly, lack of life education courses in colleges and universities. Although some colleges and universities attach more importance to humanistic care for students and offer some relevant courses for them, they are still a minority and most of them lack life education.

Secondly, the teaching of classroom life education lacks universality. According to the survey, due to the limited classroom time, most teachers do not extend life education in general education courses or professional courses.

Thirdly, teachers' enthusiasm for life education is low. Some teachers themselves do not understand the relevant concepts of life education, and it is difficult to explain them, so they are not enthusiastic. In addition, the process of teacher life education is affected by such factors as communication with students, the number of courses, personal reasons, school policies and learning atmosphere, so it is difficult to promote life education.

Fourth, the demand of life education for students majoring in elderly care services.In January 2019, the author conducted a survey on "Cognition of Life Education among College Students majoring in Geriatric Service and Management". It was found that 77.36% of the students believed that life education was necessary to be carried out in the teaching of specialized courses.Most of the students thought that life education should include mental health education (94.97%), life awareness and value education (89.94%), physiological health education (88.05%), safety knowledge education (86.79%), and life emotion education (86.16%).Students think that life education can be carried out in colleges and universities, 69.18% of students think that life education courses can be carried out, 68.55% of students think that life education can be carried out in mental health counseling, and 63.52% of students think that special lectures with "life education" as the theme can be carried out.

2.3 The Practice Effect is not Good

School-enterprise cooperation is a practical way for students to complete classroom learning and

enter the post work. The practical effect depends on the school-enterprise cooperation mode.However, there are some problems in the school-enterprise cooperation in most colleges and universities, such as insufficient depth, scattered content and superficial form of cooperation, which negates the stability, feasibility and sustainability of school-enterprise cooperation, and there are disadvantages in the cultivation of students' professional quality.Specifically, due to the lack of resources invested in the practice, the management mechanism of funds, teachers, supervision and evaluation is not sound and standardized, which leads to the mismatch between the practice teaching link and the vocational ability demand, and students find it difficult to define the correlation between the two.There are fewer enterprises cooperating with schools, which leads to fewer job opportunities and affects students' practical links and career planning.The professional training program is not unified with the practical teaching content, lacks operability and is not feasible.In the teaching management, extensive management is adopted, the practice project is more flexible, can not form a long-term training mechanism, can not achieve the goal of cultivating students' practical ability;Most of the schools' training bases exist in name only and are just "facade decoration" without real cooperation. At the same time, there is a lack of supervision mechanism for the existing bases.The practical results of students are general and lack of indicators for evaluation and measurement. It is not scientific for teachers to evaluate results only according to signatures or seals.Due to the lack of each link, the quality of talent training is not good, the practice effect is not good.

3. The Path Choice of Improving the Professional Quality of the Students of Old Clothing Major

From the perspective of participating in the competition project, some countermeasures and suggestions are put forward for the cultivation of professional quality of senior service and management talents.

Firstly, Make clear the objective of vocational quality education in course teaching. Integrating the cultivation of professional literacy into course teaching, different courses have different vocational competence objectives and standards of professional literacy. Take "Social Investigation research Methods" as an example, the vocational ability goal of this course is to require students to master the system structure of social research methods, relevant elements of different research methods; In the process of actual investigation and research, under the guidance of teachers, students are repeatedly strengthened and trained in the operation of investigation techniques and methods. At the same time, the investigation scheme of social problems is designed, students are organized to participate in practical research for many times and communicate and interview with the investigation objects face to face. Establish students' awareness of problems, find hot topics, and strive to guide students to master investigation methods, interview skills and analysis techniques in the investigation activities, so as to independently carry out investigation work for social problems. A closed loop of effective communication and discussion will be formed between the student teams and the instructors. The "Research report on the needs of the elderly in the community" will be used as the starting point for the competition and the entries will be submitted.

The objectives of this survey are as follows: firstly, to obtain the basic data of the elderly empty-nesters' demand for pension services in urban communities; Secondly, on the basis of micro data analysis of pension services, this paper studies the matching relationship between community pension services and the needs of empty-nesters, and finds the problems existing between the needs and services. Thirdly, design feasible paths for social work to intervene in the elderly care service needs of empty-nest elderly people in the community, including "specific and inheritance companionship to meet the mutual assistance needs of the elderly", "providing respite services" and "carrying out special community elderly activities", and then put forward countermeasures to improve the quality of community elderly care service. In the student to carry on the practical investigation and research, give full play to and use of research technology of the course of the social survey research methods, data processing and statistical analysis, etc., to overcome all difficulties, by building the overall research framework, design survey questionnaire and interview outline, refined, enrich the research content, honing and scrutiny, mining project innovation, optimization of case processing, such as charts. Finally, the research Report on the demand for Elderly Care Service and Social Work Intervention Path in Urban community based on the investigation and analysis of J Community was formed, and the work won the second prize in the provincial competition. Endowment service professionalism element effectively penetrate into the process of project implementation and specialized course teaching, establish three-dimensional curriculum goals, establish three ability, knowledge and quality objectives, the teaching situation, the knowledge and skills, process and method, emotional attitude and values make a comprehensive consideration, to realize the full penetration in professionalism.

The second is to enhance students' professional practice ability through serial project activities. Vocational skills and professional spirit are integrated into the teaching activities of knowledge explanation and skill training guidance, focusing on students' professional knowledge and skills, as well as their professional quality and ability of innovation and sustainable development. Students' comprehensive quality can be improved through professional teaching, practical teaching, participating in competitions, school-enterprise cooperation, on-the-job internship and other series of project activities, such as elderly practice report meeting, volunteer activities for the elderly, academic reports, school-enterprise cooperation, forum of elderly service industry, elderly service skills competition and so on.

Taking the participation in relevant competitions as an example, in this national college students extracurricular academic science and technology works competition, the elements of students' professional quality are clearly defined and targeted training is carried out. The instructor should give one-to-one guidance to the project team members, and take the organizational form of group guidance according to the social environment elements. Guided by the professional spirit of the senior service and Management major, the direction of the topic selection, the category of the competition and the scheme of the competition are clearly defined. Students are required to be considerate and volunteer to form a team. Design the task division list of the group, clarify the project division of the competition, improve team members' sense of participation and responsibility, and strengthen the sense of quality and rules. Cultivate students' professional emotional identity based on the sense of project participation, practical gain and social responsibility. Teaching design, the summarization of project, the form of online meeting for team members to report, mainly around the harvest of knowledge and skills, problems and solutions, team division of labor and cooperation, the value of time process and meet the five dimensions of this professional experience exchanges, teacher evaluation, effective permeability students of career identity.

The third is Construct the evaluation system of vocational quality education. First, construct modular teaching framework in teaching. In terms of teaching content, a modular curriculum framework is constructed to cultivate students' social ability, psychological ability, knowledge ability and vocational ability as a modular framework for comprehensive improvement, as shown in Figure 1.The construction of modular curriculum framework is based on the training orientation of endowment service undergraduate professional talents, which should include four basic modules, namely to realize the four aspects of students' ability. Based on the basic theory of "reflective practice", the practice teaching system of elderly care service and management major includes course practice, activity practice, probation practice, social work, social volunteer practice, etc., to fully display and develop the professional quality of college students. Project or topic oriented talent training, extend classroom learning to extracurricular, in-depth exploration of the frontier knowledge of professional fields. With the focus on strengthening professional ethics and professionalism and the purpose of improving safety awareness and legal education, relevant professional courses focus on elderly services and management, health management, elderly care and other fields, and moderately expand basic knowledge of social work, psychology, medicine, nutrition, communication skills and so on.

Second, according to the latest industry standards, career policies and job requirements of geriatric service and management, a process evaluation is made for students in the process of job practice, professional competition and project, and a result evaluation is made based on the final results. "In accordance with the requirements of connecting professional Settings with industrial needs, course content with professional standards and teaching process with production process"

4. Conclusion

Professional and closely related to social practice, all kinds of stakeholders vocational skills contest or extra-curricular academic works of old field from the aspects of professional skills and professional knowledge for elderly services and management professional practice teaching offers a chance for the reform and development, it is not only a competition platform between students, each field of elderly welfare is also learning and communication platform between teachers and schools, "In order to promote learning" as an effective education, incentives and inspection mechanism, around "to promote learning, in order to promote teaching" this kind of teaching mode, improve elderly services and management of students' professional quality training, in order to better complete the role transformation from theory to practice, for the cultivation of the endowment service provides more education teaching idea, Training application-oriented service personnel for the elderly.

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