

# *Research on the Training Path of the Integration of Production and Education to Cultivate Sports to Promote Health and Applied Talents*

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**Abstract:** Health is an inevitable requirement for promoting the overall development of people, a basic condition for economic and social development, an essential symbol of national prosperity and revitalization, and the common pursuit of the whole society. From the perspective of the integration of production and education, with the purpose of cultivating the health application talents via sports, according to the function of universities and colleges to serve the society, combined with the enlightenment of the interactive mode between international universities and colleges as well as local economic development, this paper puts forward the training path of sports promote and improve health application talents. In addition, the training structure is aimed at improving the current situation of educating people in universities and colleges, enabling talents to meet the needs of diverse social development, and assisting the implementation of national strategy of “Health of China 2030”.

## 1. Research Background

Human health is a necessary condition and foundation for the healthy operation of society, and it is also an inevitable requirement for promoting the overall development of people, a basic condition for economic and social development, an essential symbol of national prosperity and revitalization, and the common pursuit of the whole society <sup>[1]</sup>. Sport is a social undertaking event at covers all people. As early as the beginning of the founding of New China, the took enhancing the physical fitness of the general public and promoting the health of the whole people as the primary task of the development of sports. From a practical point of view, the fundamental role of the extensive and continuous national health has become increasingly significant, and it is a comprehensive, coordinated and sustainable development. It is easy to see that higher requirements are put forward for the sports talents cultivated by universities and colleges. Undoubtedly, the integration of production and education is the only way.

At the same time, from the birth of the embryo of life to the cessation of the fire of life, the movement is always accompanied by the rhythm of life. Life and sports are endless, which has

become the general consensus of the whole society. The national character of modern sports from all scopes are completely consistent with the two basic focus points of the construction of "Healthy China"<sup>[2]</sup>. The overlapping of points and processes not only makes sports promotion of health aligned and effective, but also makes sports an indispensable strategic foundation for the great project of building a "Healthy China" due to natural, vivid and low cost of sports intervention status. Therefore, under the background of the current "Healthy China 2030" strategy, it is particularly important and urgent to deeply study the issue of the integration of production and education to cultivate sports service-oriented talents.

## **2. The Integration of Production and Education is an Inevitable Requirement of the “Opinions of The State Council on Implementing the Healthy China Action”**

### **2.1. “Healthy China Action” Needs to Promote Health through Sports**

The "Healthy China Action" establishes the "national health concept" of "promoting health through sports" and comprehensively promotes the physical health of the people. This requires the integration of production and education to cultivate applied talents who promote health through sports.

Health is the common welfare of mankind. With the development of economy and society and the implementation of the global "Health Promotion" plan, health has become an important part of the pursuit of prosperity and civilization in all countries around the world. As an important part of the Healthy China strategy, the integration of national fitness into national health is an important task of the Chinese government<sup>[3]</sup>. On the one hand, National Fitness has effectively supported the advancement of the Healthy China strategy; meanwhile, Healthy China has also put forward higher requirements for the development of National Fitness. Since the "National Fitness Program" was proposed in 1995, it has played an active role in promoting the national fitness movement in my country, promoting the development of the public sports lifestyle and improving the level of social health. Focusing on the basic goals of health governance, starting from clarify the positioning, historical achievements and strategic needs, its core content is the basic issues of healthy life, health services, healthy environment, health protection, health industry, health support and organization and implementation, and clearly proposes popularization. The five main tasks of healthy living, optimizing health services, improving health security, building a healthy environment and developing a healthy industry, as well as improving support and security, and strengthening the organization and implementation of the two security systems; the focus on health is based on the diversity of physical, psychological and social health. Dimensionally, it shows a complete health governance system—health governance strategy and goals, health governance tasks, governance environment and its interaction, security system, etc. We will adhere to the protection of the health of the people as the center, proceed from the perspective of general health, general hygiene and sports, strengthen overall and strategic thinking, and promote the resolution of major current and long-term national health problems, so that the country will at its stability.

### **2.2. "Healthy China Action" Requires "Integration of Production and Education"**

The "Healthy China Action" proposes a grand blueprint for "building a healthy country compatible with a modern socialist country", which requires the integration of production and education to cultivate professionals who can promote health via sports<sup>[4]</sup>.

The State Council has put forward the reform requirements of "deepening the integration of production and education, and promoting the organic connection between the education chain, the talent chain, the industrial chain, and the innovation chain". In September 2018, Chinese leader

emphasized at the National Education Conference the educational reform goal of "promoting the collaborative innovation of production, education and research, actively implementing the innovation-driven development strategy, and focusing on cultivating innovative, compound, and applied talents". It is the key to solve the difficulty of employment of such talents that the training of sports professionals meets the needs of the society. It is both practical and urgent to conduct a comprehensive and in-depth study of the training of sports talents under the mode of deep integration of production and education <sup>[5]</sup>. The Ministry of Education and other three departments jointly proposed the major of "promoting transformation and development, universities and colleges should really turn their school-running ideas to serving local economic and social development, to the integration of production and education, school-enterprise cooperation, and to cultivating applied and technically-skilled talents." The guiding ideology of the transformation and development of running a school. Therefore, the training of sports application talents under the mode of integration of production and education is an inevitable choice to solve the problem of disconnection between supply and demand of talent training. Sports colleges should base themselves on the development of local sports industry and the needs of national fitness, adhere to the integration of production and education, ability-based, and establish and improve the "ability-based" talent training system for sports health promotion.

With the improvement of economic strength and quality of life, people have gradually realized the importance of physical exercise. At the same time, economic consumption has begun to shift from "functional" to "enjoyable"<sup>[6]</sup>. The change in consumption patterns will drive the transformation of related industries to transform and upgrade. As the main force of talent training, universities and colleges, how to solve the problems existing in the training of master's degree talents in social sports guidance under the background of the integration of production and education, gather multiple advantageous resources, optimize the integration process between training subjects, and cultivate a group of talents that can adapt to the development over time. Specialized talents in social sports to meet social needs are an important problem to be solved urgently by training facilities.

### **2.3. "Healthy China Action" Requires "Training of Sports Service-Oriented Talents"**

Sports service refers to the service activities that the professionals in the sports department engage in to meet the demand side by providing sports-related products in the form of suppliers. It is one of the indispensable needs of the public and the basic prerequisite for the public to participate in physical exercise <sup>[7]</sup>. To a certain extent, well-organized sports services can enhance people's awareness of sports, improve their physical health, and are conducive to the healthy development of sports. Applied talents refer to professionals who are proficient in the basic knowledge and skills of a social production or a social activity, and can apply professional knowledge and skills to social practice. Its basic characteristics are to adapt to the era environment of social change and transformation, have the practical ability to solve practical problems, and be able to propose innovative solutions in production practice. After the 1970s, after the great success of competitive sports, developed countries began to pay attention to mass sports, and a large number of sports colleges began to cultivate talents for the mass sports market. People in the United Kingdom and the United States pay more attention to their own health, entertainment and sports while pursuing economic growth. Various sports colleges and departments have reformed their talent training programs according to the needs of the society <sup>[8]</sup>. Sports human science, health science, sports psychology and other courses into the sports service personnel training plan. The Canadian and Finnish government's training of talents is positioned to improve, reform and develop according to the requirements of lifelong education, so that sports service talents can meet the needs of social

development.

At present, the level of public service in our country is constantly rising, and under the background of sports public service, the requirements for our country's sports talents are getting higher and higher. Effectively improving the quality of sports talents in my country, on the one hand, conforms to the development trend of sports public services. Also, it has improved the comprehensive quality of my country's sports talents. Universities and colleges are the engines of society. Talent training, scientific research, and serving the society are the important missions and basic functions of universities and college. Affected by various factors, my country's sports service talent training supply side and industrial demand side cannot fully adapt to the "Healthy China Action" strategy in terms of structure, quality, level of fitness and leisure sports industry are strengthening the construction of healthy human resources. Therefore, it is necessary to strengthen the cooperation between sports colleges and enterprises through the integration of production and education, and implement one-stop services for production, education, research and application through diversified forms such as fitness product development, fitness technology services, fitness consultation, fitness technology transfer, and joint construction of fitness enterprises<sup>[9]</sup>. For the implementation of the national strategy of "Healthy China Action", cultivate and provide sports competition performance activities (competitive sports) services, sports healthy leisure activities (popular sports) services, sports management activities services, stadium services, sports intermediary services, etc., and to improve the demand-side structure of diverse audiences.

### **3. Based on the National Strategy of "Healthy China Action", the Training Strategy of Sports Application-Oriented Talents Based on the Integration of Production and Education**

Sports is an important symbol of social development and human progress, and an important manifestation of comprehensive national strength and national power. Under the background of the "Healthy China Action" strategy, the cultivation of sports applied talents is the top priority. Health is an inevitable element of promoting the whole scope development of human beings, and it is the common pursuit of the general public of society.

#### **3.1. Cultivate Students' Comprehensive Sports Service Quality Ability**

Possessing sports experience and ability is the premise of students' employment. The task of the Department of Physical Education is to cultivate students' professional quality and skills in sports services. The ultimate goal of students after graduation is to be able to persist in their jobs, and what makes students persist in their work is their own good sports service quality. The cultivation of sports application talents should rely on the training of vocational skills in enterprises. Proficient occupational skills can train students' physical quality, endurance quality, strength quality, etc., give people self-confidence, and enable students to use them skillfully in occupational positions and continue steadily.

#### **3.2. Professional Guidance Team of Teachers inside and Outside the School**

The "professional instructors inside and outside the school" have two meanings: (1) the teaching of sports service and management majors is professional; (2) the teaching skills of teachers are professional. In short, it means that teachers should not only have professional theoretical knowledge to teach, but also have rich professional skills and experience. In addition to teaching students professional theoretical knowledge, teachers should also provide professional guidance for students' employment of sports service vocational skills. The sports application-oriented professional teacher team needs senior, professional and comprehensive teachers with rich teaching

experience, and must ensure that the teacher guidance team brings professional guidance to students [10].

### **3.3. The Cultivation of Sports Applied Talents Should Integrate Production and Education, Integrate Sports Theory and Practice, and Focus on Practice**

According to the research of the World Health Organization, the influence of human behavior and environmental factors on health is becoming more and more prominent, and it is difficult to solve human health problems with "disease treatment as the center". The concept of "big health", integrate this concept into the whole process of public policy formulation and implementation, coordinate to deal with a wide range of health influencing factors, and comprehensively promote the physical health of the people, which requires the integration of production and education to cultivate the application of sports to promote health of applicable talents.

The cultivation of sports application talents should integrate production and education, provide professional sports services and management, and learn and apply skills more practically. The teaching goal of the training of sports applied talents in the integration of production and education is to be career-oriented and to train talents with high sports service skills. Learn, apply the knowledge and skills learned to classroom practice, master health promotion skills, combine practice and theory, implement the national strategy of national fitness, popularize national fitness, and promote the construction of a healthy China.

## **4. Conclusions**

With the continuous progress of my country's social economy, the income level and living standard of the people of our country have been increasing. People have changed from the original pursuit of pure material life to the pursuit of spiritual life. Leisure sports have gradually entered people's daily life. The development of leisure sports has stimulated the service and management needs of professional sports talents. Therefore, to fully integrate into today's society, high-quality sports service and management talents through the integration of production and education, for the "Healthy China Action" national strategic plan to cultivate and advocate national fitness, form a healthy and civilized lifestyle, scientific fitness guidance human resources, meet the diverse needs of the people to improve the training mechanism of sports service talents in universities and colleges, improve the demand-oriented sports talent training model, comprehensively improve the quality of sports human resources, and better serve the society. Only by deepening the integration of production and education can the supply side and industrial demand side of sports talent training be fully adapted in terms of structure, quality and level, so that the coordinated development of sports human resources and social needs is conducive to promoting the national spirit, enhancing national cohesion and cultural competitiveness to help realize the Chinese dream.

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