

Opportunities, Dilemmas and Innovative Paths for Youth Sports Training in Chengdu under the "Double Reduction" and "Double Increase" Policies

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Abstract: This article uses research methods such as literature, expert interviews and field visits to study the development of youth sports training in Chengdu. This paper conducts research on how the two policies of "double reduction" and "double increase" change the operating environment of the youth sports training market in Chengdu, and how these changes affect the development prospects of the market. The study found that this policy has brought new development opportunities to the youth sports training market in Chengdu, but it also faces some challenges. To address these challenges, we have proposed a series of innovative paths, including measures such as improving government supervision mechanisms, optimizing market management, unifying coaching qualification certification standards and standardizing coaching promotion channels, and strengthening school-enterprise cooperation. We hope that through this research, we can provide valuable reference for relevant policymakers and training institutions, and provide predictions for future market development trends.

1. Introduction

“Opinions on Further Reducing the Homework Burden and Off-Campus Training Burden of Students in Compulsory Education” (hereinafter referred to as the "double reduction" policy), comprehensively improve quality education, reduce students' homework burden and reduce subject-based off-campus training, and build a high-quality sports system. The core of deepening the management of off-campus training institutions and carrying out appropriate sports activities is to reduce the burden ^[1]. The "double increase" policy is to increase the time and opportunities for students to engage in off-campus physical exercise, encourage music, sports and aesthetic institutions to run schools, and encourage students to participate in sports and aesthetic education training ^[2]. "Double growth" promotes the development of students' comprehensive quality, which is reflected not only in the combination of subject education and non-subject education (physical education, aesthetic education, etc.), but also in the combination of on-campus learning and off-campus training practice, and in the integration of school education and social education. The promulgation of the two

policies has released space for the development of youth sports training, and also made specific requirements for youth sports training. As an important carrier of after-school sports activities for teenagers, sports training is an effective way for teenagers to learn sports knowledge and skills, cultivate sports interests and exercise habits, and is also the only way to improve the physical health of teenagers. At present, youth sports training in Chengdu is still in its infancy, with problems such as the lack of unified industry standards, unclear government responsibilities, inadequate industry market supervision, and lack of professional and skilled personnel affecting its rapid development. Therefore, how to continuously improve the industry quality system and realize the good development of Chengdu's youth sports training industry under the favorable policy opportunities has become a hot research topic for the healthy and orderly development of Chengdu's youth sports training market at this stage. Through on-site visits to youth sports training institutions in various districts of Chengdu and interviews with youth sports experts from Chengdu Institute of Physical Education, Chengdu University, and Chengdu Sports Bureau, we have a comprehensive understanding of the current practical dilemmas and existing problems in the development of youth sports training in Chengdu, and explore the future of Chengdu after the implementation of the policy Development opportunities in the youth sports training market. Then, after the implementation of the "double reduction" and "double increase" policies, we review the current policy opportunities and practical challenges faced by the youth sports training industry in Chengdu, and seek innovative paths for the development of youth sports training in Chengdu, aiming to promote youth sports training in Chengdu. It provides reference and reference for the high-quality and orderly development of the industry.

2. The significance of implementing the “double reduction” and “double increase” policies

In the compulsory education stage, students' excessive homework burden and off-campus training burden cause dual physical and mental pressure on young people, as well as high anxiety about exam-oriented education methods, high fees for off-campus training programs, high violations of off-campus training institutions, and high risks of excessive capital influx. In the context of strong social repercussions and high hidden dangers, the Party Central Committee and the State Council have decided to carry out the "double reduction" policy in depth to effectively reduce the excessive homework burden and off-campus training burden on students in compulsory education, effectively improve the level of school education, and strengthen the main position of school education. It can play a role in comprehensively standardizing off-campus training behaviors, deepening the governance of off-campus training institutions, and promoting the comprehensive development and healthy growth of students ^[3].

The implementation of the "double reduction" and "double increase" policies aims to fundamentally reform China's education system, especially to solve the problems of over-reliance on extracurricular tutoring and too much homework. The core objectives of these two policies are to improve students' quality of life, enhance their physical and mental health, and provide them with more opportunities to participate in sports, arts, outdoor sports and labor activities.

First, the "double reduction" policy is committed to reducing students' extracurricular tutoring and homework burdens. The implementation of this policy allows students to have more time to participate in other activities, such as sports, art, outdoor sports and labor activities. This not only helps improve students' physical and mental health, but also helps them develop a comprehensive range of skills and interests.

Secondly, the “double increase” policy aims to increase students' time and opportunities in sports, arts, outdoor sports and labor activities. This policy encourages students to participate in these activities to improve their physical and mental health, develop their social skills, and increase their

awareness of nature and society.

The implementation of these two policies is conducive to standardizing off-campus training service behavior. The "double reduction" policy clearly prohibits the establishment of subject-based training course services, while the "double increase" policy encourages students to participate in extracurricular training time and opportunities in sports, music, and art, encourages music, sports, and art institutions to run schools, and encourages students to participate in sports and aesthetic education training. Relevant departments should strictly manage and standardize the approval and filing process and standards, establish a training content filing and strict supervision system, and improve the quality of off-campus sports training services.

3. Opportunities for Chengdu's youth sports training market under the "double reduction" and "double increase" policies

In recent years, hot issues in education such as the decline in students' physical health, the increase in the number of mental illnesses among teenagers, and the overload of students' academic work have frequently appeared. The promulgation of the "double reduction" and "double increase" policies has provided huge development space for the youth sports training industry in Chengdu. As one of the nine "double reductions" pilot cities in the country, Chengdu has formulated and implemented the "Implementation Plan on Further Reducing the Homework Burden and Off-Campus Training Burden of Students in Compulsory Education Stage" and "Chengdu's "Double Reductions" since the launch of the "double reductions" work. The Ministry of Education wants to "reduce the Work Implementation Plan" and issued a series of documents such as "Standardizing Risk prevention and Control Plan for Off-campus training Institutions". With the major measures of national education reform and the support of the above policies, Chengdu's youth sports training industry is ushering in spring.

3.1 Policy orientation-activating the youth sports training market in Chengdu

The "14th Five-Year Plan" sports development plan has a dedicated chapter for the first time to deploy youth sports work, focusing on strengthening the integration of sports and education as a focus to promote the healthy development of youth sports, and pointing out the direction for the development of youth sports during the "14th Five-Year Plan" period ^[4]. The report of the 20th National Congress of the Communist Party of China clearly stated that "extensively carry out national fitness campaigns, strengthen youth sports work, promote the comprehensive development of mass sports and competitive sports, and accelerate the construction of a sports power" ^[5] Youth sports work is the necessary step to promote our country to become a sports power. With the support of national policies and changes in parents' education concepts, Chengdu's youth sports training market is thriving and growing. In addition, after the implementation of the "double reduction" and "double increase" policies, the youth sports training industry has continuously issued good news, which has greatly inspired the potential of youth sports training industry in Chengdu. At the same time, Chengdu has issued relevant documents, rules and regulations to ensure the off-campus training behavior of teenagers to protect the good development of Chengdu's youth sports training industry.

3.2 After-school extended service-a development opportunity for Chengdu's youth sports training industry

The implementation of the "double reduction" and "double increase" policies aims to ensure the time and quality of students' after-school extended services ^[6]. The Chengdu Municipal Education Bureau encourages schools to make full use of various resources to carry out a variety of after-school

recreational activities. Schools with conditions can customize various special and new sports activities to enhance the appeal of delayed courses. In addition, the "double reduction" policy also specifically proposes that non-disciplinary off-campus training institutions can be appropriately introduced to participate in delayed services. This provides support to Chengdu youth sports training institutions, giving them the opportunity to expand their operations onto campus. In the process of participating in public welfare after-school services, these training institutions need to provide high-quality courses and services, and demonstrate excellent teaching effects to teach students professional sports knowledge and skills. This can not only create new service scenarios, satisfy the public's concept of low consumption, and realize service monetization, but also enhance the operating value of sports training institutions.

3.3 Weight of sports in the high school entrance examination - the new trend of youth sports training industry in Chengdu

In 2022, the score for sports and health subjects in Chengdu's high school entrance examination will be increased from 50 points to 60 points. This policy change has greatly stimulated the enthusiasm of students and parents for sports training. This not only promotes the growth of the sports training market, but also provides new opportunities for the expansion of Chengdu's youth sports training business. In the "14th Five-Year Plan" sports development plan, it is required to expand the space for the integration of sports and education, and schools and society need to work together to provide physical education services. In the future, sports will be included as one of the subjects for entrance examinations, which will further promote young people's participation in sports activities. Therefore, high school entrance examination sports projects have become one of the main businesses of youth sports training in Chengdu. This trend indicates that physical education will occupy a more important position in the future education system and is expected to lead more young people to participate in various sports activities, thereby improving their physical and mental health. At the same time, this also provides sports training institutions with broader market space and development opportunities.

4. Challenges in Chengdu's youth sports training market under the "double reduction" and "double increase" policies

4.1 The homogeneity of youth sports training courses is serious

With the support of the "double reduction" and "double increase" policies, a large amount of social capital has poured in. Investment and mergers and acquisitions in the sports field have emerged one after another, and youth sports training institutions have also been favored by capital^[7]. Too rapid development is accompanied by many problems. Many training institutions provide similar course content and teaching methods, lacking characteristics and innovation. Due to the low degree of supervision and standardization of the youth sports training industry, a large number of training institutions have appeared on the market. In order to compete for market share, these institutions often choose to provide popular and universal courses, resulting in the homogeneity of course content and teaching methods. Secondly, due to the lack of professional coaches and teaching resources, some training institutions are unable to provide diverse and personalized courses.

4.2 The service level of youth sports training is poor and the quality of training is not high.

In September 2021, the "Notice on Providing Service Supervision of the Extracurricular Sports Training Industry" ^[8] issued by the State Sports General Administration requires strengthening

industry supervision and promoting the orderly development of industry standards; the purpose of strengthening industry services is to standardize after-school sports training Institutions to create a good environment for youth sports development. Sports training institutions need to improve service levels, improve course quality and enrich course content in response to the high demands of parents in accordance with this policy. However, there is a lack of objective measurement standards for physical education courses in existing policies. Practitioners in Chapter 4 of the "Code of Conduct for Extracurricular Sports Training" issued by the State Sports General Administration require that coaches of extracurricular sports training subjects should hold at least one certificate^[9] , but the coaches are not required to balance both sports technology and teaching skills, so it is impossible to ensure that the training courses balance sports skills and theoretical knowledge. At the same time, sports training institutions also lack process and summative evaluation in the evaluation mechanism of students. There is no feedback or general feedback on children's participation after class, resulting in parents being unable to intuitively feel the progress of their children's participation in sports training. This in turn will affect parents' evaluation of children's participation in sports training and evaluation of sports training institutions.

4.3 There is no unified standard for coach qualification certification, and the entry threshold for the training industry is low.

My country's youth sports training started late, and there has never been a unified certification standard for the certification of coaches' qualifications. There are differences in certification between provinces, cities or projects. Sports training coaches usually have low entry barriers, loose teaching organization, focus on professional skills but lack of school teaching methods and educational experience, making it difficult to create high-quality sports training classes^[10]. In this regard, the State Sports General Administration issued the "Codes of Conduct for Extracurricular Sports Training for Extracurricular Training". Coaches are required to hold at least a coach's professional title certificate, a social sports instructor certificate, a sports skill level certificate, a physical education teacher qualification certificate, and accreditation from the sports administration department at or above the provincial level.^[9] From the above requirements, it seems that the entry threshold for coaches is low. There are no requirements or requirements for coaches on sports theory, knowledge and skills, and whether they have the actual ability and teaching ability to complete more complex sports training tasks. The requirements are low, which results in relatively low entry barriers to the training industry and also brings challenges to the standardization of the industry.

5. Innovative paths for the development of Chengdu's youth sports training market under the "double reduction" and "double increase" policies

5.1 Improve government supervision mechanisms and actively optimize market management

Under the "double reduction" and "double increase" policies, the development of Chengdu's youth sports training market requires effective government supervision and optimization of market management. The government should establish a sound regulatory mechanism, including formulating clear regulations, establishing specialized regulatory agencies, and implementing effective law enforcement. These measures can prevent market abuse, fraud and other unfair business practices and protect the rights and interests of consumers and businesses. At the same time, the government also needs to actively optimize market management, including simplifying administrative procedures, improving public service efficiency, and promoting innovation and technological progress. These measures can create an environment conducive to business development and competition and promote economic growth. In addition, the government also needs to strengthen supervision and

guidance of youth sports training institutions to ensure that they comply with relevant regulations and standards and provide high-quality training services.

5.2 Unify coaching qualification certification standards and standardize coaching promotion channels

In order to improve the professional quality and teaching level of coaches, the standards for coach qualification certification should be unified and the promotion channels for coaches should be standardized. This not only ensures that coaches have the necessary professional knowledge and skills, but also motivates them to continuously improve themselves and pursue higher career development. In addition, by standardizing the promotion channels for coaches, we can ensure that coaches' career development is fair, just and transparent. At the same time, it is also necessary to establish an open and transparent coach evaluation system so that coaches' performance can be regularly evaluated and their positions and salaries can be adjusted based on the evaluation results.

5.3 Strengthen school-enterprise cooperation and bring sports training services to campus

School-enterprise cooperation is an important way to promote the development of the youth sports training market. By strengthening school-enterprise cooperation, sports training services can be introduced to campuses to benefit more students. This can not only improve students' physical literacy, but also cultivate their team spirit and competitive awareness. In addition, school-enterprise cooperation can also promote resource sharing and improve training efficiency. At the same time, close cooperation between schools and enterprises can also help optimize the allocation of resources, improve the quality of training, and provide students with more practical opportunities.

6. Conclusion

The implementation of the "double reduction" and "double increase" policies has fundamentally eased the homework burden and off-campus training burden on young students in Chengdu, rectified and standardized the registration, marketing, fees and services of the off-campus training industry, and provided a good foundation for sports. This kind of extracurricular training creates a good development space, but it also brings some difficulties, such as supervision problems and coach qualification issues. However, by improving the government supervision mechanism, optimizing the market management, unifying the coach qualification certification standards, standardizing the coach promotion channels, strengthening the cooperation between schools and enterprises and other innovative paths, we believe that we can overcome these difficulties, seize the opportunity, and promote the healthy and sustainable development of the Chengdu youth sports training market. In the future, we need to further stimulate the vitality of the youth sports training industry in Chengdu, build a normalized, multi-dimensional supervision and evaluation system, promote the cooperation of all parties, and jointly promote and cultivate a new development model of youth sports training in Chengdu.

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