

High-quality development of physical education and training industry under the "double reduction" policy

Lisong Chou

Ministry of Sports, Shenyang University of Chemical Technology, Shenyang, 110142, Liaoning, China

Keywords: Double reduction; Sports; Development

Abstract: After the "double reduction", physical education has ushered in a rare development opportunity, but it also faces new challenges. Based on the "double reduction" policy background, it is particularly important and realistic to explore the value trend and innovative development of physical education. This paper analyzes the impact of the "double reduction" policy on physical education. Today's society not only expects the disadvantages of the development of physical education to be eliminated as soon as possible, but also expects the operation process of physical education to pay more attention to people-oriented, and also expects the implementation of relevant policies of physical education to be promoted by levels, classifications and items. In order to further cultivate students' excellent physique, realize the important role of physical education in driving the development of students' physical quality, and to respond to the requirements of quality education and promote the rapid development of students' Sports Core literacy, teachers need to further improve the teaching level and teaching ability of physical education by improving teaching methods and teaching contents.

1. Introduction

The "double reduction" policy is managed from the source, giving full play to the role of training owners, focusing on strengthening the teaching level, so that students and teachers can correct their positions and complete learning and teaching on campus [1]. The pressure of examinations is reduced, and activities in the school can be continued after class to optimize the quality evaluation in the school; comprehensive management measures are adopted, and a special mechanism is introduced to coordinate various subjects in the school, make overall planning, and improve work intensity; The burden of off-campus schoolwork has laws to abide by and governance [2]. The four major governances have provided a strong guarantee for the actual effect of the "double reduction" work. However, many training institutions have been severely hit, and some training institutions are thinking about the transformation and development of sports training [3]. Physical education and training industry is a major category in the sports industry, which constitutes the foundation of the sports industry and plays an important role in promoting the healthy and rapid development of sports [4]. Physical education and training for teenagers mainly refers to that teenagers get improved in mastering a sports skill, and achieve the educational purpose of building virtue and cultivating people through the learned items and physical exercise. We need not only to review the long and difficult development of physical education, but also to clarify its future value trend and how to take the path of innovative development. This is not only a response to the implementation of "double reduction" at present and in the future, but also a precise grasp of the real expectation of education for sports and the value tension that physical education can highlight [5~6].

To speed up the development of physical education, society, family and training industry need to advance together. After the "double reduction", the problems of how to "turn" the education work of the training industry to a more comprehensive education, how to "transform" the social training institutions to strengthen quality education, and how to "transform" the long-term fixed concept of family education subjects are gradually focused [7]. Training education requires "health first", but the concept of "learning first" is deeply rooted. Only by "turning" to educate people more comprehensively can we strengthen the promotion of physical education to health. "Double reduction" is both an opportunity and a challenge for physical education, and it can also help

physical education achieve new breakthroughs. What kind of activities and forms do physical education need after "double reduction"? How to present cohesion, systematicness, suitability and interest? All these problems need reasonable planning and key layout. This paper puts forward solutions and new breakthroughs in physical education under the current policy, and makes relevant introductions.

2. Physical education under the policy of "double reduction"

2.1. Physical Education and Training Industry Status

The implementation of the "double reduction" policy means that the educational concept in the new era has undergone tremendous changes, and more discipline-based training institutions will undergo transformation in the future [8]. The "Double Reduction" policy proposes "adhering to strict governance and comprehensively regulating off-campus training behavior" from the three levels of institutional approval, service standards, and operation supervision, and realizes the development of non-disciplinary educational institutions such as sports from a top-level logic. With the increasingly prominent problems of youth physique in recent years, the society has paid more and more attention to youth sports work. The "Double Reduction" policy proposes to ensure the duration of extra-curricular services for students and hold a variety of cultural and recreational programs to enhance the appeal of extra-curricular services. At the same time, it also introduces non-disciplinary and non-school education and training institutions to join after-school services, which will help young people The high-quality development of the sports teaching and training industry creates a broader space for development. With the implementation of the "double reduction" policy, the scale of off campus discipline training institutions has been continuously reduced and transformed, and the rest of the training institutions have been transformed into non-profit training institutions through the guidance of the government [9]. The increasing market demand has greatly enriched the diversified trend of youth physical education and training projects. According to the basic law of economic development, high-quality development is the basis for the economic development of various industries, which is conducive to promoting the steady rise of economic development and moving forward to a good situation. In the process of high-quality development of youth physical education and training industry, it is urgent to analyze the causes of the problems, so as to provide countermeasures and suggestions for the high-quality development of youth physical education and training industry in the future. The study found that the current resources of youth physical education and training industry are very limited. Youth physical education and training institutions use these limited resources to pursue interests, thus ignoring the limited resources into professional businesses or refined subdivisions and courses, which will lead to the gradual departure of the sports industry from the self driven development track.

2.2. "Double reduction" policy in physical education problems and solutions

With the development of society and the reform of the education industry, various physical education methods emerge one after another. Through the research on the current physical education teaching methods and teaching content, it can be seen that there is still a large part of the physical education teaching staff lack of innovative spirit, resulting in the current physical education teaching mode and teaching content are relatively conservative, physical education can not play the core of training students The role of literacy [10]. No teaching activity can be separated from the existence of theoretical knowledge, so is physical education. However, the research and investigation on the current physical education classroom found that most physical education classroom ignored the important guiding role of sports theoretical knowledge, and only guided students to carry out some relaxing sports activities outdoors to exercise students' bodies. In this process, it is difficult for students to learn the theoretical knowledge related to sports, and they also lack a correct understanding of the principles of sports. As a result, many students can only carry out physical exercise by imitating the teaching contents of teachers, and do not understand the principles existing in this action. The profit level and profit and loss of youth sports education and

training institutions are shown in Figure 1. This exposes the common problems in the youth sports training market at present, that is, most institutions are small and micro enterprises, which can only basically maintain the balance of revenue and expenditure and daily operation, and even a small number of training institutions cannot achieve profits



Figure 1 Profit level and profit and loss of youth physical education and training institutions

Under the guidance of the "double reduction" policy, to truly achieve the goal of changing the current physical education teaching methods and content and improving students' physical abilities and qualities in all aspects, we need to reform the current physical education teaching content by changing the direction of physical education teaching ideas. The smooth development of physical education classroom is an important symbol of whether the physical education work in the training industry reaches the teaching standard, and the richness of teaching activities will also reflect the sports atmosphere of the training industry. Knowledge-based teaching and skill-based teaching of physical education courses have different characteristics in different teaching stages. Teachers should do a good job in linking up different teaching stages so that students can better master physical education knowledge. When carrying out physical education teaching, we also need to think more from the perspective of students, and design teaching methods and teaching contents that meet the development direction of students in combination with the objective situation of students, so that physical education teaching can play a better effect. After teaching, teachers should also summarize the shortcomings in the teaching content and make improvements.

3. The development direction of physical education teaching under the "double reduction" policy

3.1. Opportunities for Physical Education and Training

With the improvement of living standards, people began to have a more in-depth understanding of sports. At the same time, under the background of vigorously promoting national fitness in society, the ideology of lifelong sports began to form, and residents' demand for improving physical quality and mastering sports skills through sports increased. The needs of teenagers and their parents are the fundamental driving force for carrying out sports training. With the implementation of the double reduction policy, teenagers and their parents have generally increased their attention to participating in physical exercise. More and more teenagers hope to improve their physique and master sports skills by participating in sports training. The improvement of teenagers' sports needs will provide a fundamental driving force for the rapid development of the training market. In recent years, More and more investment institutions see the great potential of the sports market, and the number and amount of investment and financing projects in the sports training industry are

increasing. Under the change of consumption concept, it will ensure that the sports training industry will become a field with good development prospects and secondary sales profits. Under such a situation, the sports training format will develop more rapidly and the financing environment will be healthier. In the value system of sports education, there is something that will never change, no matter the times change or people's needs change, that is, the value of sports education is "sports people", and there is no force to change it. Education can be said to focus on educating people, and it is to educate people in an all-round way and cultivate people with all-round development. Physical exercise can provide people with abundant physical strength and energy for learning, and create a good material foundation for intellectual development. All these are due to the fact that physical exercise can increase the thickness of cerebral cortex, increase dendrites of brain cells and improve the reaction speed of brain cells. Secondly, exercise promotes the change of brain function. Regular physical exercise can improve the left and right brain functions, enhance people's abilities of analysis, thinking, imagination and judgment, and comprehensively enhance their intelligence.

3.2. Value pursuit and characteristics of physical education

In the value system of physical education, there is also the value pursuit of dynamic development. The value of "cultural people" in physical education is increased and strengthened with the society's increasing emphasis on physical education. In the value system of physical education, in addition to the value pursuit that never changes and develops dynamically, there is another kind of value pursuit that is worth exploring and promoting, that is, with the development of the times and social changes. Sports construction has higher requirements for physical education, and the value pursuit of physical education should also be better presented through optimization and improvement, which better reflects the value of sports promoting the construction of a strong country. The high-quality development of physical education is not only required for the implementation of "double reduction", but also the call of the times. Changes in family needs and quality. Youth sports training enterprises can rely on social resources to build the brand effect of the enterprise. The path of enterprises relying on social resources is shown in Figure 2.

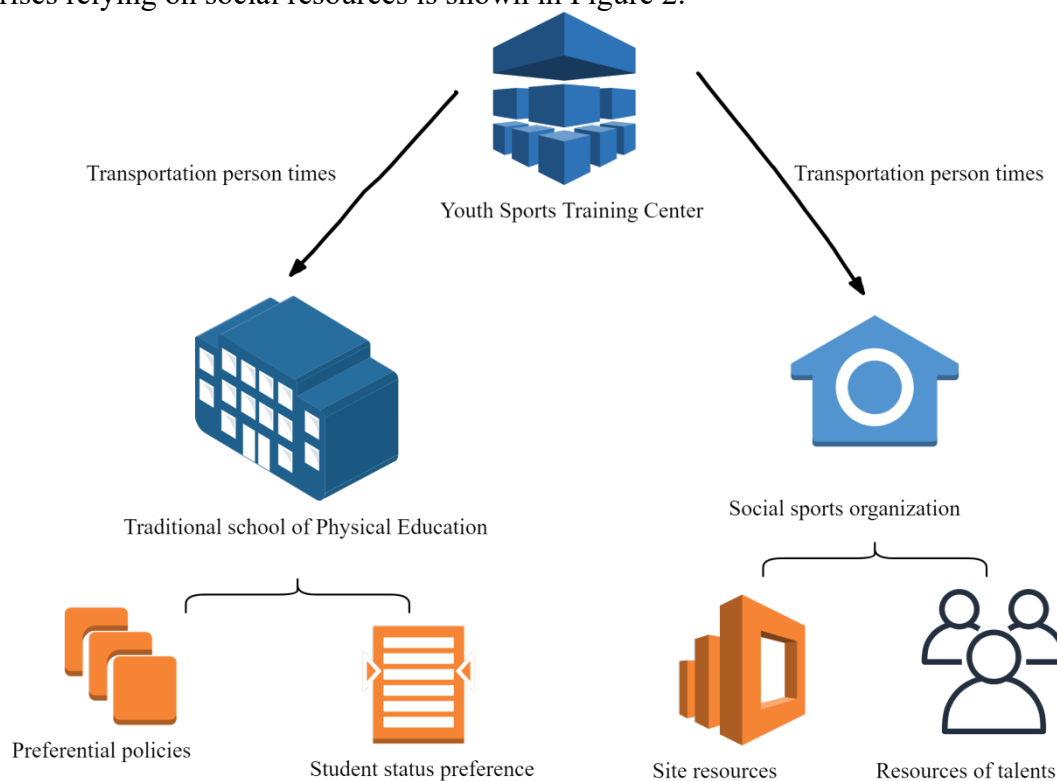


Figure 2 The path of enterprises relying on social resources

How to realize the effective development and optimize the development path of physical education is the focus of physical education development. After the introduction of the "double

reduction" policy, more and more institutions and people focus on what and how to do after-school services. There are many ways for physical education to optimize the all-round development of all students. Physical education can promote the all-round development of young students' physical and mental health. The results of physical education are influenced by many factors, and the key factor is physical education curriculum and teaching. Therefore, the promotion of physical education curriculum reform directly affects the quality and development of physical education. The reform of physical education curriculum should change from the depth of thought, that is, embody ideological content and highlight humanism. In the final analysis, the reform of P.E. course teaching is a reform to better serve the development of students. The training industry should actually establish the course concept, set the course objectives, adjust the course content, optimize the course implementation and improve the course evaluation according to the students' development needs. Such a course will be a course with high temperature and high quality in the future.

4. Conclusions

In reality, the internal composition, curriculum development and services provided by the youth physical education and training industry are highly complex, realistic and unpredictable, and the path choice of its growth and evolution is a difficult problem. With the promulgation of the "double reduction" policy, youth physical education and training has reached the "breakthrough point" of transformation and growth. The youth sports education and training industry should take the main ideas and values of high-quality development as the core carrier, and explore new mechanisms, new ways and new practices at the same time. While promoting the high-quality development of multi-level, multi-channel and multi measure, we should strengthen the supply side governance of the youth sports education and training industry, take reform and innovation as the basic driving force, and better adapt to the needs of the audience, Lay a solid foundation for the sports industry to become a pillar industry of the economy. With the continuous development of physical education, the traditional physical education methods and teaching content have been out of the track of modern development, and are facing the requirements of reform and innovation. After the introduction of the "double reduction" policy, new breakthroughs in physical education will come naturally. The introduction of the "double reduction" policy has brought rare opportunities for the development of physical education, but it also has multiple expectations for physical education, and the value of physical education will also be more prominent with the implementation of the "double reduction".

Acknowledgements

National key project of the "14th five year plan" of the Ministry of Education: "High quality development of physical education and training industry under the "double reduction" policy" (JKY14774)

References

- [1] Yu Sumei. On the value trend and innovative development of physical education from the perspective of "double reduction" [J]. Journal of Wuhan Institute of physical education, 2022, 56 (1): 9.
- [2] Huang Chenbin. Realistic Dilemma and promotion strategy of high-quality development of youth physical education and training industry under the background of "double reduction" [J]. Sports culture guide, 2022 (6): 7.
- [3] Yu Sumei. "Double reduction" helps physical education achieve new breakthroughs [J] Physical education, 2021, 41 (11): 1.
- [4] Zhu Yun. The significance of physical education in primary and secondary schools under the double reduction policy [J]. Sports Leisure: mass sports, 2021 (18): 0129-0130.

- [5] Zhang Peining. Fundamental research on the return of physical education teaching in primary and secondary schools from the perspective of "double reduction" [J] 2021,2021(65):123.
- [6] Liu Ying, yuan tinggang, Jing Longjun, et al. Opportunities, challenges and paths to promote the healthy development of teenagers' physique under the "double reduction" policy [J]. Sports culture guide, 20222022 (4): 7.
- [7] Zhou Wang. Students' enthusiasm to participate in sports activities under the "double reduction" policy [J]. International Education Forum, 2022, 3 (6): 57-58.
- [8] Yu Kui, Lu Shanshan, Li Shijie. Problems and Countermeasures in primary school physical education under the "double reduction" [J]. Asia Pacific Education, 20222022 (9): 3.
- [9] You Chuanbao, highlight Guide to "high quality development of Physical Education under the 'double reduction' policy" [J]. Physical education research, 2022, 36 (2): 1.
- [10] Shen keyin, Lu Bin, Wang Jianxun. High quality development of physical education and training industry under the "double reduction" policy [J]. Journal of physical education, 2022, 38 (1): 8.