

# Social Demand and Curriculum Setting of Leisure Sports Specialty

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## **Abstract**

In this paper, we investigated and analyzed the social demand quantity and specification of leisure sports talents in Liaoning province through literature material, field observation, questionnaire investigation and mathematical statistics methods, and found out the knowledge, ability and quality that leisure sports talents should possess. Leisure sports professional curriculum setting is discussed from both theory and practice, combined with domestic experience in education. Then we put forward corresponding countermeasures adaptive to the leisure sports professional curriculum in our country, such as taking social needs as the premise, market-oriented, taking quality education as the core, taking the core disciplines as support, taking overall most optimization education as guiding ideology, taking cultivating "thick foundation, broad caliber, strong ability and high quality" leisure sports specialized talents as the goal, and be clear about the idea that " what type of leisure sports talents social needs, then cultivate that type of talents". We should further reform and perfect leisure sports professional training mode, build more scientific and reasonable curriculum system, and cultivate more leisure sports talents in line with current social needs, so as to provide references for leisure sports specialty construction.

**Keywords:** Leisure Sports Specialty; Talents training; Social Demand; Curriculum Setting.

## **1. Introduction**

Leisure sports specialty plays a vital role in training and shaping leisure sports talents. Talent cultivation is critical to construct leisure sports specialty well in China. However in the mainland of China, leisure sports professional education is a problem which has been long neglected in traditional education, and is a hot issue in the implementation of the current quality education. In recent years, many research shows that society needs a large number of leisure sports professionals, but this profession is still in the primary initial stage in our country and the curriculum is not perfect[1-3]. Problems like how to develop leisure sports professionals for the institutions of higher learning and How to establish leisure sport professional subject come out. This series of problems need to be solved immediately. We need to further investigate on the present social demand status for leisure sports professionals in Liaoning province, and attempt to find out the knowledge, ability and quality of which the leisure sports talents should possess, so as to identify the best combination point between leisure sports professional training and social demand [4-5]. This is not only beneficial to identify the present existing problems of leisure sports professional training in the institutions of higher learning, also is helpful to further understand the demand situation of leisure sports talents in Liaoning province, and provide theoretical and practical guidance for current leisure sports talent cultivation in the institutions of higher learning[6-8]. At the same time it has

great practical significance and long-term significance on building leisure sports professional into a feature specialty, and provides a reference basis to further perfect and improve the professional construction. We put forward this research subject based on these points.

## **2. The research object, process and research method**

### **2.1 The research object**

This article chooses management, guidance personnel and participants as the research object that come from outdoor clubs, the development company, travel agencies, public institutions, resorts, hotels, golf clubs and other leisure sports related units in 14 cities of Liaoning province including Shenyang, Anshan, Dalian, Fushun, Huludao and Jinzhou.

### **2.2 The research process and method**

The literature material method: Because of the needs of paper research, the author systematically refer to sports journals, magazines, china National Knowledge Infrastructure, super star digital library and other literature materials related to this research from recent ten years, at the same time read books about modern sports science research methods, curriculum theory, leisure theory, sports theory and sports method, which have laid a solid theoretical basis for this subject research.

Interview method: In the research process, we visited some outdoor clubs' and expand companies' operators, club members, leisure sports instructors, and relevant experts, scholars from part of the province, and also exchange views with them on paper related content, providing referential ideas for this study.

Questionnaire Survey Method: this study designed five sets of questionnaires: 2 sets of expert questionnaire: 32 copies, actual recovery of 30 copies, effective recovery rate is 92.3%; Managers questionnaire of 290 copies, actual recovery of 274 copies, effective recovery rate is 94.7%; Instructor questionnaire of 170 copies, actual recovery of 157 copies, effective recovery rate is 92.4%; Participants questionnaire of 258 copies, actual recovery of 223 copies, effective recovery rate is 86.3%.

Questionnaire Validity: Use the expert evaluation method to inspect the structure validity and the content validity of the questionnaire. In the preparation of establishing questionnaire among the various indicators, we do questionnaire survey from experts to the initial indicators. Each indicator is divided into four levels: very important, important, in general, not important according to the importance degree. After the expert appraisal, we choose those very important or important indicators agreed by more than 85% experts ultimately. At the same time, we invite experts to evaluate the structure and content of the questionnaire, and then do necessary modification according to the expert feedback.

Questionnaire reliability: To ensure the reliability of survey results, we used the retesting method to test the questionnaire reliability, and selected parts of managers, mentors, participants for the retest with two test time intervals of 30 days. After calculation, the correlation coefficient is  $r > 0.83$ , which shows that the questionnaire has a high reliability.

Mathematical statistics method: using the SPSS11.5 software to do mathematical statistics survey on the investigated data.

## **3. Results and Analysis**

### **3.1 Social analysis on the orientation of talents specifications in the field of leisure sports in Liaoning province**

Leisure sports professional curriculum is based on the leisure sports professional training specification to cultivate leisure sports talents, accord with the demands of business training goal, and to meet the need of talent division in society. Thus they constitute an interacted and interrelated circulatory system. In order to understand the society, including the employing units' orientation of the training specification for leisure sports talents; we investigated the social expectations for orientation of talents specifications, talent quality, professional ability and knowledge structure, as shown in Table 1.

**Table 1** Social orientation questionnaire of leisure sports talents training standards

Indicator	First	Second	Third	Fourth
Specifications positioning	Guide-Major	Application Inter-disciplinary	Scheme-Major	Management-Major
Quality Structure	Moral quality	Physical quality	Intelligent quality	Psychological quality
Ability Structure	Guidance ability	Communication Skills	Creative ability	Scheme Management ability
Knowledge Structure	Special courses of Technical skills	Leisure sports theory	Humanities and Sciences	cultures general courses of Technical skills

Positioning analysis of social specification in personnel training of leisure sports talents is shown as Table 1. The survey shows that guiding-major comes first in the leisure sports talents cultivation specification. Outdoor clubs and development companies have the highest demand with 100%. Travel agencies, enterprise, public institutions and teaching research institutions come next. As the leisure sports talents, many people mainly engaged themselves in guiding work after graduation, which has also decided that the objectives of training are mostly leisure sports instructors. Other sports administrative departments also have certain demand, but the proportion is not very big. In the administrative departments it is in saturated state. On the other hand, society should pay more attention to the application inter-disciplinary talents. It requires that the leisure sports talents should not only master the professional knowledge, but also improve the humanities scientific literacy and quality. At the same time, it should not only emphasize technology, but also theories, specialty, but also integrated development, not only emphasize guidance, but also planning creative schemes, as well as helping Management Company, and so on.

The social demand tendency in professional knowledge structure of leisure sports talents. Based on the survey (Table 1), it is widely believed among the investigators that "technology skills special courses" is a must chiefly intensified course, with Leisure sports theory, the humanistic sciences and technology skills general courses coming next. While these courses have ranking order in sequence, the difference is not obvious. By means of inquiry and interview, modern management philosophy, ways and means are needed in all leisure sports organizations, as well as reasonable and thorough knowledge structure, solid professional basic knowledge and basic theory about leisure and sports, such as Sports science, leisure science, management science, sociology, economics, organization behavior. Understand and master the basic means, skills and principle of physical culture and sports, such as outdoor exercises, travelling and skiing. Project planning and developing knowledge of Introduction to sports, leisure introduction, travel,

study and field protection is especially needed. Mastering of a foreign language and computer and practical experience on education is also preferred.

The social demand tendency in professional knowledge structure of leisure sports talents. According to the characteristics of leisure sports and the talents characteristics required by social sports and market ability demand for such type of talent, "interpersonal communication ability, activity organization and guidance ability, innovative planning scheme ability, management ability" and other abilities are viewed as basic ability for leisure sports talents. The "activities organization and guidance ability" is the foundation; "Communication skills" is the medium; "Innovative planning scheme ability" is the goal and "management ability" is the supplement. With bright level characteristics, all levels are blend with each other, which has a positive in promoting and facilitating. In addition to the above abilities, managers require directors to even have good contingency ability, affinity, security protection ability, social activity ability and strong comprehensive ability. In the process of carrying out practical work, it requires not only comprehensive practice sports skills, but also high specialized technical level, and be able to guide each sport using their own existing theoretical knowledge. Only through master the sport features, methods, rules, organization forms and so on, can one play a guiding role maximally.

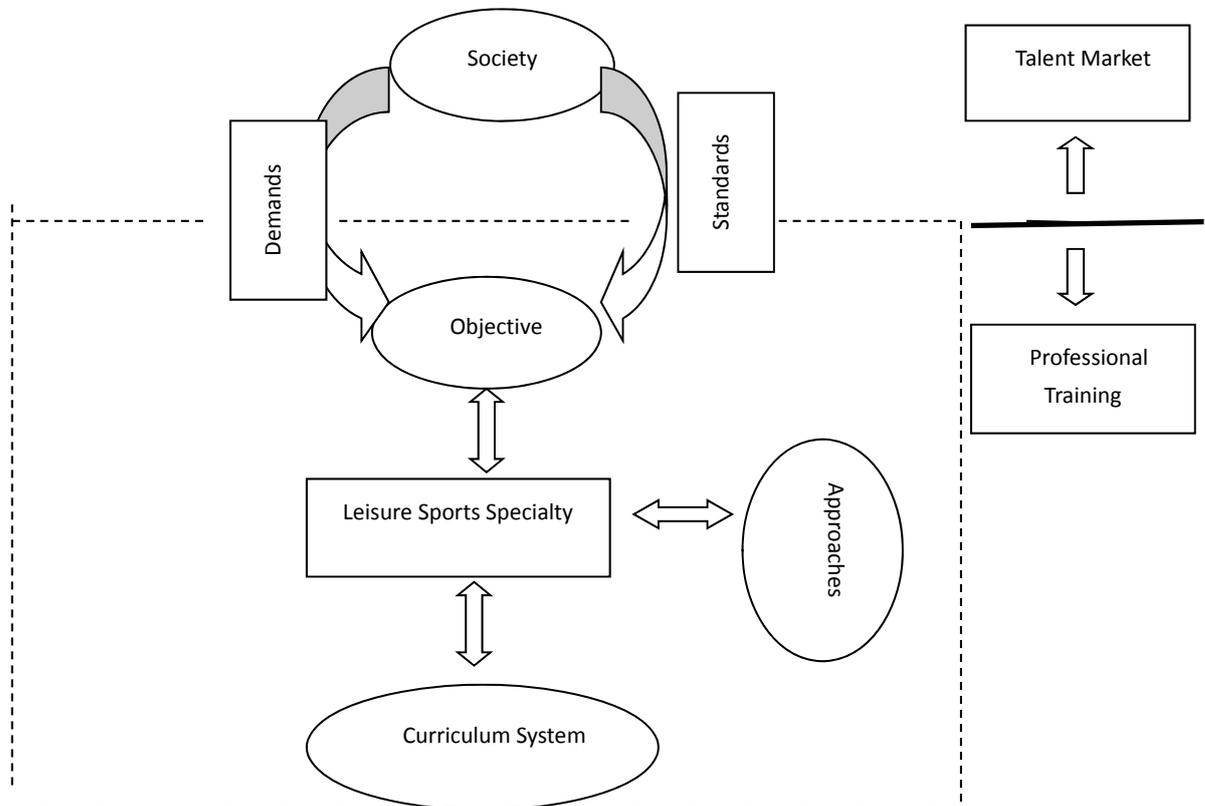
The social demand tendency in professional knowledge structure of leisure sports talents. The quality structure of talents refers to the permutation and combination mode of the individual talent's inner elements: virtue, knowledge, ability, studying and body. To cultivate the leisure sports talents, we should emphasize both intelligence quality and physical quality, and give consideration to other qualities. The results of the survey show that (see Table 1): Top four of the result are moral quality, body quality, intelligence quality and psychological quality. With the development of society, people need to work cautiously and conscientiously, have enterprising spirit and unity cooperation capacity, as well as acquire innovative pioneering spirit and be adaptable to social development and demand. At the same time talents should have good ideological and moral quality, wholesome personality, healthy body and mind quality, solid broad knowledge quality, strong ability quality, professional quality, physical quality and cultural quality. Ideological quality is the precondition, while physical and psychological quality is the foundation. Leisure sports talents should not only have a healthy body, but also a good mind. Service quality is the core; the cultural quality is the guarantee. Leisure sports talents should make full use of the excellent tradition of Chinese civilization and the advanced achievements of world civilization to enrich themselves.

### **3.2 The principle of leisure sports curriculum setting adaptive to the social demands.**

"Curriculum" is one of the core contents of the talents cultivation program, an important part of teaching activities, and "preposed" content of the whole talents cultivation process. Those content and structure determines whether the talents training target can be realized, which determines the quality of talent cultivation. So the curriculum and training target must be kept consistent and choose relevant curriculum system according to different training targets. Leisure sports curriculum setting should reflect the leisure sports professional characteristics, so that the whole curriculum setting objectives and each course objective has a clear positioning. The curriculum must take realizing training objective as the ultimate goal, and strive for guiding ideology of the unity of comprehensiveness, professionalism, innovation, subjectivity principles.

Optimize leisure sports professional curriculum. To design leisure sports talent training mode (shown as Fig.1), we must take the social demand as goal, take the market as guidance, and fully consider social

market different needs and changes for talent quantity, quality and specifications. Thus, new type of leisure sports talents with strong ability, high quality, and wide adaptability that the social needs can be fostered. With "application" to be the main theme and features, we construct the curriculum and teaching system, highlighting "application inter-disciplinary" talents training mode.



**Fig.1.** cultivating pattern of leisure sport specialty

Clear training target, combined with social needs. Training objective is the soul of lesson plans, is general guidance of the education and teaching work; its definition or positioning directly affects the whole education and teaching process. The curriculum setting and other school teaching activities are to realize training target fundamentally, therefore, after fully understanding to the society requirements for leisure sports talents knowledge, ability and quality, we should timely analyze market dynamics and build a more reasonable, adaptable leisure sports professional training target. Leisure sports professional training objectives: actively adapt to the world leisure sports development trend; take the socialist market economy and social needs as the guidance; highlight practice education and innovation spirit; cultivate inter-disciplinary application senior leisure sports talents with basic theory and skill of leisure sports, can do guidance and promotion, operation and management, research and planning, product planning and design work, and be “Expert in One and Good at Many” in related specialty of teaching.

Take the social demand as the guide, ability and quality as the core, and set up the curriculum system. In order to foster senior leisure sports talents, cultivation must focus on the professional talent’s ability and quality according to social demands. In the professional curriculum setting, we must design the

unique curriculum system, tightly surrounding the leisure sports professional training targets and talent training specifications and combining operation skills with professional knowledge. Make sure to develop technical application ability as the main line and design training programs focusing on students' knowledge, ability and quality structure. According to different students, we should cultivate compound senior leisure sports talents with good overall quality, reasonable knowledge structure, broad vision, adaptation to all kinds of leisure work, and ground-breaking, creativity and contingency ability, reflecting certain regionalism, differences and characteristics. At the same time, the professional curriculum executes the credit teaching and management system based on elective system. Curriculum system is mainly composed of required courses, and elective courses.

#### **4. Conclusions**

For the social specification positioning problem of leisure sports professional training, we should emphasize on the training of guidance-major and application inter-disciplinary talents. At the same time it is also necessary to cultivate management-complementary guidance personnel while cultivation focuses on the innovative schemes combined with the characteristics of the leisure sports specialty.

Each leisure unit of Liaoning province requirements leisure sports talent to have guidance ability, management and operation ability, as well as good moral quality, psychological quality, cultural quality, pioneering and innovative spirit and healthy physical quality.

On the requirements of the professional knowledge structure, the teaching of special technical knowledge and leisure sports theory knowledge should be in the first place, and at the same time, paying attention to students' humanistic knowledge and sports culture literacy.

#### **5. Advices**

To design leisure sports talent training mode, we must take the social demand as goal, take the market as guidance, and fully consider social market different needs and changes for talent quantity, quality and specifications. Thus, new type of leisure sports talents with strong ability, high quality, and wide adaptability that the social needs can be fostered.

We should strengthen the exchanges and cooperation with employing units, and train application inter-disciplinary talents. Strengthen the connection with the local employing units, establish talents demands feedback mechanism, obtain first-hand information, and timely adjust training strategies. To cultivate talents, we should pay attention to training and improving leisure sports talents' professional ability and quality, targeted to improve the ability and quality that employing units need.

In order to foster senior leisure sports talents, cultivation must focus on the professional talent's ability and quality according to social demands. In the professional curriculum setting, we must design the unique curriculum system, tightly surrounding the leisure sports professional training targets and talent training specifications and combining operation skills with professional knowledge.

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