

Research on the Development of Community Sports and the Training of Sports Professionals

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Abstract: The development of community sports has pointed out an important direction for the cultivation of social sports professionals. Analyzing and discussing the cultivation of social sports professionals from a market perspective has been a hot topic of controversy among many domestic experts and scholars in recent years. The author talks about some of my own understanding and views on the cultivation of social sports professionals driven by the development of community sports.

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The generation and setting of each major is a need for the continuous improvement and development of a discipline. The ratio of self-surrounding income and consumption is becoming more and more reasonable. The behavior of people participating in fitness is becoming more and more common. Demand is an indispensable force in the development of China's sports undertakings in the new period, so the establishment and development of social sports majors have entered a stage of rapid development.

With the development of our nation's market economy and people's pursuit of higher quality of life, community sports have become a very important link to change people's sports concepts, and the development of community sports will inevitably require certain professional sports talents to engage in related work. In

so far, we have continuously characterized social sports talents as senior sports talents, but with the continuous development of social sports, more of our experts and scholars have proposed that in development, we should define social sports talents as skilled talents, this education concept that gradually develops with the market changes has become the goal and direction of teaching reform for many sports educators.

At present, our survey finds that in first-tier cities, basic community sports environment, sports management, sports venues, and sports behaviors occur very well. Community residents' enthusiasm for participating in sports is constantly increasing, and community sports facilities are constantly improving. From hardware and software facilities, community sports in first-tier cities are developing in a virtuous circle. For second-tier cities, due to the relatively large differences in regional economies and the differences in people's consumption concepts, for some central cities, the development of community sports is relatively good, while for some relatively remote the underdeveloped regions: In terms of tier cities, the ratio between people's income and consumption is inconsistent, resulting in people's low enthusiasm for physical fitness. With the increase in the number of various epidemic diseases, people are increasingly aware of the importance of sword physical exercise. This strong demand for sports makes people pay more and more attention to the cultivation of professional talents.

In terms of social sports talent training, we found that in the current colleges and universities, most colleges and universities major in social sports have closely linked the development of community sports with the

cultivation of students. The survey found that most of them are sports management, sports economy and the direction of demand for other sports talents in society. From this perspective of training, it is not unreasonable for social sports talents to place very important training directions on community sports staff. The author also believes that in the field of professional and technical personnel training, the development of sports in Du District simply depends on the activities in the community, which is far from meeting people's fitness needs. More often, we need to use the surrounding fitness venues or fitness clubs. And these places are often paid to use, coupled with professional personnel for training and practice, it is very important for those who strive to improve their abilities. Therefore, in terms of student training, we should not only pay attention to students' theoretical knowledge, but also more. We need to teach students certain professional skills. It can be said that for the cultivation of social sports professionals, our requirements for students are not simply limited to one aspect, because most of them will engage in fitness after entering the society in the future. Guiding work does not face a single project, but more often faces common sports projects, so for regular projects, students not only have to master certain skills, but also have to develop a more comprehensive understanding. These all put forward new requirements for the cultivation of social sports talents, so the author believes that combined with the continuous expansion of the demand for talents in the community and the sports market, coupled with the slow development of social sports in China, so the sports staff who enter the community must have sufficient knowledge of other aspects of knowledge, such as sports lottery industry knowledge, etc., may become the content of their own work in actual work.

From another perspective, the development of community sports has been developing very slowly in China. Among them, in addition to people's sports awareness, a very important reason is the lack of funding and sources, in most communities, because there is no funding to see, so there is no way for the community to arrange special staff to perform related work, so the working community sports department is in an awkward position where no one directly manages it, and there is no effective measure or method to promote the development of sports. It is not surprising that various sports organization events or events that are conducive to community development have not been supervised for many years or have never been held. This awkward situation of community sports seems to

have nothing to do with talent training. However, the author believes that changing the management model, gradually letting community sports enter the market, adopting a market-oriented management model, making community sports a sports organization that can obtain exogenous income, so that when the funding source is guaranteed, the more energy is applied to the fitness and entertainment of community residents, which is more in line with the social development intention of sport. This aspect needs policy support, and on the other hand, we need more professional students to actively cooperate with other community departments in community service work, and strive to develop community sports into community-specific projects. In addition, we also found that in some communities, especially those with colleges and universities, they are often willing to carry out huge coordination work with colleges and universities, such as negotiating the use of college stadiums and other sports facilities to allow more community residents to participate in sports. In this way, on the one hand, the town will give the community residents more opportunities to participate in exercise. On the other hand, for colleges and universities, they can also collect a certain usage fee from it, and also have a certain amount of funds to supplement their development.

In the face of the increasingly close connection between community sports and talent training, we have also seen some problems. In the course of student selection, due to the influence of concepts, most sports students want to be able to enter public institutions or government departments, because these units are relatively stable, and the competition of enterprises is relatively fierce, which requires us to put more effort in our work. Therefore, most sports students are still in a completely acceptable state for entering the community to engage in community sports service work. This psychological difference caused a gap between the employment of students and the market demand. In addition, there is no market-oriented development trend in the development of community sports, so many students are not optimistic about the prospect of this job, which also affects everyone's selectivity to a certain extent.

In general, the development of community sports is still in its infancy in our country. As a new training policy that aims at market demand for student training, we need to continuously help students improve their skills and at the same time help students change employment Concept, so that more students can enter the market and adapt to the needs of the market.