

# The Market Development of Children's Go Training and the Difficulty and Countermeasure Analysis of Go Training

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**Abstract:** The children's Go training market is experiencing vigorous growth but also faces several challenges. As the importance of Go in cultural education increases, the market expands, with growing demand and involvement from training and educational institutions. However, the market encounters difficulties such as a shortage of high-quality Go coaches, uniformity in training content and methods, and high training costs. To address these issues, measures can be taken to strengthen the team of Go coaches, diversify training content and methods, and optimize the training cost structure, thereby promoting the healthy development of the children's Go training market.

**Keywords:** Children's Go; Training market development; Go training

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## 1. Introduction

As Go becomes increasingly important in cultural education, the children's Go training market has grown rapidly. As a traditional intellectual sport, Go not only cultivates children's thinking abilities and logical reasoning but also improves concentration and patience. However, the market faces challenges such as fierce competition, a scarcity of coaches, and high costs. To address these challenges, measures including improving the quality of teaching, strengthening coach training, and reducing training costs are required. Therefore, an in-depth analysis of the development status and challenges of the children's Go training market, along with corresponding countermeasures, is crucial for promoting the market's healthy development.

## 2. The difficulty of market development of children's Go training

### 2.1. Proliferation of unlicensed training institutions

In recent years, with the increasing national emphasis on Go, its role in quality education has become more apparent. Many universities now consider Go an important criterion for selecting special students and incorporate it into their quality education policies. Consequently, the number of Go training institutions has

surged, generating significant economic and social benefits. However, this growth has also brought attention to the Go education and training market. Due to a lack of early-stage supervision and a low entry threshold, numerous Go institutions have emerged. Some small-scale Go training classrooms operate without business licenses, fail to meet educational standards, and struggle to maintain high teaching and service quality <sup>[1,2]</sup>.

## **2.2. Need for a strengthened training system**

Many Go education and training institutions lack a well-structured organization and clear division of labor. This chaotic management negatively affects students' learning experiences. The absence of unified training standards and evaluation systems in the Go training industry leads to significant disparities in training content and teaching methods, making it challenging to establish a cohesive teaching system. A robust management system is essential for the development of Go institutions, and scientific management methods are crucial for the effective operation of Go education and training organizations.

## **2.3. Inconsistent training fee standards**

Different training institutions have varying fee standards for the same courses, leading to market price confusion. This inconsistency makes it difficult for consumers to choose appropriate training institutions. The lack of transparency in fees and standards complicates understanding the specific components of training costs, increasing consumer risk. In some cases, the fees charged by training institutions do not match the quality of services provided, resulting in high fees and low service quality. The absence of unified fee standards and supervision mechanisms leads to non-standard charges in some institutions, damaging consumer interests and the industry's reputation <sup>[3-5]</sup>. To ensure the sustainable and healthy development of the Go market, it is crucial to establish consistent fee standards. Currently, training fees vary, and the duration of courses is not uniform.

# **3. The difficulty of Go training**

## **3.1. Weak teaching staff**

Teachers significantly influence students' learning levels. In Go training institutions, the quality of teachers is a key factor in achieving long-term development. A major challenge is the shortage of qualified Go instructors. The overall level of Go training teachers is uneven; some coaches lack professional knowledge and teaching experience, making it difficult to meet students' learning needs. In the early stages, most founders of Go institutes had high qualifications in Go. However, as the scale expands, these teachers cannot cover all classes, necessitating the recruitment of additional staff. Currently, there is a general shortage of Go teachers, and the number of qualified instructors cannot meet market demand. Many teachers in training institutions are older and have rich teaching experience but limited energy. The lack of communication and cooperation among Go coaches hampers the effective sharing and learning of teaching experiences and methods, restricting overall improvement. Additionally, the inadequate training system for Go coaches, lacking systematic training courses and mechanisms, fails to enhance the overall quality of the coaching team. The insufficient number of high-quality Go coaches creates a significant gap between market demand and actual supply, making it challenging for training institutions to recruit enough high-level coaches. Therefore, institutions should focus on recruiting more young teachers. However, the shortage of young Go teachers persists, and even those interested in joining often lack systematic training, leading to challenges in the teaching process <sup>[6-8]</sup>.

## **3.2. Rigid teaching model**

In children's Go education, teachers should use scientific and reasonable methods to help students understand

and master Go skills. However, most small and medium-sized institutions still rely on traditional teaching methods, lacking targeted approaches to meet the diverse learning needs and levels of students. The teaching content is often simplistic, focusing on basic Go techniques and neglecting training in strategy, psychology, and other areas, which limits the development of students' comprehensive skills. Teaching Go solely on a chessboard makes it difficult for students to apply and practice these skills<sup>[9]</sup>. Many students lose interest in learning Go, leading to fatigue and hindering their progress.

### **3.3. Competition**

The education and training market is currently diverse, offering various programs from traditional extracurricular activities like dance and painting to modern ones such as Lego, robotics, and fun classes. Many art training courses allow students to showcase their progress through intensive, repetitive training in a short time<sup>[10]</sup>. In contrast, learning Go is a gradual process that requires patient guidance from teachers and independent thinking from students. Some parents, however, are impatient with the slow progress in Go learning and may withdraw their children from lessons. This interruption causes students to forget Go knowledge, making it difficult to achieve the training objectives.

## **4. Children's Go training countermeasures**

### **4.1. Market: Vigorously develop the Go training market**

The target market of Go education and training institutions consists of consumers that these institutions expect to engage and develop, bringing marketing opportunities and achieving optimal economic benefits<sup>[11]</sup>.

On one hand, relevant regional departments should formulate special plans for the development of the Go industry, providing scientific, reasonable, and effective guidance to promote the long-term development of regional Go initiatives. It is necessary to promote the integration and development of "Go culture + city" by leveraging the honor of being the hometown of Go to create a high-quality Go city brand. This will foster positive interaction, deepen Go communication with various cities, and vigorously develop the sports industry, forming a cultural atmosphere of national fitness. Under the leadership of the organizational structure, regional Go associations should actively implement the national Go development policy, organize regional Go competitions, and community Go activities to enhance the city's brand, increase citizens' sense of identity, create a good Go cultural atmosphere, and lay a solid foundation for children's Go development<sup>[12]</sup>.

On the other hand, it is important to strengthen the promotion of Go education and training. With the rapid development of big data information technology, the Internet offers convenient and fast access to information. Relevant departments can use online platforms to disseminate Go-related information, helping more people understand the benefits of Go, attract potential young learners, and expand the market for Go education and training.

### **4.2. System: Strengthen the construction of a training management mechanism**

The development of the Go market relies on the cooperation of regional departments, requiring them to improve the supporting mechanisms, enhance service awareness, effectively perform responsibilities, implement rules and regulations, oversee work, and promote healthy market development. Relevant departments should improve supporting systems and build a work coordination mechanism, ensuring all departments perform their duties, approve Go education and training institutions, carry out special governance, and further standardize the market order.

On one hand, it is crucial to strengthen the construction of market supervision and management

mechanisms for Go education and training. Relevant departments should enhance the supervision and management of the Go education market according to the actual situation in Shantou City to standardize the order of education and training. This requires competent authorities to strengthen approval and registration according to laws and regulations, standardize the access mechanism for Go education institutions, and strictly ban unqualified training institutions. Local authorities should also implement annual inspections and reports, establish and improve the management system of Go education institutions, ensure the education environment meets fire, health, and safety standards, standardize charging standards, and publicize results <sup>[13]</sup>.

On the other hand, it is essential to strengthen the internal governance mechanism of Go education and training institutions. Many institutions have not yet formed systematic and complete organizational structures. Therefore, Go education and training institutions should enhance internal governance, improve organizational structures, introduce modern management and supervision mechanisms, integrate internal resources effectively, and establish comprehensive management systems. This ensures responsibilities are clearly defined and every employee can leverage their strengths, thereby creating more benefits for the institutions and ensuring sustainable development.

### **4.3. Training institutions: Optimize the teaching environment**

Firstly, improve recruitment methods. Given the shortage of Go teachers, training institutions should enhance recruitment and publicity efforts, utilizing the Internet and new media to publish various recruitment information. Due to the limited competitiveness of small and medium-sized institutions, they should attract young professionals from different industries to teach Go, anticipating a more dynamic and youthful market in the future.

Secondly, strengthen teacher guidance and training. The quality of Go teachers is a core issue for training institutions. Many teachers have not received Go education since childhood, so institutions require them to have basic chess skills, teaching abilities, and detailed teaching plans. Professional institutions should conduct regular training to provide learning opportunities for young teachers and improve their Go skills. Regular teacher competitions among institutions can also enhance educational abilities <sup>[14]</sup>.

Thirdly, introduce modern educational resources. Engaging teaching methods enhance students' interest in Go. Training institutions should purchase multimedia teaching equipment to stimulate students' learning enthusiasm and improve effectiveness. Multimedia can be used in teaching and help students practice, allowing them to use software for man-machine games, strengthening their understanding of rules, and laying a solid foundation for subsequent learning.

Fourthly, expand cooperation channels. Go training institutions can strengthen cooperation with colleges and universities, organize competitions, understand the development of universities and their training institutions, assess the number of Go enthusiasts, and determine if institutions can host competitions. Universities should collaborate with training institutions, allowing recruitment advertisements at job fairs to attract students as part-time teachers and fostering young talent <sup>[15]</sup>. Strengthening resource complementarity between universities and Go training institutions will establish a comprehensive development system for Go and promote high-quality development.

## **5. Conclusion**

In developing the children's Go training market and analyzing the associated difficulties and countermeasures, challenges such as fierce competition, scarce coaches, and high costs were identified. Solutions including improving teaching quality, enhancing coach training, and reducing costs were proposed in this study. By

collaborating, these challenges can be overcome, and the healthy development of the children's Go training market can be promoted. With joint efforts from the government, training institutions, and society, the children's Go training market is poised for a prosperous future, providing better growth environments and educational resources for children.

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