

Research on the Construction of a Talent Cultivation Model for Sports Innovation and Entrepreneurship in Local Universities in Hunan Province

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Abstract: In the context of the strategy of building a strong sports country, how to closely integrate the needs of the times and society, deeply integrate innovation and entrepreneurship education with the sports professional talent training system, and cultivate innovative sports talents has become an important issue for universities to promote the innovative development of regional sports industry. This article elaborates on the importance of cultivating innovative and entrepreneurial talents in sports. Starting from the development of the sports industry in Hunan Province, it analyzes the market demand for sports professionals and explores the strategies for cultivating innovative talents in sports majors in local universities in Hunan Province, focusing on adhering to market demand orientation, promoting the integration of industry, academia, and research, emphasizing the connotation of human resources, constructing a modular curriculum system, and gathering the joint efforts of social departments.

Keywords: College sports; Innovation and entrepreneurship; Personnel training

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1. Introduction

Against the backdrop of building a sports powerhouse province, the transformation and development of the sports industry have become a key direction for the economic development of Hunan Province. In response to national strategic requirements and the growing demand for physical exercise and outdoor sports among the public, Hunan Province has recently issued the “Outdoor Sports Industry Development Plan (2022–2025),” the “Hunan Sports Strong Province Construction Plan (2020–2030),” and “Hunan Sports Industry Development Plan (2022–2025),” comprehensively planning the development layout of the sports industry, empowering innovative development of the sports industry, and continuously increasing the demand for innovative and entrepreneurial sports industry talents.

2. Importance of cultivating innovative and entrepreneurial talents in sports

2.1. To build a sports powerhouse

Cultivating innovative sports professionals can help accelerate the process of building a strong sports nation ^[1]. The core of realizing the strategy of building a strong sports nation lies in talent. By clarifying the training objectives for innovative and entrepreneurial sports professionals, universities can construct and reconstruct the training system for sports-related professionals, strengthen student innovation and entrepreneurship education, guide them to learn entrepreneurial knowledge, understand the entrepreneurial market, and cultivate high-level sports talents with innovative consciousness, creativity, entrepreneurial spirit, and entrepreneurial ability, serving the construction of a strong sports province and nation.

2.2. To adapt to the development trend of physical education

Cultivating innovative sports professionals can help promote the high-quality development of physical education in universities. Faced with the challenges brought by the transformation of traditional sports industry and the development of new sports industry, universities need to understand the demand of society for innovative sports talents. Through this understanding, universities can adjust the training goals of sports professionals reasonably, find the direction of integration between innovation and entrepreneurship education and sports professional education, deepen the reform of sports professional teaching systems, and supply innovative sports talents to the sports industry, reflecting the value of university sports professional education and ensuring that the development of sports education meets the needs of the times ^[2].

2.3. To solve college students' employment issue

Cultivating innovative sports professionals can help solve the employment issue for graduates. By establishing a teaching system for entrepreneurship and innovation in sports majors, universities strengthen their connections with various sectors of society, deepen industry-university-research cooperation, and enable students to recognize the entrepreneurial prospects of sports majors. Students can seize opportunities for the development of the sports industry, learn the entrepreneurial knowledge needed in the field of sports majors, accumulate practical experience, enhance core competitiveness, and prepare for future entrepreneurial development, thereby solving employment problems ^[3].

3. Current situation of the demand for sports professionals in Hunan Province

3.1. Existence of a gap in talent for national fitness and sports guidance

With the release of the “National Fitness Implementation Plan (2022–2025)” in Hunan Province, coupled with the improvement of public awareness of life and health and the transformation of consumption concepts, the enthusiasm of the general public in Hunan to participate in fitness sports is high. According to the National Mass Sports Event Information Platform, as of December 2023, Hunan Province has held 2,958 national fitness events at all levels, and the number of fitness venues and sports facilities in urban and rural areas continues to grow. There is an urgent need for professional sports coaches and guidance personnel. However, the overall quality and level of social sports workers in Hunan Province are low, and some of them lack professional training and higher education, thus resulting in low professional quality and weak serviceability, lacking high-level and specialized social sports guidance talents ^[4].

3.2. Increasing demand for sports, leisure, and tourism talents

Hunan Province has abundant sports tourism resources, with over 480 national forest parks, national A-level tourist attractions, and mountain and waterfront scenic spots, providing conditions for the integration of culture, sports, and tourism industries in the province. In the context of the integration of culture and tourism, Hunan Province is vigorously exploring sports tourism resources, promoting the integrated development of “culture, tourism, and sports.” Sports and leisure tourism has shown broad market prospects, and the demand for sports tourism talents is constantly increasing. However, some local universities have not yet established sports tourism majors and the curriculum system for this major is not yet mature ^[5].

3.3. Higher requirements for sports education professionals

The Implementation Plan for Deepening the Integration of Sports and Education in Hunan Province to Promote the Healthy Development of Adolescents proposes to establish and support youth clubs and sports associations to provide professional guidance for school sports. In addition, the emergence of emerging sports such as swimming, taekwondo, and ice and snow sports has stimulated the demand for sports education and training consumption ^[6]. This requires physical education teachers and training personnel to possess higher professional abilities, event organization skills, the ability to handle competition matters, as well as the ability to innovate teaching concepts, carry out emerging physical education teaching projects, and meet the demands of campus physical education or off-campus physical education training service positions ^[7].

3.4. Analysis of demand for other sports talents

Under the dual circulation pattern, artificial intelligence, big data, and Internet of Things technologies have brought opportunities for the development of the sports industry, and cross-border integration has become a new direction for the development of the sports industry in Hunan Province. Digital sports, smart sports, virtual sports, and sports culture dissemination have ushered in development opportunities ^[8]. There are new changes in the market demand for the sports industry, with an increase in talent demand for sports technology development, research and development of smart sports methods, sports marketing services, sports media and information services, sports economy, and other aspects ^[9].

4. Construction of an innovative and entrepreneurial talent training model for sports majors in local universities in Hunan Province

4.1. Adhering to market demand orientation and adjusting talent training plans

Local universities should adhere to market-oriented demands, investigate the requirements of Hunan Province’s sports industry and education for professional talents, and adjust talent training plans accordingly. Local universities promote the integration of innovation and entrepreneurship education ideas with professional talent training programs through the addition of new professional directions and construction content, attach importance to the cultivation of students’ innovation consciousness, entrepreneurial ability, innovative spirit, and creative ability, so that they have the ability to flow towards mass fitness, sports tourism, sports training, sports management, and other directions. This can cultivate sports professionals with local or school characteristics and enhance the core competitiveness of talents. Firstly, local universities should investigate the current demand for traditional sports and emerging industries in accordance with Hunan Province’s sports industry development support policies, predict and assess the prospects of regional sports industry development, establish sports majors

that meet the needs of regional sports industry development, and build a system for cultivating innovative sports talents. Secondly, local universities should break through traditional professional disciplines and no longer be limited to employment-oriented and application-oriented sports talents. They should establish the thought of cultivating “sports makers” talents, integrate the development needs of the social sports industry, distribute teaching resources around and within the school, and formulate talent training goals for the public’s sports, fitness, and leisure consumption needs. Innovation, entrepreneurship, and creativity should be reflected in the talent training goals to improve the adaptability of talent training programs to social needs ^[10].

4.2. Deepening the integration of industry, academia, and research and promoting the cultivation of entrepreneurial talents

The integration of industry, academia, and research is an important way to transform scientific achievements. Local universities should be guided by innovation and entrepreneurship, deeply promote the integration of industry, academia, and research, explore interdisciplinary and cross professional integration training models in combination with sports industry policies, attach importance to the combination of sports industry courses and sports science courses, broaden the channels for cultivating innovative talents, and cultivate makers who are suitable for the development prospects of local sports industry ^[11]. Firstly, universities should collaborate with the regional sports industry and enterprise experts to establish a platform for the integration of industry, academia, and research, design technological innovation and competition projects, and have industry personnel and professional teachers serve as guidance teachers. Through the guidance of mentors leading projects and teams, innovation and entrepreneurship education practices should be carried out, such as transforming and developing fitness equipment, conducting in-depth research on sports skills, innovating and reforming exercise techniques, etc., to cultivate students’ research and creative abilities. Secondly, schools should guide students to combine their professional advantages, form project teams, participate in various entrepreneurship competitions and exchange activities, arrange professional mentors for guidance, and enable student teams to independently design, plan, and practice sports products that meet the needs of the sports industry and have strong feasibility. In addition, schools should actively connect with sports enterprises, establish maker studios, introduce comprehensive sports projects, provide innovation and entrepreneurship services for college students, cultivate entrepreneurial projects, establish sports project innovation clubs, etc., support students in developing emerging fashion sports projects such as outdoor expansion, table tennis, baseball, etc., and cultivate maker talents with entrepreneurial intentions and abilities.

4.3. Emphasizing the connotation of human resources and establishing a collaborative education model

Human resources are the core of the development and competition in the sports industry. Local universities should advocate that physical education teachers adhere to the principle of teaching according to their aptitude, respect students’ individuality, explore their potential abilities, and encourage teachers to spontaneously innovate teaching methods and means. Emphasis should be placed on cultivating students’ innovative consciousness and entrepreneurial ability, and forming a teacher team with strong professional skills and high academic levels ^[12]. Firstly, schools should establish a system of on-the-job training, requiring physical education teachers to regularly enter the sports industry, so that they can accumulate experience on the front line, master entrepreneurial knowledge, accumulate entrepreneurial experience, and be able to meet the needs of sports professional entrepreneurship education. Secondly, schools should lower the standards for introducing enterprise-oriented

teachers, attract human resources from the sports industry and enterprises, serve as maker education mentors, and introduce students to sports industry entrepreneurship policies and opportunities, as well as the closure and operation of sports enterprises. In addition, the school should focus on the theme of “sports makers,” cooperate with enterprises such as intelligent sports, sports tourism, cultural sports, etc., exchange talents, invite well-known experts to carry out teacher training work, form a team of knowledgeable, interdisciplinary, sports savvy, and practical dual innovation mentors, jointly build a collaborative training mechanism for dual innovation talents, and enable sports majors to understand entrepreneurial knowledge and needs in advance^[13].

4.4. Building a modular curriculum system to cultivate students’ innovative consciousness

In response to the demand for talent in the regional sports industry, local universities should establish an industry + module curriculum system to enable entrepreneurship and innovation education to be implemented in professional course teaching^[14]. Firstly, schools should start from the overall perspective, promote the integration of entrepreneurship education, industry education, and professional education, and build a modular curriculum system that integrates three aspects. This will enable students to absorb practical and innovative entrepreneurial knowledge while studying physical education, broaden their learning areas, and cultivate their innovative consciousness. Secondly, schools should pay close attention to the practical needs of sports talents and develop teaching content that is operable, practical, simulation-oriented, and knowledge-based, in combination with changes in the times and training objectives at all levels, so that students can understand the future entrepreneurial world. In terms of course content structure, teachers should follow the direction of modular development, setting up modules such as basic theory, social cases, and simulated practical situations, deleting theoretical content with strong preaching, and focusing on inspiring students’ innovative consciousness, cultivating entrepreneurial spirit, and practical abilities. For students majoring in sports, three major course modules are offered: general education, embedded education, and practical education. General education courses are compulsory for students, with the main goal of cultivating their innovative consciousness and stimulating their entrepreneurial enthusiasm. Embedded courses integrate entrepreneurship education into physical education courses, guiding students to combine professional skills, find entrepreneurial directions, and cultivate their entrepreneurial ideas. Practical courses are entrepreneurship simulation and enterprise operation courses developed through industry-university-research cooperation, with the goal of enabling students to master entrepreneurial skills and values.

4.5. Consolidating the joint efforts of social sectors and strengthening the practical education process

Universities should cooperate with various social departments, such as local government departments, social sports and public welfare departments, sports and fitness clubs, and sports equipment companies, to carry out entrepreneurship policy promotion work, build independent entrepreneurship practice platforms, establish a number of high-quality entrepreneurship and innovation practice bases, improve the management system of on-campus and off-campus entrepreneurship training, simulate enterprise operation and business operation environments, and exercise students’ entrepreneurial ability and practical skills. Sports and fitness volunteer service activities can also be carried out, organizing visits to communities and primary and secondary schools in urban and rural areas, promoting daily health knowledge and fitness qigong, providing physical fitness training guidance, and creating conditions for students to find entrepreneurial opportunities^[15].

5. Conclusion

The construction of a sports powerhouse province cannot be separated from the support of sports talents, and local universities shoulder the mission of cultivating sports talents. Under the strategies of building a strong sports nation and promoting a healthy China and national fitness, Hunan Province vigorously supports the reform and innovative development of the sports industry. This has led to new changes in the demand for sports professionals. Local universities should focus on professional education, adapt to the development of the times, and meet the innovative development needs of the sports industry in the province. By adjusting talent training plans, attaching importance to maker talent training, establishing collaborative education models, developing modular curriculum systems, and strengthening entrepreneurial practical education, Hunan Province has constructed and improved a dual innovation sports professional talent training model, providing talent support for the economic development of the regional sports industry.

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