

Opportunities and Challenges for the Training of Sports Professionals in Colleges and Universities under the Background of the Outline of the Plan for Building a Powerful Education Country (2024-2035)

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Abstract: The unveiling of the Outline of the Plan for Building a Strong Educational Nation (2024-2035) has charted a clear path and set definitive objectives for the future trajectory of China's education sector. This blueprint explicitly advocates for the establishment of a high-quality education system tailored to the demands of contemporary social development. Physical education, as a vital component of this system, has its development quality and educational standard directly influencing the overall caliber of China's education framework. Consequently, devising a high-caliber, scientifically grounded physical education system has emerged as a pivotal focus of current educational reform. This paper endeavors to delve into the profound implications of this program on the cultivation of sports professionals in higher education institutions, examining the new avenues it opens up for their training, while also acknowledging the challenges it presents. Ultimately, this paper will propose pertinent strategies and recommendations, aiming to offer valuable insights for the nurturing of sports professionals in colleges and universities.

Keywords: Education Power; Colleges and Universities; Physical Education Major; Personnel Training; Opportunity; Challenge

1. Introduction

Building a strong education country is a basic project for the great rejuvenation of the Chinese nation, and the "twenty" report clearly states that China will build an education country by 2035. In order to implement the spirit of the "Twenty Congresses" and accelerate the modernization of China's education, the Outline of the Plan for

Building a strong Education Country (2024-2035) (hereinafter referred to as the "Outline") [1] has been issued, which is a programed document for building a strong education country in the new era and points out the direction for the development of China's education cause in the future period. It also establishes a foundational framework for physical education and the cultivation of sports professionals within universities. Currently, the world is experiencing unprecedented transformations not witnessed in a century, and the great revitalization of the Chinese nation has entered a pivotal phase. Sports are increasingly recognized for their vital role in enhancing public physical fitness and health, fostering holistic human development, stimulating economic and social progress, and showcasing the nation's cultural soft power. As we embark on this new era and journey, the training of sports professionals in colleges faces both unparalleled opportunities and formidable challenges. On one hand, the issuance and implementation of the Outline signify the state's heightened emphasis on and support for education, offering a robust policy backbone for the nurturing of sports professionals in higher education institutions. Furthermore, the sports industry's rapid growth has fueled an escalating demand for high-caliber sports talents, thereby opening up vast employment avenues for university sports professionals. The deep integration of information technology and education and teaching provides technical support for the innovation of the training mode of college sports professionals; International exchanges and cooperation are becoming more and more frequent, which provides a platform for the internationalization of college sports professionals. On the flip side, the cultivation of sports professionals in colleges and universities encounters several hurdles: the objectives of

talent development are misaligned with societal demands, giving rise to prominent structural discrepancies; the curriculum framework lacks rationality, and practical training components are inadequately integrated; the development of the teaching faculty lags behind, with a shortage of high-caliber instructors; the evaluation system remains imperfect, and the quality assurance mechanism for talent cultivation is not fully established [2,3]. These issues impede the enhancement of training quality for sports professionals in higher education institutions, making it challenging to fulfill the requirements of constructing a robust educational and sports nation.

2. Interpretation of the Outline of the Plan for Building an Education Powerhouse (2024-2035)

Comprehensively implement the national education policy, give priority to the development of education, grasp the multiple attributes of education, implement the fundamental task of cultivating morality and talents for the country, in order to speed up the construction of a high-quality education system, train all-round talents, and strive to build a powerful education country. To provide strong support for building a great modern socialist country and the great rejuvenation of the Chinese nation, we have set the main goals for 2027 and 2035, and deployed nine key tasks to meet these goals. It includes shaping a new pattern of moral education, running strong and excellent basic education, enhancing the strength of higher education, cultivating and strengthening scientific and technological strength, building a vocational education system, promoting the construction of a learning society, creating a team of high-quality teachers, deepening the comprehensive reform of education and improving the strategy of opening up education, aiming to comprehensively improve the level of education and build a powerful education country. The Outline emphasizes the need to comprehensively build eight major systems, including a solid ideological and political education system, a fair and high-quality basic education system, a self-strengthening and excellent higher education system, a vocational education system integrating industry and education, a ubiquitous and accessible lifelong education system, an innovation-driven scientific and technological

support system, a well-qualified teacher team system, and an open and mutual learning international cooperation system.

Although the Outline doesn't explicitly outline specific prerequisites for physical education, we can deduce new standards for the cultivation of physical education professionals in higher education from its overall educational development goals and trends. The Outline underscores the importance of fulfilling the fundamental mission of nurturing moral character and individuals, and physical education, as one of the five key educational domains, plays a crucial role in fostering students' moral, intellectual, physical, aesthetic, and labor skills. Incorporating moral cultivation into the training objectives of physical education professionals in colleges and universities enhances the holistic value of physical education. The Outline advocates for the establishment of a high-quality education system, of which physical education is an integral part. Determining how to cultivate high-caliber sports professionals is essential for elevating the overall standard of physical education. Furthermore, the Outline emphasizes the need to balance talent training with societal demands, and the cultivation of sports talents is a significant aspect of these demands. Investigating the link between sports talent training and societal needs is vital for improving the quality of sports talent cultivation.

3. Opportunities for the Training of Sports Professionals in Colleges and Universities

3.1 The Policy Support has been Strengthened to Provide a Strong Guarantee for the Training of Sports Professionals in Colleges and Universities

The Outline clearly states that it is necessary to "strengthen sports aesthetic education labor education" and takes "building a high-quality education system" as one of the main goals. This provides a strong policy guarantee for the training of sports professionals in colleges and universities, and will promote governments at all levels to increase investment in physical education in colleges and universities, improve the conditions of running schools, optimize the teaching staff, and create a good environment for the training of sports professionals in colleges and universities. For example, the "14th Five-Year Plan" for the Development of Sports Talents clearly proposes to "optimize the layout

of sports disciplines and deepen the integration of sports and education", and promote the construction of integrated training bases of "training, science, medicine, education and service" through national and regional development plans [4]. In 2024, the Ministry of Education will add vocational education majors such as "Football Sports and Management" to ensure the standardization and fairness of sports talent training from the institutional level [5]. In addition, through the support of the General Administration of Sport of the State, sports institutions of higher learning in western China have obtained resources such as the layout of training programs and the construction of talent training bases to further narrow the regional development gap [6]. These policies not only improve the conditions of running schools, but also promote the deep combination of sports disciplines and competitive training, scientific research and innovation in colleges and universities through special funds and project support.

3.2 The Rapid Development of Sports Industry Provides a Broad Employment Space for Sports Professionals in Colleges and Universities

With the continuous improvement of China's economic and social development and people's living standards, the sports industry has shown a booming trend, and the demand for high-quality sports talents is increasingly strong. A large number of professional talents are needed in sports event operation, stadium management, sports fitness guidance, sports leisure tourism and other fields [7]. This provides a broad employment space for college sports graduates, and also points out the direction for college sports professional talent training. The sports industry is transforming from traditional competition to diversification and technology, which gives rise to the demand for new professions. According to the revised direction of the Professional Directory of Vocational Education, new majors such as football and sports health care have been added to directly meet the needs of the industry [8]. The deepening of the school-enterprise cooperation model provides internship and employment direct channels for students, and enterprises participate in course design and practice assessment, forming a virtuous circle of "customized talent training". The cross-border

integration of education industry with cultural tourism, medical and other fields has further expanded the demand for sports marketing, health management, leisure planning and other positions.

3.3 The Integration of Information Technology and Teaching Supports the Cultivation and Innovation of College Sports Talents

The advancement of information technology has ushered in transformative shifts in education. In line with the Outline's proposal to "expedite educational reform in the digital era," college sports programs can leverage information technology to develop online courses, virtual simulation platforms, and the like. This approach innovates teaching methods, boosts efficiency, and offers students a more tailored and diverse learning journey. Artificial intelligence, big data and other technologies reconstruct the physical education scene, feed back sports data to teaching in real time, and improve the scientific level of training [9]. The virtual simulation platform is used to simulate events operation, venue management and other scenarios to strengthen students' decision-making ability. The high-quality course teaching resources of online education break the limitation of time and space and realize the sharing of high-quality educational resources [10]. At the same time, information technology helps teachers improve their ability, optimize teaching programs through big data analysis, and promote the personalized teaching model of "student-centered".

3.4 International Exchanges and Cooperation have become Increasingly Frequent, Providing a Platform for the Internationalization of College Sports Professionals

As globalization continues to deepen, international exchanges and cooperation are becoming more frequent than ever. The Outline, aligning with the trend of the times, advocates for the strategic approach of "expanding educational openness to the global arena." In response to this call, college sports majors should actively engage in diverse forms of international collaboration, introduce high-quality educational resources from abroad, and absorb advanced foreign educational concepts and teaching methodologies. By doing so, we strive to nurture high-caliber sports talents who

possess an international perspective and a thorough understanding of international rules.

4. The Challenges Facing the Training of Sports Professionals in Colleges and Universities

4.1 The Goal of Talent Training is out of Line with the Needs of Society, and the Structural Contradiction is Prominent

The goal orientation of college sports professional talent training is not accurate, and it is out of line with the social demand, which leads to the prominent structural contradiction of talent training. On the one hand, some college sports graduates find it difficult to find employment; On the other hand, some emerging sports industries are facing the problem of talent shortage. With the promotion of the national fitness and healthy China strategy, the social demand for talents in emerging fields such as sports health management, sports rehabilitation, and sports tourism has soared, but the talents cultivated by colleges and universities are still concentrated in the traditional fields of physical education and sports training, resulting in an imbalance between supply and demand [7]. In addition, some colleges and universities lack in-depth research on the development trend of the industry when formulating talent training goals, and fail to adjust the professional setting and training direction in a timely manner, which further aggravates the structural contradictions.

4.2 The Curriculum System is Unreasonable and the Practice Teaching Link is Weak

The curriculum system of sports major in colleges and universities is outdated, the teaching content is out of line with the development needs of sports industry, the practical teaching link is weak, and the students' practical ability and innovation ability are insufficient, which is difficult to meet the social demand for high-quality sports talents. The curriculum of sports majors in some universities still focuses on traditional sports theory and skill training, and lacks the integration of knowledge related to the emerging sports industry, such as sports big data analysis, sports marketing, sports event management, etc. [11]. In addition, practical teaching is often a mere formality, and students lack real working experience, which makes it difficult for them to quickly adapt to the job needs in actual work. Studies have shown

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that strengthening school-enterprise cooperation, introducing industry mentors and building practice bases are effective ways to improve the quality of practical teaching [12].

4.3 The Construction of Teaching Staff Lags behind, and High-Level Teaching Staff is Insufficient

The backward construction of physical education professional teachers in colleges and universities, the lack of high-level teachers, the unreasonable structure of the teaching team, the lack of excellent teachers with international vision and industry experience, restrict the improvement of talent training quality. In some colleges and universities, the proportion of teachers with high education is low, and the lack of interdisciplinary background and international education experience. In addition, the lack of industry practical experience of teachers makes it difficult to integrate the latest industry dynamics and practical experience into teaching, which affects the career competitiveness of students. To this end, universities should strengthen the introduction of high-level talents, encourage teachers to participate in international academic exchanges and industry practice, and improve their professional quality and teaching ability.

4.4 The Evaluation System is Not Perfect, and the Quality Guarantee Mechanism of Talent Training is Not Perfect

The evaluation system of physical education in colleges and universities is not perfect, it pays too much attention to the assessment of students' sports skills, but neglects the evaluation of students' comprehensive quality and practical ability, which is difficult to reflect the quality of talent training. For example, the evaluation system of some colleges and universities is still dominated by traditional test scores and sports skill tests, and lacks comprehensive evaluation of students' innovation ability, teamwork ability and professional quality [11]. At the same time, the quality assurance mechanism of talent training is not perfect, the lack of effective supervision and evaluation mechanism, it is difficult to ensure the realization of talent training objectives. Colleges and universities should strengthen the dynamic monitoring of the process of talent training, adjust the training program in time, and ensure the realization of the goal of talent training.

5. The Path of High-Quality Development of College Sports Professionals

5.1 Adhere to Moral Cultivation and Build a Comprehensive Personnel Training System

To fully incorporate moral education into the talent development process, college sports majors must uphold the socialist orientation in education, integrate ideological and political education throughout the entire training journey, and guide students in forming proper worldviews, outlooks on life, and values. Additionally, efforts should be made to nurture students' patriotism, sense of social responsibility, and awareness of their historical mission. To build a personnel training system with all-round development of morality, intelligence, physical education, the United States and labor, college sports majors should adhere to the "five education at the same time" and cultivate high-quality sports talents with firm ideals and beliefs, noble moral sentiments, solid professional knowledge, excellent practical ability, and healthy physical and mental quality.

5.2 Strengthen the Depth of Integration between Production and Education, and Establish a Mechanism for Collaborative Training of Talents.

College sports majors should actively cooperate with sports enterprises and industry associations to build practice and training bases, provide students with a real professional environment and practical opportunities, and improve students' practical ability and professional quality. Invite industry experts to participate in the development of talent training programs and course teaching, integrate the latest development trends and actual needs of the industry into the talent training process, and improve the pertinency and effectiveness of talent training. Exploring the order-type talent training mode, college sports majors can jointly develop talent training programs with enterprises according to the needs of enterprises, carry out order-type talent training, and realize the seamless connection between talent training and employment.

5.3 Perfect the Curriculum Structure System and Strengthen the Implementation of Practical Teaching Links

Refine the curriculum framework and update

instructional content promptly. College sports majors ought to revise and enhance their curriculum structure, ensuring teaching materials are up-to-date in line with the evolving trends of the sports industry and shifting talent demands. They should incorporate cutting-edge technologies, newfound knowledge, and innovative ideas into classroom instruction, thereby enhancing the curriculum's practicality and forward-thinking. Additionally, physical education majors in higher education institutions should increase the emphasis on practical training, enrich its content, and innovate teaching methodologies. Encouraging student participation in research projects, disciplinary competitions, and social practices is essential to boost their practical skills and innovative capabilities.

5.4 Strengthen the Construction of Teachers and Improve the Overall Quality of Teachers

To enhance the ethics and professional demeanor of teachers, and improve their ideological and political standing, physical education departments in colleges and universities should focus on building up teachers' moral character. They should guide teachers to uphold virtue, learn through virtue, teach with virtue, and serve as exemplars for students in learning, work, and personal conduct. We will strengthen teacher training, encourage teachers to participate in academic exchanges, study visits and other activities at home and abroad, and improve their professional quality and teaching level. Introduce high-level talents, optimize the structure of the teaching team, actively introduce high-level talents with international vision and industry experience, optimize the structure of the teaching team, and improve the overall quality of the teaching team.

5.5 Improve the Evaluation System and Build a Quality Assurance Mechanism for Talent Training

A comprehensive and rational evaluation system ought to be established for physical education majors in higher education institutions, encompassing assessments of students' knowledge, skills, and overall quality. Emphasis should be placed on integrating process and outcome evaluations to provide a thorough and objective assessment of talent training quality. Furthermore, a quality assurance mechanism for talent training should be developed and refined,

with strengthened monitoring and evaluation of the training process. Problems should be identified promptly, and continuous improvements made to ensure the achievement of talent training objectives.

6. Conclusion and Prospect

6.1 Research Conclusions

Drawing from the "Outline of the Plan for Building a Strong Educational Nation (2024-2035)," this research examines the prospects and challenges encountered in the cultivation of sports professionals within higher education institutions. The issuance and execution of this Outline have presented unparalleled opportunities for nurturing sports professionals in colleges and universities. Factors such as heightened policy backing, the swift expansion of the sports sector, the seamless integration of information technology into educational practices, and the escalating frequency of international exchanges and collaborations have collectively fostered a favorable environment and conditions for the training of these professionals. The training of sports professionals in colleges and universities also faces some challenges. Some problems, such as the disconnection between the training goal and the social demand, the unreasonable setting of the curriculum system, the lagging construction of the teaching staff and the imperfect evaluation system, restrict the improvement of the training quality of sports professionals in colleges and universities. Colleges and universities should accurately grasp the spirit of the Outline, seize opportunities, meet challenges, deepen the reform of education and teaching, innovate the mode of personnel training, and constantly improve the quality of personnel training. Emphasize moral development and establish a holistic training system that fosters moral, intellectual, physical, aesthetic, and labor skills. Enhance the integration of production with education, and develop a collaborative education framework. Refine the curriculum structure, reinforcing the practical teaching component. Strengthen the teacher workforce, elevating the overall quality of educators. Additionally, we will enhance the evaluation framework and establish a quality assurance system for personnel training.

6.2 Research Deficiencies and Prospects

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This study has certain limitations. It primarily focuses on analyzing the opportunities and challenges faced in the training of sports professionals in colleges and universities within the context of the Outline, without delving into talent training in other types of institutions or majors. The methodology employed in this paper mainly relies on literature review and logical analysis, lacking empirical research data to support the findings. Future research could incorporate questionnaire surveys, interviews, and other methods to gain deeper insights. Additionally, the exploration of the path towards high-quality development of sports professionals in colleges and universities is not exhaustive in this study. Future work could benefit from incorporating specific case studies for a more in-depth analysis.

In the future, we will strengthen the research on the innovation of talent training models for college sports majors under the background of the Outline, explore new talent training models such as industry-university-research cooperation and internationalization, and build a diversified and personalized talent training system. Strengthen the research on the quality evaluation system of college sports professional talent training, build a scientific and reasonable talent training quality evaluation system, and perfect the quality guarantee mechanism of talent training. Strengthen the research on the path of college sports specialty serving local economic and social development, explore the effective way of college sports specialty serving local economic and social development, and provide talent support and intellectual support for local economic and social development.

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