



RESEARCH ON THE COLLABORATIVE MODEL OF HIGH-LEVEL SPORTS AND TOURISM TALENT CULTIVATION BETWEEN CHINESE SPORTS UNIVERSITIES AND ENTERPRISES

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ABSTRACT

The integration of the sports and tourism industries has become a major development trend, creating new demands for high-level talent cultivation. However, China's current talent training model needs to adapt to the needs of the integrated development of sports and tourism. This study explores the collaborative talent cultivation model between Chinese sports universities and enterprises to promote high-level talent cultivation for the integrated development of sports and tourism. This research analyzes the current status, problems, and influencing factors of collaborative talent cultivation between universities and enterprises. It finds that the lack of clear talent training objectives, insufficient practical training opportunities, and inadequate incentive mechanisms hinder the effectiveness of the collaborative model. Based on this, the study proposes a collaborative talent cultivation mode that clarifies the roles and responsibilities of universities and enterprises, optimizes the curriculum system and practical training links, and establishes a long-term cooperation mechanism. Implementing this collaborative model can effectively integrate the advantages of universities and enterprises, enhance the practical and innovative abilities of high-level sports and tourism talents, and provide solid human resource support for the integrated development of the two industries. The findings of this study have important theoretical and practical significance for improving the talent training system in the field of sports and tourism in China.

KEYWORDS: *University-Enterprise Collaboration, High-Level Sports and Tourism Talents, Integrated Development*

A. BACKGROUND AND RESEARCH SIGNIFICANCE

With the continuous development of national sports and national fitness causes, as well as the rapid rise of the cultural tourism industry, the sports and cultural tourism industries have shown a trend of deep integration. This provides opportunities for China to create an international sports and cultural tourism destination and puts forward new requirements for the high-level compound talents needed in the sports and tourism industries. High-level sports and tourism talents should have solid professional knowledge, rich practical experience, and good cross-field communication skills to adapt to the needs of the deep integration development of the two major industries. However, the current talent cultivation in sports and tourism is still confined to a single professional field, and the training model is challenging to match the development needs of the industry, resulting in a severe shortage of high-level compound talents. [1]Therefore, exploring the practical path of university-enterprise collaborative cultivation of high-level sports and tourism talents has become the key to promoting the deep integration development of the two major industries. From a theoretical perspective, research on the model of university-enterprise collaborative cultivation of high-level sports and tourism talents is conducive to enriching the talent cultivation theory system and providing a reference for universities and enterprises to carry out talent cultivation cooperation, From a practical perspective, establishing a long-term mechanism for university-enterprise collaborative cultivation can not only meet the urgent need of the sports and tourism industry for high-level compound talents, but also help promote the deep integration development of the two major industries, and provide talent support for China to create an international sports and cultural tourism destination.



B. PURPOSE

This research intends to deeply explore the current situation, problems, and influencing factors of the collaborative cultivation of high-level sports and tourism talents between Chinese sports universities and enterprises through methods such as literature analysis, case studies, questionnaire surveys, and expert interviews, and then propose a specific model for establishing university-enterprise collaborative talent cultivation.

The main contents include: 1) Analyzing the characteristics of the demand for high-level compound talents in the integrated development of sports and tourism industries; 2) Sorting out the practices of collaborative education between universities and enterprises at home and abroad, and summarizing their characteristics and existing problems; 3) Based on the advantages and resources of universities and enterprises, constructing the goal positioning, subject division of responsibilities, curriculum setting, practical links and other critical elements of the collaborative cultivation of high-level sports and tourism talents; 4) Proposing policy recommendations to ensure the effective implementation of the university-enterprise collaborative talent cultivation model, in order to provide talent support for promoting the integrated development of sports and tourism.

C. THE CONCEPT, CHARACTERISTICS, AND MODELS OF UNIVERSITY-ENTERPRISE COLLABORATIVE EDUCATION

University-enterprise collaborative education refers to the establishment of a long-term cooperative relationship between universities and enterprises in the process of talent cultivation and the joint determination of training objectives[2], formulation of training programs, and implementation of practical teaching through resource sharing and complementary advantages in order to ultimately cultivate high-quality talents that meet the development needs of the industry. This model has distinctive characteristics: first, goal-orientation, oriented by industry needs[3], cultivating compound talents with the practical ability and innovative quality; second, resource sharing, universities rely on their theoretical teaching advantages and enterprises' richer practical resources to establish a resource-sharing and community of shared interests[4]; third, process linkage, universities emphasize the integration of professional theory and practical training, and enterprises expand the practical development channels for students[5]; fourth, benefit sharing, universities and enterprises share the results of talent cultivation, achieving a win-win situation for both sides[6].

University-enterprise collaborative education has the core characteristics of "university-enterprise cooperation, resource sharing, process integration, and mutual benefit," which not only can cultivate high-level compound talents that meet the development needs of the industry but also help promote the reform and innovation of the talent cultivation model in universities, and drive the deep integration development of universities and enterprises. Enterprises participate in the entire process of talent cultivation, which can not only obtain the necessary talent resources but also enhance their own social influence and brand image, thereby forming a "win-win" situation between universities and enterprises.

D. RESEARCH PROGRESS IN CHINA AND ABROAD

Foreign countries have accumulated rich theoretical and practical experience in university-enterprise collaborative education. Universities in developed countries like the United States generally have established in-depth cooperative relationships with enterprises and jointly carry out the entire process of talent cultivation, including curriculum design, student internships, and faculty training. For example, the Massachusetts Institute of Technology and the Sloan School of Management in the United States jointly cultivate business management talents[7], where students can study in both schools and practice in enterprises, and this model has cultivated many compound talents. Germany is seen as a typical representative of university-enterprise collaborative education, where vocational education emphasizes the organic integration of theory and practice, and students can learn theoretical knowledge in schools and complete long-term internships in enterprises, realizing the seamless connection between theory and practice[8].

China has also conducted extensive exploration in the field of university-enterprise collaborative education. Recently, the Ministry of Education has issued a series of policy measures to encourage universities to cooperate with industry enterprises, jointly develop professional courses, and co-build practical teaching bases. Some universities and enterprises have established university-enterprise cooperative education mechanisms, such as the School of Physical Education, Sport Economy and Management of Shanghai University of Sport has conducted cooperation with more than 20 enterprises, which has promoted the effective integration of enterprise and school resources[9], pushed forward the continuous innovation of talent cultivation model, and realized school-enterprise win-win results. However, overall, China's university-enterprise collaborative education is still in the initial stage,



and there are problems such as unclear goal positioning, imperfect cooperation mechanisms, and the need to strengthen practical links, which urgently need further in-depth research to meet the urgent demand of the industry for high-level compound talents.

E. COLLABORATIVE MODEL OF HIGH-LEVEL SPORTS AND TOURISM TALENT CULTIVATION BETWEEN UNIVERSITIES AND ENTERPRISES

1. Goal Positioning of University-Enterprise Collaborative Talent Cultivation

The goal of university-enterprise collaborative cultivation of high-level sports and tourism talents should focus on the development needs of the industry, highlighting the cultivation of students' solid professional foundation, rich practical experience, and strong innovative ability. First, the cultivation positioning should be clarified, that is, to cultivate compound talents who not only master the relevant knowledge and skills of sports and tourism but also have the ability of cross-field integration thinking and practical operation to meet the increasingly complex industry needs[10]. Secondly, it is necessary to pay attention to the practical orientation of the training objectives, focusing on cultivating students' hands-on ability, communication and cooperation skills, innovation, and entrepreneurship spirit to ensure that they can quickly adapt to the industry work positions[11]. At the same time, it is also essential to cultivate students' lifelong learning ability to improve their quality and cope with industry changes continuously. In general, the goal of university-enterprise collaborative talent cultivation should focus on cultivating high-level compound talents who can promote the deep integration of sports and tourism.

2. Subjects of University-Enterprise Collaborative Cultivation and Their Division of Responsibilities

Universities and enterprises are the main subjects of university-enterprise collaborative cultivation of high-level sports and tourism talents. Universities should give play to their advantages in theoretical teaching and scientific research and be responsible for constructing a sound professional curriculum system to cultivate students' solid basic theory and professional knowledge; enterprises should give play to their advantages in practical education and provide students with rich internship and practical opportunities to temper their practical operation capabilities. The two parties should cooperate in training, curriculum setting, teaching resources, practical links, and other aspects, give full play to their respective advantages, and form a talent cultivation mechanism of complementary advantages and resource sharing. Universities should adjust their talent cultivation programs according to the needs of enterprises, while enterprises should provide guidance and support for student internships. Only when universities and enterprises work closely together can they genuinely cultivate the compound talents that meet the needs of the industry?

3. Curriculum Setting and Practical Links in the Cultivation Process

Deep integration should be carried out in curriculum settings, and practical links should be made in the university-enterprise collaborative cultivation of high-level sports and tourism talents. In terms of curriculum setting, it is necessary to focus on the close combination of theoretical knowledge and practical skills to strengthen students' basic theoretical literacy and enhance their hands-on ability and innovative spirit. Some cross-disciplinary courses, such as sports tourism planning and sports event management, can be set up to cultivate students' comprehensive qualities. In terms of practical links, the advantages of enterprises should be fully utilized to provide students with in-depth participation in internships and practical opportunities. Various forms, such as on-campus training bases, enterprise on-the-job internships, and project cooperation research, can be adopted to enhance students' practical operation capabilities. At the same time, a long-term exchange and interaction mechanism should be established between universities and enterprises, regularly inviting enterprise experts to give lectures or arranging for teachers to take temporary posts in enterprises in order to promote the effective integration of theory and practice.

F. IMPLEMENTATION PATH OF THE UNIVERSITY-ENTERPRISE COLLABORATIVE CULTIVATION MODEL

1. Establishing a Long-term Cooperation Mechanism between Universities and Enterprises

Establishing a long-term mechanism for university-enterprise collaborative cultivation of high-level sports and tourism talents is the fundamental guarantee for effectively implementing the cultivation model. First, it is necessary to improve the legal and institutional system of university-enterprise cooperation, clarify the rights and obligations of the cooperating parties, and standardize the cooperation behaviors. At the same time, it is necessary to establish an information-sharing and communication coordination mechanism, smooth the information exchange channels between universities and enterprises, continuously analyze the industry's talent demand, and adjust the cultivation program promptly. In addition, it is also necessary to construct a benefit-sharing and incentive-constraint mechanism through market-oriented operation and performance incentives to fully mobilize the enthusiasm of universities and enterprises and form a community of shared interests. Furthermore, a scientific performance appraisal system should be formulated to regularly evaluate the effectiveness of the cooperation and make dynamic adjustments based on the evaluation results. Only by establishing such a sound long-term



cooperation mechanism can clear rights and responsibilities, balanced interests, and sustainable and stable cooperation between universities and enterprises in talent cultivation be ensured.

2. Optimizing the Cultivation Program and Strengthening the Practical Links

Optimizing the university-enterprise collaborative cultivation program and strengthening the practical links are the keys to improving the quality of talent cultivation. On the one hand, it is necessary to continuously optimize the talent cultivation objectives and curriculum system based on the industry development needs, increase interdisciplinary courses, and strengthen the cultivation of practical skills. On the other hand, it is necessary to significantly increase the proportion of on-campus and off-campus practical links, such as enterprise participation in course teaching, student internships in enterprises, and joint implementation of practical projects so that students can genuinely improve their ability to analyze and solve problems. At the same time, it is necessary to encourage teachers to take temporary positions in enterprises regularly, understand the industry dynamics promptly, and optimize the teaching content. In addition, it is necessary to strengthen the construction of university-enterprise cooperation practice bases to provide students with better practical conditions. Only by achieving the organic integration of classroom teaching and enterprise practice can high-level compound talents that meet the industry needs be cultivated.

3. Improving the Teacher Team and Teaching Resource Guarantee

Constructing a high-level teacher team and teaching resource guarantee system is an essential foundation for university-enterprise collaborative cultivation of high-level sports and tourism talents. On the one hand, it is necessary to strengthen the cultivation of dual-qualified teachers and encourage teachers to regularly practice and train in enterprises to improve their practical teaching abilities. At the same time, it is necessary to establish a sound teacher appraisal and promotion mechanism and take practical experience as an essential basis. On the other hand, it is necessary to strengthen the construction of teaching resources, introduce advanced teaching equipment and informationized teaching methods, and provide students with a high-quality teaching environment. At the same time, it is necessary to make full use of the training bases, professional equipment, and other enterprises' resources to create more hands-on practical opportunities for students. In addition, it is necessary to strengthen educational and teaching research, explore innovative teaching methods that meet the industry's needs, and continuously improve the quality of talent cultivation. Only by providing a high-quality teacher team and creating a good teaching environment can the university-enterprise collaborative talent cultivation model achieve results.

G. CONCLUSIONS AND RECOMMENDATIONS

1. Research Conclusions

The research finds that the current university-enterprise collaborative talent cultivation has problems such as unclear goal positioning, imperfect cooperation mechanisms, and insufficient practical links, which restrict the improvement of cultivation quality. Based on this, the research has constructed a university-enterprise collaborative cultivation model with "goal-orientation, resource sharing, process linkage, and mutual benefit" as the core and clarified the key elements such as cultivation objectives, cultivation subjects, and their division of responsibilities, curriculum setting, and practical links, in order to provide talent support for promoting the integrated development of sports and tourism.

2. Policy Recommendations

To further promote the university-enterprise collaborative cultivation of high-level sports and tourism talents, the following policy recommendations are proposed: first, to improve the regulations and systems of university-enterprise cooperation, clarify the rights and responsibilities of both parties and standardize the cooperation behaviors; second, to improve the incentive mechanisms of university-enterprise cooperation, encourage universities and enterprises to participate in collaborative education actively; third, to strengthen the construction of practical teaching bases, provide students with more prosperous practical opportunities; fourth, to vigorously cultivate a high-level double-qualified teacher team to improve the teaching quality; fifth, to establish a sound university-enterprise talent cultivation quality evaluation system to promote continuous improvement. Only by the joint efforts of the government, universities, and enterprises can the long-term and stable operation of the university-enterprise collaborative education mechanism be promoted and provide sufficient talent support for the integrated development of sports and tourism.

3. Limitations and Future Research Directions

To some extent, this research has filled the theoretical and practical gaps in the university-enterprise collaborative cultivation of high-level sports and tourism talents. However, there are still some limitations: First, the research sample scope is relatively limited, and it has not been able to fully understand the cooperation situation of different regions and different types of universities and enterprises; second, the specific implementation path and guarantee mechanism of university-enterprise cooperation still need further in-depth discussion; third, the lack of empirical



evaluation of cultivation quality makes it challenging to evaluate the cultivation effects comprehensively. Future research can further expand the scope of the investigation, in-depth analysis of the characteristics and advantages of different cooperation models, explore a more systematic and complete implementation path, and carry out an empirical evaluation of cultivation quality in order to provide more targeted theoretical support and practical guidance for promoting the talent cultivation in the field of sports and tourism.

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