

Exploration on Training of Application-Oriented Undergraduate Golf Talents

Taking Zhuhai College of Jilin University as an Example

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ABSTRACT

Golf has attracted the attention and favor of more Chinese in recent years, which begets a shortage of professionals. However, further development of undergraduate golf education here was stymied by relatively late entry into the field, weak foundation, inadequate infrastructure, unscientific and incomplete curriculum, shortage of teachers, etc. Methods including literature research, questionnaire survey, and expert interview were employed in the paper to investigate the practical process of talent training in golf management of Zhuhai College, Jilin University. Coupled with the development status of golf industry and golf undergraduate education in China, this paper reveals existing problems and deficiencies. Feasible suggestions on golf undergraduate education are also proposed to facilitate its development.

Keywords: *golf, application-oriented, model, exploration*

I. INTRODUCTION

A. Topic basis and research significance

1) Topic basis

a) *Training of application-oriented golf talents satisfies the needs of golf industry:* Thanks to better living standards, golf has won more attention from the Chinese in recent years. However, existing golf professionals in China fail to meet the demand of industrial operation and management, thus the shortage of golf talents. Urgent market demand for golf professionals requires colleges and universities to cultivate applied golf professionals with rich professional knowledge, sound physical and mental quality, advanced technical skills and social adaptability as soon as possible.

b) *Training of application-oriented golf talents coincides with the trend of golf major in colleges and universities:* Golf professionals trained by colleges and universities should be equipped with at least the following qualities: first, clear understanding of theories of this discipline, and attention on practical application; second, the ability to juggle systematic discipline and market adaptability of specialty; and third, competent for the position and prospect on industrial development. The talent cultivation principle centered on employment demand and talent development coincides with long-term social demands,

servicing as reference for specialty setting and development.

c) *Training of application-oriented golf talents highlights the lack of research on training mode of golf talents and poor performance:* China is still in its infancy as for golf talent training. At present, golf undergraduate major is available only in a few colleges and universities in China. Academic research involving golf is just beginning with no accomplishments. Therefore, how to cultivate a group of golf professionals who can effectively meet the market demand has become an urgent task faced by colleges and universities, and a concern of the industry.

2) *Research significance:* China, a late comer in golf undergraduate education, hasn't formed systematic professional teaching mode. Curriculum setting and talent cultivation target of golf major are far from perfection. This paper discusses the theoretical research on the cultivation of application-oriented golf undergraduates, which contributes to the cultivation of golf majors, and supplements theoretical research.

Given that golf majors offered by colleges and universities have not yet formed a mature and unified model on the ways and approaches of talent cultivation, students' abilities and qualities are varied, failing to serve as the backbone of the golf industry. From the perspective of employers in enterprises and industries, coupled with the reality of golf talent demand and the ideal of professional education and teaching, this paper

probes into issues existing in the training of golf professionals in Zhuhai College of Jilin University, and puts forward some feasible suggestions, in a bid to serve as reference for training of application-oriented golf undergraduates in colleges and universities, thus improving the quality and effectiveness of the training.

B. Research object

The purpose of this paper lies in studying the problems existing in the training of application-oriented golf talents in China's undergraduate universities with Zhuhai College of Jilin University as research object.

C. Research methods

Interns from Huafa Class of Zhuhai College, Jilin University serve as sample in the paper, with their satisfaction on internships in Sheraton Hotel and Zhuhai International Convention and Exhibition Center, and whether they are willing to stay in the company for further development are surveyed. The methods employed are questionnaire and interview.

1) *Questionnaire*: The author issued questionnaire to 100 graduates majoring in golf management in Zhuhai College of Jilin University, so as to make clear students' emotional cognition of golf, knowledge learned in school, professional skills, facilities and venues, internship base, etc., thus judging the effect of talent training mode.

2) *Interview*: In-depth exchanges are conducted with senior management leaders of major internship units for golf management graduates to understand the effect of talent training mode and pool suggestions and opinions on existing problems and future development of talent training mode from employers.

II. THE TRAINING MODE OF GOLF APPLICATION-ORIENTED UNDERGRADUATE MAJORS: "2+1+1" TALENT TRAINING MODE OF GOLF MANAGEMENT MAJOR IN ZHUHAI COLLEGE OF JILIN UNIVERSITY

A. Background

Considering the rapid growth of golf industry, hot spring industry and exhibition industry in Guangdong province, the contradiction between supply and demand of golf professionals is increasingly fierce. To this end, Tourism School of Zhuhai College, Jilin University launched the "2 + 1 + 1" training mode resulted from ten-year exploration and reform for the class of 2010 students, in a bid to cultivate talents with knowhow about accommodation, travel, tour, shopping, entertainment, solid tourism knowledge and professional skills, specialty literacy, and tourism management ability, as well as those who adapts to the

internationalization of tourism development, and engages in tourism industry.

B. Forming process

14 years have elapsed since Zhuhai College of Jilin University started golf management in 2006. During this period, golf management talents training has experienced three different modes.

1) *"1+2+1" talent training mode of golf management*: The basic theory of tourism management is carried out in the first academic year, golf theory and practice courses in the second and third academic year, and in-post internship and employment in off-campus golf enterprises in the fourth academic year. The class of 2005 and 2006 are cultivated under the mode. The investigation of employment status of these graduates reveals that "1+2+1" talent training mode has achieved favorable teaching effect. However, problems still exist. These students have a good employment environment and are generally distributed in golf clubs and other golf enterprises. Some of them are engaged in golf media industry in TV stations, while some are professional golf teachers in colleges and universities. The comprehensive analysis on employment situation of students and feedback from employers reveals that graduates cultivated by "1+2+1" mode enjoys no solid theoretical knowledge of tourism, poor practical ability and lack of professional golf practical skills. Many students share average working ability, far from the comprehensive applied talents required by golf club. Such phenomenon can be explained by talents cultivation mode, principle, and curriculum. Courses of tourism major are dominated by basic tourism theory with few practical one. Elective courses, as a supplement, fail to improve students' practical ability. What's worse, professional courses in golf prevailed by theoretical one, overemphasis on students' foreign language, coupled with only one practical course, leads to students' poor hands-on ability, let alone being applied golf management talents of golf clubs.

2) *"3+1" talent training mode of golf management*: "3+1" talent training mode, which builds on the "1+2+1" one mentioned above, offers golf theoretical and practical courses for 3 academic years. The characteristics of golf are fully highlighted, while the proportion of professional courses greatly increases. Such mode has been applied to the class of 2007, 2008 and 2009 with favorable results. A total of 25 referees and 8 coaches have been trained, including 3 international referees, 1 national professional golf coach and 1 national intermediate professional golf coach, which is a great leap forward. However, the employment and the employer's feedback reveal that

though equipped with excellent theoretical knowledge and practical skills of golf, and competent for the needs of various golf departments, students lack theoretical knowledge and practical skills involving tourism. In view of the comprehensive requirements of various positions in golf club, students cannot serve as comprehensive golf management talents.

As a result, "2+1+1" golf talent training mode has been implemented since 2010 based on the experience of "1+2+1" and "3+1" modes.

3) *"2+1+1" talent training mode of golf management*: The "2+1+1" talent training mode, following the educational philosophy of "comprehensive, applied, open, distinctive and leading" of Zhuhai College of Jilin University, aims to train "front-line, applied, high-level, skilled and zero-distance" talents, taking into account the characteristics of tourism management and of golf. The mode makes up for the shortcomings of the previous two modes. The trained talents enjoy not only solid tourism theory and practical skills, but also comprehensive and rich knowledge and skills on golf operation and management, which satisfies the requirements of golf clubs for high-level multi-functional applied talents. The employment rate of graduates remains high since its implementation in 2010, and students' performance has been fully recognized by employers.

III. EVALUATION ON THE CULTIVATION QUALITY OF GOLF PROFESSIONALS

The quality of golf application-oriented personnel training has been recognized by all parties including schools and enterprises. The quality evaluation of golf professional personnel training is conducted from three aspects: school evaluation, employer evaluation and student self-evaluation.

A. School evaluation

The school attaches great importance to the teaching of golf management and highly appraises the quality of golf talent cultivation. In recent 10 years, it has cultivated numerous golf professionals for the society. Follow-up feedback data of graduates shows that the graduation rate of golf management students is over 98%, the employment rate over 98%, and the employment rate of the industry more than 50%, which is far higher than the average of similar colleges and universities. What's more, the proportion of students who have passed professional skill certificate (referee certificate, coach certificate, tourist guide certificate and other skill certificate) at school is at least 50%. From 2009 to now, among the students majoring in golf management, 13 have obtained the international referee certificate, 40 the national referee certificate, 150 the

intermediate referee certificate, 250 the junior referee certificate, 1 the American PGA golf professional coach, 1 the national golf professional coach, 5 the intermediate professional coaches and 20 the junior coaches. More than 300 people have participated in training class for referees at all levels. In addition, students majoring in golf have served as referee for nearly 200 times for various golf competitions and almost 280 people participated in various golf events as volunteers.

B. Employer evaluation

At present, Zhuhai College of Jilin University has 20 off-campus practice bases for golf management. Some graduates stayed on to work in the base and achieved good performance. Exchanges with middle and senior leaders of the employer show that golf management majors boast professional quality, strong discipline, solid professional knowledge and skills, and are capable of working in different positions. They are also equipped with strong adaptability, learning ability, and hands-on ability. Meanwhile, suggestions for improving the talent training of golf management major are also obtained. For example, the curriculum setting of talent training should take into account the nature of related work in golf clubs, schools should carry out more "order-typed education", and increase the social practice and exercise of professional students on weekends and holidays.

C. Student self-evaluation

In order to further understand the teaching effect of golf application-oriented undergraduate talent training mode, this paper conducted a questionnaire survey among 100 graduates from the golf management of Tourism School of Zhuhai University. The questionnaire covers such aspects as employment pressure, professional preferences, professional knowledge, teaching sites, curriculum. After the questionnaires are completed, sampling tests are carried out, and reliability tests are carried out on the recovered valid questionnaires. The reliability tests are qualified.

The survey of students' employment indicates that the proportion of students choosing golf clubs is high, reaching 63%. In addition, graduates working in golf clubs takes a lion's share, proving that the talent training mode of golf majors can fully meet market demand.

According to the survey of students' mastery of golf professional knowledge, most of them are equipped with strong professional knowledge and firm grasp of professional knowledge.

The survey results of school facilities, courses and practices show that most students think highly of the learning and practice environment provided by school,

and as well as curriculum setting and teaching facilities of golf management. However, quite a few students hold current course arrangement and internship site need to be further optimized and improved.

The survey results of golf management talent training mode reveal that 83% of the students take it relatively reasonable, through which they can acquire professional knowledge and skills, be qualified for relevant posts, and get enough exercise and improvement. At the same time, most students said they were satisfied with the mode.

Generally speaking, graduates have achieved success in professional development and social development, but more still need to be done. Some students also propose countermeasures on improving current school-enterprise exchange and cooperation, teaching and practice sites, teaching staff and materials.

IV. PROBLEMS EXISTING IN TRAINING OF APPLICATION-ORIENTED UNDERGRADUATE GOLF TALENTS

According to the analysis of the questionnaire issued to the graduates majoring in golf management and the interviews with the middle and senior leaders of four golf clubs, despite fruitful results, "2+1+1" talent training mode of golf management faces deficiencies to be solved.

A. The joint training of talents between schools and enterprises needs to be strengthened

The joint training of talents between schools and enterprises has yet translated into professionals in golf management. As for golf talent training, Zhuhai College of Jilin University has excelled in recent years, which benefits from its training of application-oriented undergraduate golf talents that exactly coincides with needs of enterprises, and from exchange and communication between colleges and enterprises. However, it still trails some way back on order-typed talents training based on special demands of enterprises. In view of the reality of China's golf industry, the training effect of applied golf talents has not been significantly improved, and talents cannot meet the actual needs of enterprises and the market in terms of professionalism and level.

B. Teaching and practice sites need to be improved

In spite of the huge investment from colleges and universities in China, infrastructure can only be employed for general golf teaching and practice. What's worse, most are below the norm of standard venues. Besides, the lack of equipment needed for golf teaching and unreasonable planning and management in related aspects have paralyzed golf management and teaching.

C. The level of "double-professionally-titled teachers" needs to be further enhanced

The talent demand of golf enterprises and the comprehensive quality standard of golf industry for professional talents are constantly improved, so is the quality teaching staff. In addition to a team of professional golf management teachers, Zhuhai College of Jilin University enjoys few double-professionally-titled teachers. Teachers there lack professional knowledge and skills of tourism management and practical experience, which is no match for "2+1+1" golf talent training mode. Given the new golf market, as well as the huge market demand, the construction of teachers for golf education should be strengthened.

D. Poor construction of teaching and teaching material, especially practical teaching material

Based on students' feedback, most golf textbooks employed by Zhuhai College of Jilin University are theoretical and practical textbooks jointly compiled by Golf College of Shenzhen University and Hunan International Economics University 10 years ago. No systematic teaching material for practice teaching is found till now, which makes it impossible for practice teaching to stay current with technical skills needed for post to some extent. At the same time, many colleges and universities that offers golf management in China share issues as few self-compiled textbooks, single source and slow updating of teaching materials. Most textbooks adopted by colleges and universities are general and simple in content, lacking of pertinence, systematicness and standardization, which is a world apart from the needs of applied talents in golf clubs. Practical teaching materials are especially scarce.

V. COUNTERMEASURES ON TRAINING OF APPLICATION-ORIENTED UNDERGRADUATE GOLF TALENTS

A. Strengthening school-enterprise cooperation and exchange to jointly cultivate talents

The education of golf management talents requires more attention on school-enterprise exchanges and cooperation, teaching exchange activities that enable mutual learning for better teaching, and jointly cultivation of golf talents, so as to meet the standards required by enterprises. On the one hand, it is necessary to strengthen cooperation with golf enterprises with different sizes, properties and business models, and strengthen exchanges and learning opportunities. On the other hand, it is feasible to hold regular seminars for golf majors, convene senior managers of various enterprises for communication and discussion, and carry out professional training activities, so as to realize "order-typed talent training program" with enterprises. In this way, both sides can jointly cultivate golf

professionals, the competent resources and experience of the two can be exchanged, and the comprehensive teaching level can be improved.

B. Increasing investment to build practice sites

Increasing the investment to golf education contributes to hardware facilities for teaching, so that students can truly enjoy high-quality professional teaching equipment and facilities, thus laying a solid and reliable foundation for education and teaching. Limited funds for reforming and improving teaching facilities based on current situation contributes to better teaching effect. While doing so, colleges and universities should strengthen the in-depth cooperation with enterprises, encourage the latter to set up special talent reserve fund for stable talent flow, which solves the problem of insufficient funds in colleges and universities through hardware facilities provided by enterprises.

C. Optimizing the team of "double-professionally-titled teachers" to improve teaching quality

The characteristics of golf, a multidisciplinary subject, should be taken into consideration when optimizing teaching staff for golf. It begins with the cultivation of self-learning ability. Teachers are stimulated to foster a sense of self-learning, constantly improve their teaching ability. Scientific assessment mechanism should be enacted to assess teachers' learning ability in a regular manner. Academic degree promotion, temporary post in enterprises, and further study should be advocated among teachers.

As for professional field, teachers should actively participate in professional training courses, golf exchanges and golf forums organized by training institutions inside and outside China, so as to know more about professional skills and knowledge in golf and prepare for professional qualification certificate.

D. Developing practical teaching materials to improve students' practical level

The competent resources of colleges and enterprises should be integrated to jointly compile golf practice teaching materials to guarantee golf practice teaching. Practical teaching materials that meet the requirements of golf club should be compiled with guidance of professional committee consisting of golf teachers, veteran experts and trainers with training and teaching experience in golf clubs, following the principle of training applied and comprehensive talents while taking into account the qualities for post in golf clubs. In addition, a mechanism of regular discussion and synchronous adjustment with the needs of golf clubs is established to strengthen communication between schools and enterprises. Finally, the teaching materials

that stays current with the post in golf club and improves students' practical level are formed.

VI. CONCLUSION

The background, evolution and teaching effect of training of application-oriented golf talents, especially the "2+1+1" talent training mode, in Zhuhai College of Jilin University were elaborated in this paper with following results.

Guided by the concept of training applied talents, "2+1+1" training mode formulates and implements talent training scheme. The actual talent demands of golf enterprises, coupled with aspects covering curriculum, faculty and theoretical and practical teaching, guarantee the effect. According to the feedback from the school, employers and graduates, the talent training mode works well with the training of applied interdisciplinary talents needed by golf clubs.

In this mode, curriculum focuses more on practice and can be adjusted timely based on talent demands of enterprises.

The mode highlights the role of practice. What's more, it allows posts and activities in practice to stay current with the development of golf enterprises.

Further development of the mode requires reform and innovation in such aspects as "double-professionally-titled teachers, dual teachers", teaching methods, textbook, teaching facilities, and in-depth school-enterprise cooperation, in a bid to lay a foundation for cultivating high-quality application-oriented golf undergraduate talents.

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