

# *The status quo and countermeasures of counterpart employment of college students majoring in golf*

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**Abstract:** With the brilliant development of golf sport and golf industry in China, the number of golf players is also increasing year by year, which makes there is a big gap in golf talent allocation. In this context, golf professionals have become the main force to promote the development of golf sport and golf industry. However, due to the college golf professional talent training mode is still in the initial stage, the counterpart employment of golf professional college students also has certain problems. Based on this, this paper briefly analyses the status quo of the counterpart employment of college students majoring in golf, and finally puts forward several countermeasures around the employment of college students majoring in golf.

## 1. Introduction

Accompanied by the golf sport to become the Olympic Games competition programme, golf in China has a ferocious development trend, which requires a large number of golf professionals. In this context, the golf major opened by the major universities is still in the initial stage of development, although for the development of the golf sport, golf industry development conveys a large number of professionals, but there are also due to the direction of employment, employment needs, employment choices and other issues, so that the college golf professional college students counterparts to the employment of certain problems. Therefore, in order to promote the active employment of college students majoring in golf and continuously improve the cultivation mode of golf majors in colleges and universities, it is crucial to study the current situation of counterpart employment of college students majoring in golf and analyze the problems and reasons associated with it.

## 2. The current situation of counterpart employment of college students majoring in golf

With China's economic and social development, college students are faced with the problem of employment pressure, in this context, college students tend to employment for employment and employment, the phenomenon of college students' professional and career is not necessarily counterparts. Especially for the golf professional college students, it is the emergence of professional and professional mismatch employment phenomenon. For example, some golf majors have chosen positions in other industries because of their golf expertise. The policy of encouraging

university graduates to start their own business also affects the employment situation of college students majoring in golf.

At the same time, for the golf industry and the golf industry, the starting point of the employment salary is low, and there is an obvious gap with the expectations of the golf professional college students. This has led to the phenomenon of insufficient effective demand for the employment of golf professionals, resulting in the majority of golf professionals to give up the search for golf-related positions, and chose the employment of non-corresponding way.

In addition, by the limitations of the university golf professional talents training programme, the professional ability of golf professional college students only support college students in the golf industry in a certain part of the employment, so that the golf professional college students at the beginning of graduation can only be employed in the golf industry golf enterprise grassroots, resulting in the existence of the phenomenon of the psychological imbalance of the career of the golf professional college students [1].

### **3. Promotion of golf professional college students employment countermeasures**

#### **3.1 Optimise the golf professional curriculum**

Golf professional curriculum is to enhance the quality of golf professional personnel training basis, so through the optimisation of the golf professional curriculum to enrich the golf personnel training content and planning, to promote the deep-level development of golf professional personnel training and practical development. In-depth interpretation of the general college sports professional talent training mode, sports professionals should have a high cultural taste, humanistic quality, management ability, adaptability, operational ability, innovative spirit, collective consciousness, competitive attitude, aesthetic interest and so on. In the process of training college golf professionals to implement the requirements put forward by the general college sports professional training mode, to build and optimise the golf professional curriculum provides the basis.

It is worth noting that there are certain differences between the golf profession and the traditional sports profession. The specificity and diversity of the golf industry also affects the setting of the golf professional curriculum in colleges and universities. Therefore, in this context, in order to promote the golf professional college students counterpart employment rate, colleges and universities should clarify the golf professional curriculum objectives and personnel training plan, so as to optimize the design of the golf professional curriculum system to guide the direction. In view of the employment situation of golf majors, golf majors should reserve more comprehensive professional knowledge of golf, so as to adapt to the needs of the development of the golf sport and the golf industry. To promote the development of the golf sport and golf industry, it is essential to nurture innovation and creativity. For instance, a university in Hunan has demonstrated this by introducing specialized courses within the golf curriculum that align with the characteristics of the sport and the golf industry. This includes a golf course design course, a course on the management of golf course battery cars, and a golf equipment manufacturing course. By incorporating these courses into the existing golf professional curriculum, the university has not only enriched the theoretical knowledge of its students but has also provided them with additional employment opportunities in the field of golf.

#### **3.2 Cultivate students' golf professional ability**

The vocational ability of college students majoring in golf affects the vocational competitiveness of college students, at the same time, in view of the current demand for talents in golf clubs, the vocational ability of college students majoring in golf is an important criterion for the recruitment

of talents in golf clubs and the golf industry. Therefore, colleges and universities should take the market demand as the guidance, not only to enrich the theoretical knowledge of college students and improve their practical ability, but also pay attention to the cultivation of college students' vocational ability, and improve the ability of college students to adapt to the society and the profession. Colleges and universities should carry out targeted vocational ability training programmes to promote the overall development and growth of golf professional college students.

Firstly, improve the cultivation programme of interpersonal communication ability. The interpersonal communication ability of college students majoring in golf is the main way for college students to improve their working experience and accelerate their professional growth after entering the professional environment. Therefore, colleges and universities should pay attention to the cultivation of interpersonal communication ability of college students majoring in golf. At present, most colleges and universities have already opened the course of "Interpersonal Communication Psychology", through which students can understand the importance of mastering interpersonal communication skills, and at the same time, they can also master the theoretical knowledge of interpersonal communication skills. In addition, colleges and universities should also carry out various forms of interpersonal communication activities. Through the construction of interpersonal communication atmosphere, students can practice and apply interpersonal communication skills. For golf professional college students, colleges and universities can take the golf club as the scene, design interpersonal communication problems, interpersonal communication tasks, interpersonal communication exchanges, so that students in the context of close to the professional environment, to improve the interpersonal communication skills of students, and then provide advantages for the employment of college students of golf professional [2].

Secondly, improve the cultivation plan of the ability to deal with emergencies. The ability to deal with emergencies can help golf professional college students to take timely and effective measures to solve urgent problems at work after employment. After the golf professional college students enter the workplace, there are often a variety of emergencies due to the reasons of customers or changes in the club's marketing programme, which puts forward higher requirements for the golf professional college students. Therefore, colleges and universities should take the golf professional workplace environment as the basis, design the emergency handling practice tasks, so that students in the process of learning professional knowledge or professional ability combined with professional theoretical knowledge, do a good job in handling and responding to emergencies, enriching the students' experience of dealing with the incident, and then make the students enter the workplace to be able to take timely and effective measures to correctly respond to emergencies.

Thirdly, it is crucial to enhance the marketing skills of golf professional college students in order to meet the demands of their job at golf clubs. These students should be able to deliver high-quality sports services to customers. In this process, the marketing ability of college students is an essential skill. Therefore, colleges and universities should also pay attention to improving the marketing ability of college students in the process of training golf professionals. For example, in the golf professional ability learning process, colleges and universities can jointly related enterprises or clubs to provide students with marketing learning opportunities. In this process, students can go to the first line of the club or the first line of the enterprise to carry out sports services, so as to enhance the students' service consciousness and marketing awareness.

### **3.3 Construction of golf school-enterprise cooperation mode**

Colleges and universities in order to improve the employment rate of golf professional college students, we should continue to reform and innovate the talent training mode, so as to improve the quality of college golf professional training, improve the employment competitiveness of golf

professional college students. School-enterprise cooperation mode is an effective training mode for cultivating technical and applied talents. Construction of golf school-enterprise cooperation training mode, can do to market demand oriented, so that the college golf professional talent training close to the talent needs of the golf industry [3]. At present, major universities and colleges continue to innovate the school-enterprise cooperation mode, and adopt different school-enterprise cooperation methods according to the talent cultivation characteristics of the major universities and colleges.

First, layered progressive stage training programme. Layered progressive refers to the stage cultivation of talents for golf professional college students starting from the basic knowledge link, through basic professional knowledge learning, course internship, comprehensive practical training, ability re-cultivation, and top job internship. This kind of cultivation programme is in line with the characteristics of students' professional ability development as well as the characteristics of cognitive ability enhancement. With the help of hierarchical progressive stage training programme, it can make the development of golf professional college students in the golf industry and the golf workplace more lasting.

Secondly, the order-based school-enterprise joint training programme. The order-type school-enterprise joint training programme has become one of the most widely used school-enterprise cooperation modes in colleges and universities. Colleges and enterprises work together to formulate golf professional talent training programmes according to the needs of golf positions and the skills needs of golf talents, and through the development of school-enterprise cooperation courses, school-enterprise cooperation teacher training team, integrate professionalism training with talent training, and promote the overall development of college students majoring in golf. For example, when a vocational college in the north carries out order-type training school-enterprise cooperation, the practical skills of golf students are improved through the participation of college golf students in the operation of golf clubs. In the process of successfully completing the work of the club, the students' professionalism and professional ability can meet the requirements of the golf professional work.

### **3.4 Innovative Means of Cultivating Race Certificates**

With the rapid development of golf sport and golf industry in China, golf profession and golf enterprises have put forward higher requirements and qualifications for professional talents. At the same time, golf club managers and golf coaches also pay attention to the relevant qualifications of golf, so as to meet the requirements of the professional development of golf. Therefore, colleges and universities should innovate the means of training talents, golf sports events, golf professional certificates into the golf professional training programme, so that students can take the initiative to master more professional knowledge and ability to improve the competitiveness of the students' employment.

First, guide students to get golf professional related certificate. Golf professional certificate is the national golf field of golf related workers have professional knowledge, professional technology and professional ability of recognition, but also is the golf professional college students counterparts of the necessary conditions for employment. Therefore, in order to improve the employment rate of college students majoring in golf, we should guide students to obtain golf employment-related certificates, and cooperate with relevant departments to carry out the examination, and provide information and consulting services for college students majoring in golf to obtain relevant certificates, and improve the convenience of college students majoring in golf to obtain certificates [4].

Second, cooperation with golf sports events. Golf majors can cultivate golf professionals such as golf referees, golf coaches, golf lawn management, golf operation services, golf tournament

secretaries and other aspects for the society. Integrating golf sports events into the training programme of golf professionals can provide students with professional practical training opportunities, and enhance the accurate training of talents in various aspects through the preparation, coordination and operation of sports events. On this basis, colleges and universities can also develop special talent training modes based on the needs of sports events, such as training professional golf caddies, golf operators and golf tournament assistants based on the needs of sports event clubs. At the same time, it can also train professional golf referees and professional golf coaches by taking the talent demand of China Golf Association as the target. Integrating golf sports events into the training of golf professionals can not only provide golf students with rich practical training opportunities and practical experience, but also realise the precision of golf professional training, and broaden the employment channels and employment horizons of college students majoring in golf.

#### 4. Conclusion

In general, due to the multiple employment choices faced by golf professional college students, coupled with the lack of effective demand for golf professionals and the lack of recognition of the golf profession, there are certain problems in the employment of golf professional college students. Therefore, colleges and universities should be fully aware of the current golf professional college students counterpart employment problems, and constantly optimise the golf professional curriculum, enhance students' golf professional ability, with the help of golf school-enterprise cooperation mode and the race government cultivation means, to enhance the professional knowledge and practical skills of golf professional college students, to promote golf professional college students professional quality enhancement, and then improve the employment of golf professional college students. It is conducive to the effective employment of students.

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