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DEVELOPMENT PROSPECTS OF CHINA'S EDUCATION AND TRAINING INDUSTRY

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With the continuous development and progress of the society, education and training institutions are facing unprecedented opportunities and challenges. In the future, education and training institutions will develop in a more diversified, personalized and intelligent direction. In this article were described development status of China's education and training industry, development prospects of China's education and training Industry.

Keywords: development prospects; China's education and training industry.

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ПЕРСПЕКТИВЫ РАЗВИТИЯ ОБРАЗОВАТЕЛЬНОЙ И ПОДГОТОВИТЕЛЬНОЙ ИНДУСТРИИ КИТАЯ

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В условиях постоянного развития и прогресса общества образовательные и учебные заведения сталкиваются с беспрецедентными возможностями и проблемами. В будущем образовательные учреждения будут развиваться в более диверсифицированном, персонализированном и интеллектуальном направлении. В этой статье были описаны состояние развития индустрии образования и обучения в Китае, перспективы развития индустрии образования и обучения в Китае.


Ключевые слова: перспективы развития; индустрия образования и обучения Китая.

Development status of China's education and training industry.

The 21st century is an era of economic globalization and service internationalization. Since China's accession to the WTO, education has also been the most important part of the service industry. In recent years, the education market has shown a strong growth trend, which has become a shining market hot spot in China's economic field and a hot keyword for venture capital investment. According to the Statistical Bulletin of the Development of National Education issued by the Ministry of Education, the potential size of China's education and training market will reach 500 billion yuan in the next 5 to 10 years.

In particular, the education and training of primary and secondary schools exceeds the market of more than 300 billion yuan and is growing at an annual rate of 30%. Moreover, more than 100 million teenagers and children participate in various training every year. At present, there are more than 200 million primary and middle school students in China, in the large and medium-sized urban students, more than 90% of the primary school students for after-school tutoring, the market development potential is huge.

China's education and training industry is still in its infancy. Although there are nearly 10,000 education and training institutions, only a few have a capital scale of more than 1 billion yuan. Education and training industry is still a "rich mine" yet to be developed. At present, the national branded educational institutions such as New Oriental, Giant Education, Ambo Education, Global IELTS and other education and training institutions occupy the leading position in English, extracurricular tutoring, vocational education and other industries.



However, the development industry of small and medium-sized institutions is facing a crisis, mainly due to the lack of talents, the weakness of teaching and scientific research strength, and the low ability to resist risks, so it is difficult to develop rapidly in the face of the economic crisis. Education training industry will usher in a new round of reshuffle stage, big institutions will appear comprehensive development, professional education institutions will highlight differentiation chain operation, financing education institutions in order to expand, will continue to buy the national local large education institutions, small institutions in order to survive must reform innovation for education blue ocean strategy. Build the core competitiveness in the early stage of development.

The market value space of China's education and training industry is very huge. From a macro perspective, the total demand of China's education and training industry reached 1.8 trillion yuan, and excluding formal school education, the demand for market-oriented training reached 720 billion yuan. The demand of 720 billion yuan can nourish a huge social training market. In the future, there will be 1-2 super training enterprises with annual sales revenue of 100 billion yuan. In addition, there will be 5-8 medium-sized training enterprises with annual sales revenue of 10 billion yuan, and 30 listed companies with annual sales revenue of 2 billion yuan. Since 2008, the financial crisis has led to layoffs of major enterprises, and more and more employees choose various vocational training for charging, and enterprises have gradually begun to pay attention to and strengthen staff training. China's training market will usher in a huge consumer demand.

In addition, due to tens of millions of college graduates needed every year in the future, the financial crisis has reduced the employment positions. In order to have an absolute advantage in the competition, these graduates will choose more opportunities to participate in training, which also provides huge business opportunities for the education and training market. To be specific, the future training market will be changed from the current trainers to the more student-centered. The focus of training will be based on the actual needs of enterprises, and eventually the enterprise and professional training institutions will form a cooperative relationship, and jointly seek training related solutions.


Since the reform and opening up, China's education has experienced a relatively rapid development, and under the guidance of a series of policies and measures, it has gradually found an educational path in line with its own situation. The penetration rate of primary education and higher education has increased substantially, and the promotion of a series of policies, such as compulsory education, college enrollment system, and Sino-foreign cooperation in running schools, has laid a solid foundation for the development of education in China.

At the same time, the investment in discipline construction, faculty construction, educational technology reform and other aspects is also increasing year by year. China's higher education attaches great importance to discipline construction, and, through unremitting efforts, has achieved the world's leading level in many fields. The state strongly supports teacher training. In 2019, more than 5 million registered teachers were trained throughout the year, providing teachers with better professional quality and improving their teaching ability.

In terms of the level of education popularization, in the past decade, the level of education popularization in China has been continuously improved, the national opportunity to receive education has been further expanded, and the level of education has also been significantly improved. In addition, 2022 is also an important year after the party's 20th year, and education has made new breakthroughs and progress in this year.

The Research Report on The Market Trend and Investment Potential of China's Education Industry in 2023-2029 released by Zhiyan Consulting further analyzes the prospects of the education industry. With the rapid development of China's economy and the improvement of people's living standards, the education industry will face new opportunities and challenges, the report said. Especially in the two fields of educational technology and educational social responsibility, the future development will pay more attention to the effectiveness and fairness of education.

The development status quo of the education industry presents unprecedented vitality and change. With the progress of society and the development of science and technology, the education industry is undergoing unprecedented changes, among which the most striking change is the rise of online



education. Online education, with its advantages of education, is gradually changing its convenience, flexibility and personalized teaching.

Educational institutions are organizations or institutions specializing in providing education and training services. Their aim is to provide high-quality education, improve students' knowledge level and skills, and promote their integrated development. In a changing society, educational institutions should not only meet people's needs for basic education, but also adapt to the training needs of different groups of people.

Online education breaks through the limits of time and space. Through the Internet, students can receive education at any time and anywhere, which makes learning more flexible and convenient. In addition, online education provides rich educational resources, including video courses, online library, simulation tests, etc. The use of these resources can greatly improve students' learning efficiency.

Online education focuses on personalized teaching. Online education platforms usually provide personalized teaching programs based on students' learning progress and ability level, so that each student can learn in their own way. This personalized teaching method can not only improve the learning efficiency of students, but also enhance their interest and motivation in learning.

Online education is not without its challenges and problems. The quality of online education is uneven, and some courses may have the problem of inaccurate content or lax teaching. In addition, online education requires high students' self-management ability. Without on-site supervision and guidance from teachers, students need stronger self-discipline and self-management ability to complete their learning tasks.

In addition to the development of online education, physical education is also progressing. Schools and educational institutions are actively exploring new teaching methods and technologies to improve the quality and effectiveness of education. For example, some schools have started to use AI technology to assist teaching and provide more accurate learning advice and feedback.

The development of the education industry is accelerating and deepening. The rise of online education has brought new vitality and changes to education, and physical education is also actively exploring and innovating. In the future, with the progress of science and technology and the development of society, the education industry will continue to embrace more opportunities and challenges.

Basic information of educational and training institutions Basic information of after-campus tutoring institutions investigated by the institute.

Sources and quantity of tutors. There are generally two kinds of teachers in tutoring institutions: full-time and part-time teachers. Full-time teachers are mainly college students who have graduated, some social personnel who like teaching work, and a very small number of overseas students. Part-time teachers are all college students and only a few in-service teachers. There are a lot of part-time teachers, and this paper focuses on full-time teachers.

Reasons for middle school students to participate in extracurricular tutoring in educational and training institutions. Most of the remedial classes are the use of spare time to arrange tutoring for students, but also some of the examination, before the college entrance examination in leave out of surprise study. There are so many students in the remedial classes every year. Why are these remedial classes so popular? What makes the remedial class develop rapidly? Let's explain it below. First of all, the lack of some school education gives some room for extra-curricular classes. Here, the lack of school education refers to the unreasonable allocation of educational resources and the lack of humanized management and care for students. Now a lot of key high school and ordinary middle school, ordinary school due to various reasons to cultivate students in some ways may be less than the key middle school students, ordinary school students parents don't want to let the children disadvantaged in the future competition, so parents are eager to let their children into the remedial class for guidance. Even in key middle schools, they will be divided into key classes and ordinary classes. The teachers and students 'academic performance of the ordinary classes are not as good as the key classes, and parents will improve their children's academic performance through tutoring.

Therefore, cram schools can better supplement school education, and this educational demand makes remedial classes have a bigger market.

Second, parents have no time to take care of their children. Parents are the best teachers for children. The education of a child from childhood to adulthood is not only the matter of school teachers, but also the matter of parents. The education of parents is also very important. Chinese traditional children's classic literature "three character classics" said "raise not to teach, the father's fault; teaching is not strict, the teacher is lazy". From this sentence, we can see that the education of parents can not be ignored, but many parents regard education as a matter of schools and teachers, and some parents expect their children to become successful too high expectations, at any cost to cultivate their children. No matter the home condition is good or the condition is not good to send the child to the remedial class all subjects tutoring, this is a big factor in the prosperity of the remedial classes. There are also some parents with high social status, busy work, more social activities, no time to take care of the children, they will take the money for the remedial class teachers to take care of the children. Thirdly, some parents have a low level of education and will not help their children. Because parents think they do not have much culture, so we must let their children study hard, to give high hope to their children. Finally, there are some students can not keep up with the progress of the class, can not understand some difficult knowledge points in class, can not have to help in their spare time. In short, demand determines supply, and the prosperity of tutoring is a lot of social demand and the support of parents.


Development prospects of China's education and training Industry

1. Comprehensive development of brand education

In the era of education training market competition, brand advantage is a core of competition, in new Oriental, for example, after new Oriental listed in early childhood education, vocational education, entrance examination for secondary school or college tutoring, personalized tutoring, strong attack, using new Oriental brand advantage in various areas, giant education group started before the financing in the development of the national strategy, financing after the country acquired some local large training institutions, soon realized the collectivization operation mode, at the same time the giant preschool education and family education got the rapid development, has now formed a comprehensive brand pattern. At the same time, Giant Education Group pays attention to opening up the blue ocean of education. According to the State Education Commission, the Ministry of Education is formulating the writing grade standard of Chinese characters for primary and middle school students, requiring students to not only be able to write, but also write the standard and beautiful. In the newly issued college entrance examination outline, "one word deducted one point" and the improvement of the writing requirements of computer marking, is a warning and spur to the current basic teaching of Chinese. Therefore, the market has ushered in some new opportunities under the situation of the changeable education market.

2. Chain chain of professional education institutions and brand education projects

In brand institutions under the trend of the comprehensive development, professional institutions pay attention to the further development, such as the sun hong wen composition, focus on composition distinction, set up distinction base across the country, rapid development of market, promote local franchisees open the new revolution of composition education, such professional institutions focus on one area is an important strategy of rapid growth, focus on professional, therefore under the condition of brand competition, to speed up the core competitiveness of professional institutions is competing with brand strategy. Currently like new Oriental bubble children's English has joined in the country, giant education group of "giant five days pen word project", "giant four great classics song version", "giant composition" since the brand project, has been in local secondary tertiary city project to join, the brand model will help quickly start the secondary tertiary market, local franchisees keen to cooperate with the brand education institutions, improve their brand image, build in the local core competitiveness. This model will be an important way for the rapid growth of the secondary and tertiary markets, and also an important way for China's education and training industry to become local cities across the country. Eventually will form a big brand education institutions to occupy all



levels of the country. The standardization of teaching materials, the integration of services and the sharing of high-quality educational resources will become a trend.

3. The improvement of technical means has become the core competitiveness of the education and training industry

Now education training industry is no longer described before the low threshold industry, is a real technology industry, but because most of the industry do very poor, many institutions united teacher training and research, after the interview directly in class, coupled with teaching standardization difficulties, consumer expectations is not high, market demand, lead to become who want a share of the low threshold industry. It can be seen that if the teaching quality of the education and training industry is strong, the teaching quality of the teaching and training industry can be guaranteed because of the teaching materials and training mechanism. Small and medium-sized institutions in the education and training industry are easily dispersed by other things and difficult to improve the teaching quality while improving the market. We all say that teaching quality is the lifeline of the training industry, from this point of view, after entering the stagflation period of the industry, there will be a large small and medium-sized institutions to exit the stage of teaching and training industry, and at the same time, the self-employed institutions will prosper.

From another point of view, if difficult problems such as teaching quality standardization are solved one by one through Internet information technology, and relying on technical means to improve teaching experience and teaching results, it will bring revolutionary changes to the whole industry.

4. Internet technology will bring great changes to the education and training industry

Suddenly like a night of spring breeze, thousands of trees pear blossom. Although the traditional education and training mode has felt the north wind blowing, but the whole education and training market is facing new competition. The application of mobile Internet technology makes education and IT firmly believe that the revolution will wave in the education field, and online education will replace the offline education model. On "Singles Day" in 2015, Taobao received nearly 90 billion yuan. In ten years, e-commerce increased by 100,000 times, which was hard for any traditional industry. In the education industry, the trillion-dollar market size attracts many people. All of a sudden, traditional training enterprises began to invest heavily in the development of the network, and IT companies also intervened in the field of education. From 2010 to 2012, a large number of online education products and professional course websites were launched together. Unfortunately, no online education company has yet established a really effective online training model. Objectively speaking, the network company that does network education does not understand education, the education company that does network education does not understand the network, we have not thought clearly where is the advantage of the network? What are the characteristics of educational training? With brute force to do, eventually can only become the real network education model before the emergence of the experimental cannon fodder. The constantly mythical Internet is not omnipotent, the network can only do two things: one is to do digital information transmission, the other is to conduct digital information processing. The transmission function of the network reduces the time and space cost, and the automatic processing function reduces the labor cost. These two functions are the most direct advantages of the network that can subvert the traditional industries. By transforming these two functions into practical applications, we find that among all the services and products provided by the network model, the typical examples are portal websites, resource websites and search engines, and the profit model is mainly advertising, followed by the sale of information.

In the future, education and training institutions need to constantly innovate the training content and methods, strengthen the work of talent construction and international development, and improve their own development level and competitiveness. At the same time, we also need to constantly pay attention to the influence of market changes and policy changes and other factors, and timely adjust our own development strategy and direction. We believe that with the joint efforts of all aspects, the education and training industry will usher in a better future.

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