



## The Professional Training of Global Sport Industry in Higher Education

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### Editorial

The global sport market was estimated to be worth 145.34 billion U.S. dollars in 2015 by Statist (2016) and the need of qualified professionals in sport business is increasing rapidly. However, there is still a big gap between professional preparation and industry's expectation in sport. Furthermore, sport shares the same characteristic of globalization with business and it is necessary to discuss the education programs of sport (industry) management and the professional competences in the sport world [1].

It is essential to reassess the education programs for professional preparation to match the urgent need of sport industry internationally. Asia has been playing a major role in global sport industry after the 2008 Beijing Olympic Games especially in the markets of China, Japan, Korea, and Taiwan [2,3]. The demands of professional human resources are booming while the Asian sport industry continues to grow. Therefore, our research interest is focusing on the views of higher education in different Asian countries and tries to construct the flame of training indicators for professional staff in the Asian sport industry.

Our study results showed that: (1) The curriculum development is based on the training standards of NASPE/NASSM, which need to be

reformed to match the needs of high tech sport in the 21st century. (2) The most important professional competence indicators are attitude, communication skills, and creativity, which need to be emphasized in classes.

The professional competence and human resource management are the bedrock of the development of sport industry and it will become one of the major issues for professional preparation in higher education. The cross-country study is also needed for comparison in the global sport market.

### References

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