

The Current Issues and Strategies of the Educational Training Industry in China

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Abstract

Under the momentum of urbanization and policy promotion, China's educational training industry has rapidly expanded, now standing as a significant socio-economic component. However, this industry's growth has introduced various challenges, such as excessive competition, inconsistent quality, a mismatch with the needs of parents and students, and issues in regulatory compliance. This paper provides an in-depth analysis of these challenges and proposes countermeasures, including enhanced industry regulation, improved teacher training, innovative teaching models, and guiding parents and students toward rational choices. Through multi-level reforms, the educational training industry is anticipated to develop along a more standardized, healthy, and sustainable path, actively contributing to educational equity and the enhancement of students' overall competencies.

Keywords: Issues, Strategies, Educational Training

Introduction

With the advancement of economic globalization and rapid technological development, educational needs are increasingly diversifying and becoming more personalized. As the world becomes more interconnected and the demand for specialized skills grows, the types and methods of education required to thrive in modern society have expanded. This has created an environment where personalized learning approaches are not only beneficial but essential for individuals to remain competitive. The educational training industry, therefore, plays a pivotal role in meeting these evolving needs by tailoring education to suit diverse learning preferences, career aspirations, and skill requirements. As a result, the educational training industry has attracted significant attention due to its essential role in enhancing individuals' overall quality and career skills. In addition to providing general education, it now emphasizes the development of specific abilities and knowledge that are valuable in various professional fields, contributing not only to personal growth but also to broader economic productivity.

Particularly in rapidly urbanizing China, this industry's growth has had a profound impact on society and the economy. As cities expand and populations shift from rural to urban areas, the demand for skilled and educated workers has intensified, placing pressure on educational systems to adapt quickly. Consequently, the educational training industry in China has expanded to accommodate the needs of both individuals seeking better opportunities and companies requiring qualified professionals. On the policy front, laws such as the Education Law of the People's Republic of China and the Law on the Promotion of Private Education provide a framework for regulatory assurance and development direction, clearly defining industry norms and standards (Ministry of Education, 2021). These laws establish guidelines that ensure a certain level of quality and consistency across educational institutions, allowing them to operate effectively and meet public expectations. China's vast territory and large population mean that families have diverse educational needs. Different regions, economic backgrounds, and cultural influences result in varied educational priorities and challenges, highlighting the need for a flexible and responsive educational training industry. Thus, studying the current development, issues, and countermeasures of China's educational training industry holds significant practical relevance. By exploring these factors, researchers can gain valuable insights into how best to support this vital industry's sustainable growth and address its unique challenges.

The educational training industry in China wields multifaceted influence. Firstly, the industry's growth improves residents' overall quality and skill levels, meeting the educational demands of parents and students while contributing to regional economic development. This growth leads to a more educated populace, with individuals better equipped to pursue meaningful careers and contribute positively to their communities. As parents increasingly invest in their children's education, educational training institutions have become a crucial supplement to mainstream education, offering diverse and personalized learning resources (Chen, 2019). This industry not only complements traditional schooling but also fills gaps by providing specialized training that may not be available in regular curricula, such as language skills, technical expertise, and creative pursuits. Secondly, this industry supports local employment. Across various subsectors, such as K-12 education training, vocational skills training, and adult education, it provides substantial employment opportunities for teachers, administrators, and educational support staff (Ma, 2012). This job creation helps stimulate local economies and provides career paths for individuals interested in the education sector. Finally, the industry's development is closely related to local economic conditions and public perceptions of education. A strong educational training sector reflects positively on a community, fostering a culture that values lifelong learning and skill acquisition. Thus, examining the industry's current status, issues, and solutions is essential for achieving educational equity, enhancing regional education levels, and strengthening social stability. These goals are vital for promoting an inclusive society where educational access is not determined solely by geographical or economic factors.

In recent years, accelerated urbanization in China has led to a steady rise in educational demands. As cities expand, populations grow, and the labor market becomes increasingly competitive, more families are seeking educational opportunities to improve their children's prospects. Particularly following the introduction of the "Double Reduction" policy, which lessened extracurricular burdens in traditional public schools, the demand for supplementary tutoring remains high (Yu, 2023). This policy has led many parents to turn to private tutoring

services to ensure their children stay academically competitive, even as the public school curriculum becomes less demanding. The educational training industry in China has expanded not only in scale but has also shown structural optimization. To better meet the diverse and growing demands, the industry has diversified, offering a wide range of educational services that cover K-12 tutoring, vocational education, interest training, and language learning. By doing so, these diversified programs meet the needs of various age groups and demographics, cementing the industry's position within China's socio-economic framework. Such an expansive offering allows the industry to appeal to a broad audience, fulfilling the educational needs of children, teenagers, adults, and professionals, thus solidifying its role as an essential component of China's educational landscape.

This study aims to systematically analyze the development status, challenges, and counterstrategies in China's educational training industry. By identifying the factors driving the industry's growth and the obstacles it faces, this study offers a comprehensive understanding of its current state. Through methods such as literature review, this study comprehensively outlines the main characteristics of China's educational training industry and examines the obstacles and challenges faced in its development process. By exploring these challenges and proposing effective solutions, this research contributes to a deeper understanding of how to support the industry's long-term success and adaptability in an ever-changing educational environment.

Key Issues in the Educational Training Industry

The educational training industry in China has undergone rapid growth and expansion, becoming an integral part of the country's broader educational and economic landscape. However, this expansion has also led to a series of significant challenges, creating an increasingly complex environment for industry stakeholders. The following sections provide a comprehensive exploration of these key challenges, focusing on four main issues: over-competition and market saturation, quality and teacher competency concerns, mismatches between parental and student expectations, and regulatory and compliance challenges. By addressing these issues, it is possible to gain deeper insights into the current state of the industry and identify opportunities for improvement.

Over-competition and Market Saturation

In recent years, the educational training market in China has flourished. This growth has spurred an influx of new institutions aiming to capitalize on the growing demand for additional academic and skills-based training. However, excessive expansion has led to intense competition among training institutions, which has strained market conditions and impacted overall profitability (Wang, 2022). In larger urban areas especially, the rapid increase in the number of educational training institutions has led to a saturated market, which has affected profitability and created a challenging landscape for smaller institutions to survive.

The surge in market participants has intensified saturation, compressing profit margins and creating significant barriers to profitability for small and medium-sized training institutions. As these institutions struggle to remain financially viable, they often resort to aggressive pricing strategies, such as slashing fees or implementing promotional discounts. While these tactics aim to attract more customers, they also contribute to an erosion of the industry's profit margins and have led to a prevalence of price wars. This price-focused competition

detracts from service quality as institutions increasingly prioritize commercial survival over educational value. As a result, many training institutions shift their focus from delivering high-quality education to securing market share, which undermines the educational goals of the industry and impacts student outcomes.

Moreover, the educational quality of many institutions is inconsistent (Sun, 2024). Numerous institutions exhibit an imbalance in resource allocation, often prioritizing substantial investments in promotional and marketing activities over the development of educational quality. This misallocation of resources has led to a situation where educational content and services vary widely among institutions, making it difficult for consumers to identify quality options in a crowded market. Consequently, students and parents are left with an overwhelming number of choices, often without adequate information to make informed decisions. This oversaturation of the market exacerbates disorderly competition and undermines trust in the industry.

Quality and Teacher Competency Issues

The rapid development of the educational training industry has not only created market pressures but has also highlighted ongoing issues with quality and teacher competency. Due to the absence of standardized quality metrics, the educational content and teaching methodologies across institutions vary widely. This inconsistency poses challenges to ensuring high educational standards and often compromises student outcomes. Some training institutions, motivated by commercial interests, have indiscriminately expanded their course offerings to attract more clients, but these courses frequently lack thorough design and rigor. Consequently, the effectiveness of teaching is compromised, as many programs are not aligned with students' actual needs and academic levels.

Additionally, teacher competency within the industry remains a significant concern, as teacher qualifications and stability directly impact the quality of education delivered. High turnover rates among teachers make it difficult for institutions to build a stable and skilled teaching team, leading to fluctuations in educational quality. Furthermore, some training institutions have hired teachers who lack the necessary professional qualifications, experience, and teaching skills required to provide quality instruction. This issue is often exacerbated by the competitive pressure on institutions to hire quickly to meet demand. In response to market competition, many institutions rapidly recruit teachers without thoroughly assessing their qualifications and competencies (Sun, 2024). This lack of scrutiny in hiring practices has negative consequences for students, as unqualified teachers may be unable to provide the support and guidance needed for effective learning. Over time, these practices erode parental trust in educational institutions and contribute to the industry's reputation challenges.

Mismatches with Parents' and Students' Expectations

The educational training industry has expanded largely in response to the demands of parents and students, who seek additional academic support and skill development. However, the heightened expectations that parents and students place on educational outcomes have led to several issues. Parents' and students' high expectations for tutoring outcomes, along with a tendency to follow trends blindly, have introduced several issues (Lei, 2021). Many parents consider academic performance to be the primary indicator of success and, consequently, prioritize institutions that promise rapid improvements in test scores. This outlook creates a misalignment between parental expectations and the actual educational objectives of some

training institutions. When students' results do not meet these high expectations, parents often express dissatisfaction, which adds further pressure on institutions to demonstrate immediate success rather than focusing on sustainable educational outcomes.

Additionally, blind-following consumption trends are also widespread (YouNao, 2023). For example, when certain training courses or programs gain popularity in the market, many parents are quick to enroll their children in similar courses without fully understanding the relevance or applicability of the course content. This tendency leads to an environment where training institutions are incentivized to follow market trends in their course designs, often neglecting students' unique needs and individual learning trajectories. As a result, many students find themselves in programs that do not suit their learning styles or academic levels, leading to poor learning outcomes, increased pressure, and, in some cases, a growing aversion to learning. This situation highlights the importance of balancing market demand with educational value to support students' holistic development.

Regulatory and Compliance Issues

As the educational training industry continues to grow rapidly, the need for effective government oversight has become increasingly apparent. However, there are significant delays and challenges in the regulatory framework, which has hindered the industry's ability to operate sustainably and ethically. Although the government has introduced a series of policies, such as the "Double Reduction" policy aimed at easing students' extracurricular burdens and restricting training institutions' activities, difficulties remain in implementing these policies at the local level. For instance, during a national regulatory initiative targeting arts training institutions in 2022, more than 100 institutions were found to engage in false advertising, illegal fee collection, or running off with customers' money. Additionally, 834 reports of illegal acts, including sexual offenses, were received, with 123 incidents involving arts training programs, causing considerable harm to students and parents (Guangming Daily, 2024). Key issues also include teacher qualification fraud and price deception (Sun, 2021). Moreover, due to a lack of systemic regulatory mechanisms, non-compliant training institutions can persist. Some institutions operate without licenses, engage in false advertising, or even infringe on rights, and regulatory authorities often face difficulties in effectively monitoring them. This not only endangers students and parents but also tarnishes the industry's reputation. Some experts suggest that regulatory authorities should strengthen enforcement efforts, implementing stricter market entry and qualification review mechanisms to prevent violations from the outset.

Summary

In summary, while China's educational training industry has expanded rapidly, it also faces a range of issues, including over-competition, quality inconsistencies, mismatched demands from parents and students, and insufficient regulatory oversight. To foster the healthy development of the industry, it is essential for both the government and industry players to collaborate, implementing stricter policies and standards. Training institutions should also focus on enhancing their teaching staff and quality controls to build public trust and recognition for the industry.

Countermeasures and Suggestions for the Development of the Educational Training Industry

In the context of the rapid growth and frequent policy adjustments in China's educational training industry, achieving regulated, healthy, and sustainable development is crucial. As this industry continues to expand at a fast pace, there is a strong need for comprehensive solutions that address the challenges arising from rapid growth and shifting policy landscapes. Attaining a well-regulated, reliable, and long-term sustainable structure is not only essential for maintaining the educational integrity of institutions but also for establishing the trust of parents and students alike. A structured and balanced approach to regulation ensures that the industry can continue to meet demand while maintaining high standards of quality and compliance. To address the primary issues present in the industry today, the following four strategies offer multi-dimensional solutions, each tackling essential aspects that drive the healthy development of educational training in China.

Strengthening Industry Regulation and Standardization

To ensure the orderly and sustainable development of the educational training industry, establishing a robust regulatory framework and setting clear quality standards are essential first steps. An effective regulatory system safeguards the industry's credibility and protects students' learning experiences from potential exploitation. Firstly, the government can enforce strict entry standards, systematically reviewing key factors such as the credentials of institutions, teacher qualifications, and course content to ensure high-quality and safe educational resources. By conducting comprehensive evaluations of each institution, the government can identify and permit only those institutions that meet set standards, which, in turn, will optimize and stabilize competition within the industry. In addition to government oversight, self-regulatory mechanisms within the industry are equally important. Associations and training institutions can collaborate to establish self-discipline guidelines that encourage institutions to voluntarily comply with industry standards, which will contribute to improving the overall quality of services provided across the sector.

Furthermore, the government can enhance daily inspections and audits of training institutions. By focusing on crucial elements, such as course quality, teacher qualifications, and pricing standards, authorities can promptly detect and address non-compliant activities, creating a safer educational environment. Leveraging technology, such as big data and artificial intelligence, to build a regulatory platform could allow for dynamic, real-time monitoring of institutions. This technological approach provides regulatory bodies with instantaneous data support, improving oversight efficiency and enabling proactive regulation. Overall, implementing standardized regulations across the industry will not only help ensure the quality of teaching provided by institutions but will also offer parents and students transparent criteria for making informed choices, thereby fostering greater trust in the industry's operations.

Enhancing Teacher Workforce Development

Teachers serve as the foundation of educational quality, and a well-trained, motivated teaching workforce is central to maintaining and improving the standards of educational training. A strong focus on teacher development within training institutions can significantly enhance educational outcomes. Training institutions should emphasize ongoing teacher professional development by offering systematic vocational training and continuous education to strengthen teaching skills, subject knowledge, and overall professional

expertise. By collaborating with universities or educational research organizations, institutions can conduct regular training programs that equip teachers with the latest educational methodologies, technologies, and insights necessary to meet the evolving demands of the education sector. Such partnerships provide a valuable exchange of knowledge, benefiting teachers and, ultimately, students.

In addition to providing robust training support, training institutions need to establish a structured and competitive compensation and incentive system to attract and retain highly qualified teachers. A well-designed compensation system and a clear career development plan can significantly contribute to teacher stability and job satisfaction. This stability allows teachers to focus on delivering quality education, minimizing disruptions caused by high turnover. To further ensure long-term talent retention, institutions can cultivate a positive work environment and provide opportunities for career advancement. Offering teachers a conducive work atmosphere that supports personal and professional growth creates motivation for continuous improvement, establishing a mutually beneficial dynamic where both the individual and the institution can thrive.

Innovating Educational Training Models

With the rapid advancement of information technology, teaching models within the educational training industry are continually evolving, adapting to meet the changing needs of modern learners. Blended learning, a model that combines online and offline instruction, is gaining popularity. This hybrid approach extends learning opportunities across both time and space, allowing for more flexible and accessible education. Through blended learning, students can receive a customized learning experience that aligns more closely with their individual needs, preferences, and schedules. Training institutions can utilize big data and artificial intelligence technologies to analyze students' learning behaviors and characteristics in-depth, making it possible to design teaching plans that cater to individual needs and improve learning outcomes. This personalized approach enhances engagement and, ultimately, results in more effective learning.

Alongside the innovation of teaching models, diversifying course content is also crucial for supporting students' overall development. While traditional education primarily emphasizes academic knowledge, the educational training industry can expand offerings by incorporating a broader array of subjects, including arts, sports, and coding. Such subjects enrich students' knowledge base and encourage a more well-rounded development of their abilities and interests. This diversified curriculum not only helps to alleviate academic pressure on students but also provides parents with a wider range of options, increasing the appeal of training institutions. Furthermore, the widespread application of online education platforms facilitates resource sharing across regions, allowing institutions to expand their reach, build brand awareness, and establish a diversified, sustainable business model.

Guiding Rational Choices Among Parents and Students

The development of the educational training industry is a collaborative effort that depends on the combined actions of institutions, the government, and the rational decisions made by parents and students. While institutions and policymakers play crucial roles, the role of parents and students in making informed, reasoned choices is equally important for the industry's long-term stability. Government and social organizations can carry out awareness campaigns to help parents and students develop a proper understanding of the role and effectiveness of educational training. By clarifying what educational training can and cannot

achieve, these campaigns can help prevent unrealistic expectations and impulsive decisions, thereby encouraging a more realistic view of the training sector. Additionally, parental education and family guidance courses can help parents grasp scientific educational concepts and direct them toward selecting educational pathways that are most suitable for their children's unique needs and goals.

Educational training institutions can adopt transparent operational models that display genuine teaching results. For example, institutions could provide ongoing feedback on students' progress and satisfaction ratings from other parents, offering a clearer picture of the quality and effectiveness of their services. This transparency helps parents and students make more rational choices and fosters greater trust in the industry. Moreover, institutions can offer open courses or trial sessions, allowing parents and students to experience the teaching quality firsthand, reducing decisions based solely on marketing or word of mouth. Such transparent practices not only enhance satisfaction levels among parents and students but also encourage training institutions to prioritize service quality and real educational outcomes over purely commercial interests. By making well-informed, rational choices, parents and students can help promote the diversification and high-quality development of the educational training industry, ensuring that it remains a valuable and effective component of the broader educational ecosystem.

Implications

Amid the rapid development of China's educational training industry, the strategies discussed in this paper—regulation, teacher workforce development, model innovation, and parental guidance—hold multiple implications. Firstly, standardized regulation and the establishment of quality benchmarks safeguard students' learning quality and safety while enhancing overall market order in the educational training industry. If governmental agencies intensify entry requirements and regular oversight of training institutions, it will help curb irregularities in the industry, ensuring its healthy growth. Standardization also offers parents and students clearer, more transparent options, fostering greater public trust in educational training.

Secondly, building a strong teaching workforce has profound implications for the educational training industry. High-quality teachers not only elevate teaching standards but also bolster an institution's brand and competitiveness. Through appropriate compensation systems and professional development support, institutions can attract more qualified teachers and reduce turnover, which improves students' learning experiences and strengthens parental trust. Therefore, the government and industry organizations should actively promote teacher workforce development, providing more resources and support to stabilize and advance the teacher pool in educational training.

Additionally, the innovation of blended teaching models offers new growth opportunities for the educational training industry. Wang, Zheng, Gao, and Zou (2022) argue that "online education, as a beneficial supplement to offline education, is of great significance for improving the lifelong learning system and building a learning society." The combination of online and offline teaching methods meets diverse needs across different ages and demographics and breaks traditional spatial constraints in education. By integrating big data and AI technologies, institutions can deliver personalized education, making each student's learning process more targeted. This innovative approach enhances students' interest and learning outcomes, especially in fostering well-rounded competencies beyond standardized test preparation.

Finally, rational choices made by parents and students are essential for the long-term development of the educational training industry. Improving parents' awareness of the industry can effectively reduce blind following and unrealistic expectations. Through parent schools and educational workshops, the government and educational institutions can help parents understand the actual educational needs, guiding them to make the best choices for their children. This increase in rational decision-making not only alleviates burdens on parents and students but also steers the educational training industry toward diversified and differentiated development.

Conclusion

In conclusion, China's educational training industry presents immense growth potential against the backdrop of rising demand and policy shifts. However, rapid growth also brings challenges, including over-competition, quality inconsistencies, mismatched needs of parents and students, and regulatory delays. This paper proposes solutions across several dimensions—enhanced regulation, teacher workforce improvement, innovative teaching models, and rational choice guidance—to drive the healthy development of the industry through multi-level reforms.

In the long term, sustainable development in the educational training industry requires the collective participation and support of the government, educational institutions, parents, and students. The government should strengthen industry regulation and policy formulation to provide clearer standards; educational institutions should focus on teacher development and course innovation to improve teaching quality and student satisfaction; while parents and students need to adopt a scientific educational outlook, avoiding over-reliance on training institutions. These joint efforts will aid in the rational distribution of educational resources, enhancing students' overall learning experiences and growth outcomes.

Looking ahead, as technology advances and educational views evolve, the educational training industry will continue to adjust and optimize its development model to meet broader market needs. Keywords such as personalization, innovation, and standardization are expected to define the industry's growth, not only enhancing students' comprehensive skills and learning outcomes but also steadily positioning the educational training industry as a valuable supplement and robust support within the broader educational system.

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