

Market Impact and Countermeasures of Double Reduction Policy on Education and Training Industry

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Abstract: The implementation of the national "double reduction" policy has had a far-reaching impact on the education and training industry. A large number of disciplinary training institutions were forced to close or transform, the market demand decreased sharply, and the industry as a whole showed a downturn. However, the implementation of the policy also provides an opportunity for the standardization and healthy development of the industry. However, behind the policy adjustment also reveals the governments concern about the fairness and quality of education. Under the new policy environment, how to balance the market demand and education equity in the education industry, and realize the complementary advantages with school education has become an urgent problem to be solved in the recovery process of the industry.

Keywords: Double reduction policy; Education and training industry; Education policy; Response measures

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1. Introduction

With the major marketization of education, nationwide education institutions are constantly selling to the whole society "anxiety", lead to the families and students, family income mostly for students outside training spending, under this background, the state introduced "on further reduce foreign body education stage students homework burden and external training burden opinion" notice, hereinafter referred to as "double reduction" policy. The purpose of the "double reduction policy" is to reduce the burden of students, improve the quality of education and promote educational equity. Its significance lies in promoting the healthy growth of students, improving the quality of education, and maintaining social harmony and stability. The introduction of this policy aims to solve the problems of excessive competition and unbalanced educational resources in the current field of education, and promote the all-round development of students.

2. The Question is Raised

In recent years, the popularity of after-school training market has brought many problems, such as contract disputes, property security, price fraud, false publicity, lack of qualification, anxious marketing, a few school teachers work part-time, which violates the "theater effect" of "specialty" training disturbs the education ecology. Therefore, it is imperative to standardize the after-school training market.

(1) There is a contradiction between educational non-profit profit and corporate profit

The root cause of the problems in the education and training industry lies in the collision between the non-profit

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social attribute of education and the profit attribute of enterprises. Commercial education and training enterprises pursue the cash flow and profit brought by business development. When this operation mode develops to a certain stage, in order to expand profits, enterprises may reduce the teaching quality, or carry out false publicity, and grab profits from the perspective of increasing income and reducing teaching costs, but this will affect the nature of education.^[2]To achieve a balance between education and commercial attributes, the guiding role of capital is particularly important. If education is turned into an "inside volume game", the final benefit is only capital. At present, the listed companies in the domestic education and training industry mainly include New Oriental, Good Future, High Way, Elite Education and Thinking Music.

(2) The disorderly development of the education and training industry causes social problems

At present, the disorderly development of education and training industry in recent years, there are mainly two main social problems. One is to let the compulsory education stage of primary and middle school students burden, especially "campus burden, negative" phenomenon, there are "score", "entrance" unscientific education evaluation guidance, education short-sighted, exam-oriented problems, takes up the students family, society, peer and leisure time, limit the students interest and expertise. Second, it increases the cost of raising parents.^[1]The current after-school education and training program is a large expenditure program for parents, which is also the reason why couples of childbearing age are not willing to have children, resulting in a decline in the birth rate.

3. The Main Effect and Purpose of the Double-reduction Policy

The requirements of "double reduction" policy mainly include two aspects: one is to actively respond to social concerns and expectations, reduce the burden of parents, mainly reduce family education expenditure and parents energy burden; the second is to reduce the burden of students, stress students total work and homework, reduce the burden of off-campus training, let students better return to campus, give play to the school in the student education, and the second goal, prohibit subject training from policy aspects, lead to the business of education institutions.

From the actual reaction, the double reduction promotes the transformation of training institutions. After the "double reduction" execution, Objectively reduce the pressure of learning to parents and students, Improve the school effectiveness and quality of the students, In order to survive, And also took a different approach, For example, some training institutions directly transform to other aspects of business, New Oriental is one of the representative training institutions, Some training institutions are changing their business focus, From the original subject education and training, To focus on specialty education, Or be directly engaged in educational peripheral services, Such as organizing students to have summer camps and so on, in general, With the continuous progress of the double-reduction policy, Each training institution has adopted their own approach, Find a new development path, of course, There are also some education and training institutions that, for other reasons, Finally, choose the collective dissolution.

From the perspective of practitioners, the double reduction has made some education and training institutions change their business mode and philosophy, and the policy stipulates "hide and seek". Current external discipline training education has been greatly contained, however, because of various reasons and the greed of some institutions, still has some institutions engaged in discipline education training institutions, only the training education charge higher and more hidden, although for this kind of situation is strengthening the crackdown, but, it still has a trend, such as a city after receiving the report, immediately take action and in accordance with the interim measures for external training administrative punishment for its institutions and related personnel, somewhere training institutions in the name of hosting to many junior high school students in junior high school discipline education training and so on.

4. Double Reduction Policy Double Reduction Policy on the Education and Training Industry Specific Impact

Since the implementation of the "double reduction" policy, the education and training industry has experienced unprecedented shocks. From the once vigorous development to the current downturn, many education and training institutions are facing the challenge of survival. After the introduction of the double reduction policy, education and training institutions have been greatly affected, banning the disciplinary training for students, resulting in the halving of the business of educational institutions. Various training institutions adopt different ways of transformation, some transform to do other businesses, some change their business focus or engage in education peripheral services. Some institutions change the business mode and concept, and the policy provisions of "hide and seek", but the fees are higher and more hidden, repeatedly banned. However, the crisis also breeds new opportunities.

(1) Market impact

Reduced business volume. The double reduction policy limits the training time of discipline training institutions during holidays and winter and summer vacations, resulting to a sharp decline in business volume. For example, institutions such as New Oriental and netease Youdao have stopped providing after-school training services in compulsory education. The industry has shrinking. A large number of small and medium-sized training institutions have closed down due to their failure to adapt to the policy changes, and the overall size of the industry has declined significantly. According to the Ministry of Education, the number of offline and online off-campus training institutions has fallen by 92 percent and 87 percent, respectively.^[3] The number of disciplinary training institutions has declined significantly, and the disorderly development trend of large-scale disciplinary training has been curtailed. Market demand changes. Parents and students have less demand for subject training, but the demand for non-subject training such as quality education and interest training has increased. For example, training needs rise in areas such as the arts, sports, technology and vocational education. Market competition pattern changes. The double reduction policy will directly affect the development of the education and training industry, which may lead to the closure of some small training institutions, and the competition pattern of the industry will also change. online education is no longer a hot investment spot, capital into the industry has no exit channel, hot money retreat. Neither idealistic nor opportunistic entrepreneurs can get into the education and training industry. Some training institutions are transformed to do other businesses, such as specialty education, peripheral services, etc.

(2) Policy adjustment

After the implementation of the "double reduction" policy, the government quickly took measures to re-examine its strict control of the education and training industry. This policy shift reflects the adjustment of China's economic policy from "breaking" to "establishing". Economists point out that the Chinese government is trying to gradually establish new economic mechanisms and growth drivers while abandoning the old economic model. The implementation of the "double reduction" policy in China has caused a huge impact on the education and training industry, leading to a large number of practitioners being unemployed, and disrupting the lives of many people.^[4] The government is aware that relying solely on mandatory policies to "destroy" old industries without establishing new alternative mechanisms may have adverse social consequences. Therefore, when formulating new policies, the government puts more emphasis on "establishing", which is to replace the old and inefficient model by creating new economic growth points and industrial structure.

(3) Difficulties in the transformation of training institutions

At present, except for a very few discipline training institutions into non-discipline training institutions, the vast majority of discipline training institutions have made the choice of cancellation. The main reason is that under the original company model, the brand precipitation, organizational structure, financial model and personnel

composition of the organization do not have the conditions for transformation. For example, in terms of personnel composition, subject teachers are highly professional, and it is almost impossible to transform teaching to physical education, art or science and technology.^[5] Transformation is like starting all over again and starting again. In recent years, some disciplinary training institutions organized by some individuals have a large investment in the early stage, the brand has not been established, no reputation has accumulated, and even some people have heavy debts. It can be said that the vast majority of people are unable to transform into new institutions of non-disciplinary training. It is understood that some of the young institutional teachers enter the examination, examination of the army, in order to find a stable career. Some older teachers can only earn for themselves and have difficulties in choosing a new career.

(4) Passive unemployment of the employees

According to the 2021 Education and Training Industry Talent Market Analysis Report, the proportion of job seekers in the education and training industry who expected to continue working in the education and training industry in July (61.6%) increased compared with the peak of job hunting in March (57.7%).^[6] On the one hand, at the early stage, many insiders are still in the wait and see stage, and confused in the next stage, it is more reliable measures to leave the original industry and continue to observe the industry trend and peer selection; on the other hand, the "potential track" such as quality education and vocational education makes the industry still have confidence in the education and training industry. Zhong Yunhua, a professor at the School of Education Science at Hunan Normal University, said that facing the transition period, education and training employees need to timely adjust their mentality and make their own career plans. On the one hand, change your mindset. In recent years, the education and training industry has developed rapidly, with concentrated working hours and high salary. Instead of other industries, we should face up to the income gap. On the other hand, we should combine our own existing work experience and personality characteristics, actively seek for relevant job opportunities, improve the skills needed by the position, and increase the universal human capital. "The focus of the double reduction policy should be on disciplinary education and training, and for the non-disciplinary education and training represented by thinking, sports and art quality education, the general attitude of the policy is positive." Li pointed out that quality education will be a popular direction for the education and training industry and its employees, and some may become teachers or engage in other service work in the society after training.

5. After the Introduction of the Double Reduction Policy, the Countermeasures of the Education and Training Industry

(1) Transformation and diversified development

The national support for quality education, vocational education and other fields is constantly increasing. Education and training institutions should actively respond to the policies, seize the policy dividends, and achieve transformation and upgrading. Education and training institutions need to explore new business models and development directions, such as quality-oriented education, vocational education, online education, live broadcast courses, online tutoring, etc. For example, the "Oriental Selection" under New Oriental has been successfully transformed into e-commerce live streaming. Some institutions have been transformed to provide specialty education and peripheral services. Teaching and training institutions need to improve the quality of teachers, optimize the curriculum setting, innovate teaching methods, and provide personalized teaching services to meet the needs of different types of students. Deal with the policy pressure by innovating the education methods and improving the teaching quality. The rapid development of technology has brought new opportunities for the education and training industry. Use artificial intelligence, big data, virtual reality and other technologies to improve

the teaching effect and user experience. Strictly abide by the requirements of the double reduction policy, to ensure that the curriculum, fee standards and other aspects meet the policy requirements. Strengthen compliance operation and avoid violations. Establish good cooperative relations with parents, schools and all sectors of society to jointly promote educational reform and healthy development. For example, we will cooperate with museums and childrens palaces to carry out non-disciplinary training. Diversified development: Exploring the diversified development path and looking for new growth points.

(2) Strictly abide by the red line between capital and education

In order to return education to its original nature, the education and training industry must lose its vanity and strictly observe the red line between "capital" and "education". "Double reduction" over the past year, the education and training industry has obvious changes—without the capital, related enterprises comprehensive transformation, in addition to the New Oriental "Oriental Selection" popular transformation of e-commerce with goods, education information, intelligent hardware and so on have become the direction of the transformation of education and training enterprises, some enterprises have also achieved some good results. With the withdrawal of its IPO application to the United States, the excessive influx and pursuit of capital for the traditional education and training industry is cooling down. In October 2021, New Oriental Online, a subsidiary of New Oriental Education, announced that it would stop operating off-campus training services for compulsory education subjects. In November of the same year, Yu Minhong, chairman of New Oriental Education, announced the end of the teaching and training business and donated nearly 80,000 sets of desks and chairs to rural schools. The education provided by teaching and training institutions is a beneficial supplement to school education and provides diversified choices for meeting students personalized learning needs. However, at present, many education and training institutions ignore the law of education and teaching and the law of students physical and mental development. Under the influence of capital, they apply business logic to disrupt the normal education ecology and affect social stability through advertising, false publicity, selling anxiety, price fraud and industry monopoly. Education and training institutions should actively change the concept of development, return to the true pursuit of education, think about their own development from the essential attributes of education, not be blinded by economic interests, and assume their due social responsibilities.

(3) The market transformation of discipline education and training institutions

With the diversified educational needs of parents and students, the market demand for quality-oriented education, vocational education, online education and other fields is increasing. According to the research, the transformation of discipline training institutions is essentially the transformation of people. "Seeking stability" or "seeking progress" has become a new career choice question. Under the different career development needs, some talents are transformed into the new tuiyu industry, and some talents return to the traditional education field. Therefore, the following suggestions are made: First, if the organizers of discipline training institutions start up again and open up other entrepreneurial paths allowed by the state, such as tourism, live broadcasting, after-school care, quality training, vocational training, etc., certain policy encouragement and support can be given. Second, to encourage young teachers of subject institutions to choose other jobs, not necessarily to the public, the examination, the relevant departments can organize special job fairs for this part of the people, or do some relevant vocational training. Third, for some older institutional teachers who have difficulties in finding jobs, we should encourage all levels to lift the age limit on employment. This is also a problem facing an aging society.

(4) Looking for new growth points for transformation

Collaborative development is a new growth point for the development of education and training institutions. Chinas early after-school training classes are called "interest classes" and "remedial classes", which are committed to developing students interest and making up lessons and tutoring for students with learning difficulties. Teaching

culture institutions can give full play to their own advantages, and the public schools, the entrusted management, through the development and implementation of characteristic project, let the external training to its orientation, function, really as a beneficial supplement of school education, and school education complementary development, coordinated development, meet the differentiation demand of the educatees.^[8] In the process of industry transformation, brand building is particularly important. Through high-quality education services and good user experience, to enhance the brand influence and market competitiveness. The policy of "double reduction" provides new thinking for the innovative development of the education and training industry, and the major education and training institutions have successively added the service content of after-school practical education. After the implementation of the "double reduction" policy, more than 82% of teaching and training enterprises entered the field of quality education, and discipline training users gradually overflowed. At the same time, large national education and training institutions, prudent innovation and gradual transformation, became their common choice; quality education, vocational education, education informatization and research practice became the common direction of reform and transformation.

6. Conclusion

The policy change in Chinas education and training industry reflects the governments complex choice in the economic transformation. From the strict control of the "double reduction" policy to the recent moderate relaxation, the government is looking for a balance to avoid the negative impact of the policy and promote the sustainable development of the economy. In the future, whether Chinas economy can be successfully transformed into a consumption-driven economy will largely determine the effectiveness of policies and social stability. The governments policy adjustment is not only a revision of past policies, but also a new path of economic development. How to find the best balance between "breaking" and "standing" will be the key to Chinas future economic development. In short, the double reduction policy has brought great challenges to the education and training industry, but it also provides new opportunities for transformation and development. Only the institutions that adapt to the policy orientation, constantly innovate and enhance their own competitiveness can stand out in the change.

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