



A Develop Strategies Management of Private Tennis in Xi'an City, China

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Abstract

Background and Aims: Developing strategies for managing private tennis programs is critical for maximizing player potential and maintaining a sustainable competitive advantage. It entails tailoring training, facilities, and resources to individual and organizational objectives, resulting in long-term success in the sport. Thus, this paper aims: (1) What are the problems of development strategies management of private tennis clubs? And (2) to develop management strategies for private tennis clubs.

Methodology: This research is a survey and interview research. The population used in this research was 21 professionals who are former or current presidents of the Chinese Tennis Association national team coaches and tennis players. Samples mean the 19 experts selected for Purposive selection by determining the characteristics of the sample sampling were as follows: 7 tennis professors and 12 tennis club officers (8 female and 11 male) using Delphi techniques—data analysis using statistics indicator median and interquartile range, and POLC.

Results: The tennis club management development platform model effectively develops private tennis clubs in Xi'an City with an average mean of 4.64 on a 5-point Likert scale for agreement. The platform includes: (1) Planning to build a model for private tennis club development strategies management can plan the creation of many forms in the presentation. There are elements of building a platform in the planning that can be used differently. Therefore, it depends on creating a model for managing private tennis club development strategies. (2) Management builds a model for private tennis club development strategies management can be as ranged in many ways and can be organized in many forms, the organization must be ready in all aspects, such as people, places, model tools, and model platform. In modern times, owners are interested in an organization that forms a platform for developing an organization model style. (3) Implementing the practice of creating a model for private tennis club development strategies management can be achieved according to the principles of development strategies management according to the steps of private tennis club development strategies management according to the established guidelines. (4) Controlling the creation of a model for private tennis club development strategies management can control the use of planning at every stage whether it's an evaluation form measure and control the way to use the model in the right way.

Conclusion: The study found that the tennis club management development platform is extremely effective in improving private tennis clubs in Xi'an City, with strong agreement among participants. The platform's success can be attributed to its comprehensive approach, which includes planning, management, implementation, and control. These elements all contribute to the effective development of private tennis club strategies.

Keywords: Xi'an City; Tennis Club; Development Strategy

Introduction

Tennis has become a popular recreational sport in China, with over 300,000 courts and thousands of clubs. The Chinese Tennis Association boasts 14 million members. Tennis is often part of school curriculums, and competitive academies for juniors are on the rise. The sport's popularity is due to its inclusivity, fitness benefits, and social appeal. Efforts are being made to develop young talent through training programs and academies. However, challenges remain in enhancing interest among school-aged players, management strategies, and coaching quality. This thesis aims to understand the development of tennis clubs in Xi'an, focusing on young players and coaches, using the Problem, Objectives, Inputs, and Constraints (POLC) analysis framework. The study aims to improve the training quality of young players and the overall management of tennis clubs, contributing to the sport's development in Xi'an.

To be specific, the source of the problem lies in the challenges faced in the development of tennis clubs in Xi'an, particularly concerning young players and coaches. Despite the sport's growing popularity in China and the significant infrastructure investment, there are persistent issues regarding the quality of training programs, management strategies, and coaching standards within these clubs.





Understanding the dynamics of tennis club development in Xi'an is an intriguing topic due to several reasons. Firstly, tennis has emerged as a significant recreational activity in China, with a substantial number of courts and clubs across the country. Xi'an, being a major city, reflects broader trends in the nation's sporting landscape. Therefore, analyzing the challenges and opportunities specific to Xi'an can provide insights applicable to other regions within China and beyond. Secondly, the focus on young players and coaches is crucial considering the role they play in the future of tennis in Xi'an. Developing a robust talent pipeline is essential for sustaining the sport's growth and competitiveness. By addressing the issues faced by young players and coaches, this research can contribute directly to enhancing the overall quality of tennis training programs and management practices in Xi'an. Thirdly, the significance of this research extends beyond the local context of Xi'an. As China continues to invest in sports development, particularly in emerging sports like tennis, insights gained from this study can inform policy decisions and strategies aimed at nurturing young talent and improving the efficiency of tennis club management nationwide.

The research on the development of tennis clubs in Xi'an, particularly focusing on young players and coaches, holds relevance and usefulness for various stakeholders and sectors. First, it benefits tennis clubs and academies in Xi'an directly from the insights generated by this research. By understanding the specific challenges and opportunities within their local context, these organizations can tailor their training programs, coaching methodologies, and management strategies to better serve their young players and improve overall efficiency. Secondly, tennis coaches, especially those working with young players, can gain valuable insights into best practices, skill development approaches, and effective coaching techniques through the findings of this research. It can help them enhance their coaching abilities and contribute to the holistic development of their students. In addition, schools and educational institutions that include tennis in their curriculum or extracurricular activities can benefit from this research by gaining a deeper understanding of the requirements for effective tennis training programs. It can inform the design and implementation of tennis programs within school settings, leading to better outcomes for students interested in the sport. Furthermore, professionals and policymakers in the sports management and policy sectors can use the findings of this research to inform their decisions regarding resource allocation, infrastructure development, and talent identification strategies in the field of tennis. Insights into the challenges and opportunities in tennis club development can aid in the formulation of policies aimed at promoting sports participation and talent development. Last but not least, the broader sports industry, including equipment manufacturers, event organizers, and sports marketing agencies, can benefit indirectly from the growth and development of tennis in Xi'an. A thriving tennis ecosystem, supported by well-managed clubs and trained young players, can create opportunities for business expansion and investment in the region's sports market.

In summary, the research on the development of tennis clubs in Xi'an, focusing on young players and coaches, is important due to its implications for the broader landscape of tennis in China and its potential to contribute to the enhancement of training quality and management standards in the sport. It addresses pressing issues within the industry and has the potential to drive positive change at both local and national levels, making it a significant and timely endeavor. In other words, the research on tennis club development in Xi'an has utility across various sectors, ranging from sports organizations and educational institutions to policymakers and the sports industry. By addressing the specific needs of young players and coaches, it can contribute to the overall advancement of tennis as a recreational activity and competitive sport, fostering a healthier and more vibrant sporting culture in Xi'an and beyond.

Objectives

To develop a strategies management platform as a tool for the private tennis clubs in Xi'an City and also to compare professional opinions by answering the question:

1. What are the problems of development strategies management of private tennis clubs?
2. How to develop management strategies for private tennis clubs?





Problem Statement

The study aims to promote the long-term development of competitive and educational tennis in China, offering insights into talent cultivation and club management models. Here are previous research results about tennis club development strategies management. This research was conducted to address the multifaceted challenges and opportunities in the development of tennis clubs in Xi'an, China, with a specific focus on promoting long-term competitive and educational tennis. Drawing from previous research results on tennis club development strategies and management principles, this study aims to offer insights that can inform talent cultivation and club management models in the context of Xi'an.

The problems identified through previous research and addressed in this study are manifold. Firstly, there is a need to ensure that tennis clubs cater to the diverse needs of both competitive and recreational players while promoting physical fitness, mental acuity, and social engagement. Secondly, the effective management of tennis clubs is crucial, encompassing aspects such as facility improvement, professional coaching, youth programs, and administrative tasks. Thirdly, there is a need for strategic planning and sustainable development approaches that align with the long-term athlete development model, ensuring age-appropriate activities and preventing burnout among young players.

These problems are interrelated and require a comprehensive approach to address effectively. For instance, effective management strategies are essential for implementing the long-term athlete development model and ensuring that tennis clubs provide a supportive environment for young players to thrive. Moreover, the integration of tennis into the broader educational system, as advocated by some researchers, requires careful planning and coordination to optimize athlete development across different tiers of competition.

The findings of this research can be used to inform the development of policies, programs, and practices aimed at promoting the holistic growth of tennis in Xi'an and beyond. By applying management theories and principles, tennis clubs can create well-organized environments that foster athletic excellence, positive character traits, and lifelong appreciation for physical activity. Additionally, insights from previous research on integration efforts between sports and education can guide initiatives to promote tennis as a component of the educational curriculum, further expanding opportunities for young players to participate in the sport.

This research builds upon previous studies by synthesizing insights from various sources and applying them to the specific context of tennis club development in Xi'an. It draws upon established management theories, developmental models, and integration efforts to offer a comprehensive understanding of the challenges and opportunities facing tennis clubs in the region. Through this iterative process of research and analysis, the study aims to contribute to the continuous improvement and advancement of tennis as a recreational and competitive activity in China.

Conceptual Framework

The Problem Objective Input Constraint (POLC) method, also known as the POLC analysis, is a systematic approach used in various fields, including engineering, project management, and problem-solving, to help define and address complex problems or challenges. The POLC method breaks down a problem into its key components for a structured analysis.

Problem (P) is the issue or challenge that needs to be addressed. It's the core of the analysis and defines what you are trying to solve. At the core of the POLC method is defining the problem you want to solve. This step involves thoroughly understanding the nature and scope of the problem.

Objective (O) is what you aim to achieve or the desired outcome. It's essential to clearly state what success looks like when the problem is solved. Once you've identified the problem, it's crucial to establish clear and specific objectives. Objectives should be SMART: Specific, Measurable, Achievable, Relevant, and Time-bound. Setting well-defined objectives provides a clear target to work toward and a means to assess progress.

Input (I) is the resources, data, or information required to address the problem and achieve the objective. Identifying the necessary inputs helps in planning and resource allocation. Identifying the





necessary inputs is crucial for effective problem-solving. Inputs can include various resources, data, and information required to address the problem. Clearly defining the inputs helps in planning and resource allocation, ensuring that you have what you need to achieve the objective.

Constraint (C) is limitations or restrictions that may affect the problem-solving process. These could include budget constraints, time limitations, regulatory requirements, or any other factors that might restrict the solution space. Constraints represent limitations or restrictions that may affect the problem-solving process. Constraints can take various forms, such as time constraints, budget constraints, regulatory requirements, or even cultural constraints.

By breaking down a problem into these four components (POLC), the method encourages a systematic and structured approach to problem-solving. It ensures that you thoroughly understand the problem, have a clear goal in mind, identify the resources required, and consider potential limitations. This can help in developing effective solutions and plans for addressing complex challenges. The POLC method is often used in project management, systems engineering, and decision-making processes to ensure that all aspects of a problem are considered and that a well-defined plan is developed to achieve the desired objective.

Methodology

The population for this research consisted of 21 professionals, including former or current presidents of the Chinese Tennis Association, national team coaches, and tennis players. From this population, a sample of 19 experts was purposively selected based on their expertise in tennis, including 7 tennis professors and 12 tennis club officers. The selection process aimed to ensure representation across different roles within the tennis industry while focusing on individuals with extensive experience and knowledge in tennis club management strategies. The rationale behind the selection of the population and sample group was to ensure that the research captured diverse perspectives and expertise relevant to tennis club management strategies. By including professionals such as former or current presidents of the Chinese Tennis Association, national team coaches, tennis players, professors, and club officers, the study aimed to gather insights from individuals with varied experiences and roles within the tennis industry. This approach allowed for a comprehensive examination of management strategies, drawing upon the knowledge and expertise of key stakeholders involved in tennis club development.

Research tools utilized in this study included structured interviews, rating scales, and focus group discussions. Structured interviews were conducted in two rounds, with the first round focusing on exploring management strategies theory, POLC of tennis clubs, and tennis coaching. The second round involved using the answers from the first round to create a rating scale with five levels, allowing experts to express their opinions and assess the suitability of the content. Additionally, focus group discussions were held to further evaluate and refine the model for tennis club development management strategies, ensuring consensus among experts. The choice of research tools was guided by the need to gather qualitative and quantitative data to inform the construction of a robust model for tennis club development management strategies. Structured interviews, rating scales, and focus group discussions were selected as appropriate methods for eliciting insights, opinions, and consensus among experts. These tools enabled researchers to explore different aspects of tennis club management in depth, from theoretical frameworks to practical applications, while also facilitating collaboration and dialogue among participants.

The process of creating and refining research tools involved several steps to ensure quality and accuracy. This included developing closed-ended questions for expert interviews, constructing rating scale questions based on the responses from the first round, and seeking feedback from advisors to verify the content's accuracy. The tools were then used to conduct interviews with experts in multiple rounds, with adjustments made based on feedback and corrections from the experts. Creating and finding quality tools involved a rigorous process of tool development and refinement to ensure validity and reliability. Closed-ended questions were carefully crafted to guide structured interviews, while rating scale questions were constructed based on responses from the initial round of interviews. Feedback from advisors and experts was sought to verify the accuracy and relevance of the content, with adjustments made iteratively to enhance





the quality of the tools. This meticulous approach helped to ensure that the research instruments effectively captured the nuances of tennis club management strategies.

Data collection involved distributing relevant materials to experts, conducting structured interviews in multiple rounds, and facilitating focus group discussions to reach a consensus. This process aimed to gather comprehensive insights and perspectives from experts in the field of tennis club management. Data collection procedures were designed to facilitate comprehensive data gathering while respecting the expertise and time commitments of participants. Materials were distributed to experts to provide background information and context for the research. Structured interviews were conducted in multiple rounds to delve into various aspects of tennis club management, with focus group discussions convened to consolidate findings and reach consensus. This systematic approach enabled researchers to collect rich and varied data, enhancing the depth and breadth of insights obtained from participants.

Data analysis in this research utilized statistical methods, including calculating median and interquartile range (IR), to analyze the gathered information. These statistical measures were employed to identify patterns, trends, and consensus among experts regarding the development of a model for tennis club management strategies. By analyzing the data, researchers were able to summarize key findings and derive meaningful insights to inform the construction of the model. Data analysis techniques, including statistical measures such as median and IR, were employed to identify patterns, trends, and consensus among experts regarding tennis club management strategies. These analytical methods helped to distill key findings from the collected data, providing a basis for constructing a coherent and evidence-based model. By systematically analyzing the data, researchers were able to derive meaningful insights and recommendations for enhancing tennis club development management strategies.

Results

The results of data analysis in terms of opinions and consistency towards development strategies management model for private tennis clubs in Xi'an city.

Table 1 Opinion Analysis Results

| The current situation problem of a tennis club | Opinion percent | | | | | Opinion average | | | Rank |
|---|-----------------|----|----|----|----|-----------------|------|-------|------|
| | 5 | 4 | 3 | 2 | 1 | X | S.D. | Level | |
| 1. Human resources | | | | | | | | | |
| 1.1 Managerial competencies of club managers | 60 | 20 | 10 | 10 | 0 | 4.84 | 0.74 | most | 1 |
| 1.2 Executive competencies of club managers | 55 | 25 | 10 | 5 | 5 | 4.62 | 0.51 | most | 4 |
| 1.3 Management skills of club managers | 44 | 33 | 22 | 0 | 1 | 4.74 | 0.38 | most | 2 |
| 1.4 Knowledge and competence of personnel in the club | 20 | 60 | 10 | 5 | 5 | 4.53 | 0.89 | most | 5 |
| 1.5 Knowledge of club trainers | 30 | 50 | 5 | 10 | 5 | 4.65 | 0.65 | most | 3 |
| 1.6 Training for personal | 28 | 32 | 8 | 15 | 17 | 4.51 | 0.22 | most | 6 |





| The current situation problem of a tennis club | Opinion percent | | | | | Opinion average | | | Rank |
|--|-----------------|---|---|---|---|-----------------|-------------|-------------|------|
| | 5 | 4 | 3 | 2 | 1 | X | S.D. | Level | |
| development of club trainers Implement training | | | | | | | | | |
| Average total | | | | | | 4.64 | 0.56 | most | |

The median and the range between the projection of development strategies management model for private tennis clubs of experts in round 1 (planning).

Table 2 Results of Planning

| No. | Planning | Mdn | IQR |
|-----|--|------|------|
| 1 | Planning to develop private tennis clubs in the form of models such as, online, in schools, in companies, etc. | 5.00 | 1.00 |
| 2 | Public relations planning for developing private tennis clubs in the form of a development strategies management model | 5.00 | 1.00 |
| 3 | A good teacher can Co-Teach an unskilled teacher while a good teacher is at university but a good teacher is not at a university | 5.00 | 1.00 |
| 4 | Planning for the selection of instructors according to the curriculum | 4.00 | 1.00 |
| 5 | Planning the management model program | 5.00 | 1.00 |
| 6 | Planning a model build | 5.00 | 1.00 |
| 7 | The developing management planning for competition | 5.00 | 1.00 |
| 8 | Planning for Information on developing platforms | 4.00 | 1.00 |
| 9 | Planning to organize tennis club equipment | 4.00 | 1.00 |
| 10 | Planning the private tennis clubs for scoring | 5.00 | 1.00 |
| 11 | Planning to improve the curriculum to suit the current era | 5.00 | 1.00 |
| 12 | Tennis sport planning in the model | 4.00 | 1.00 |
| 13 | Admissions to the university must be between the ages of 18 and 21 | 5.00 | 1.00 |
| 14 | Owners must have a plan for selecting owners as specified by the curriculum | 4.00 | 1.00 |
| 15 | Tennis sport instructor development plan | 5.00 | 1.00 |
| 16 | Planning tennis lessons without streaming | 4.00 | 1.00 |

It shows the construction of a model for development strategies management model. The experts planning for the second round had a median value of 3.50 or more and an interquartile range of 1.50 down to 16 items





The median and the range between the projection of the model for tennis club development in Xi'an of experts in round 1(organizing).

Table 3 Results of Organizing

| No. | Organizing | Mdn | IQR |
|-----|---|------|------|
| 1 | Organizing to develop private tennis clubs in the form of models such as, online, in schools, in companies, etc. | 5.00 | 1.00 |
| 2 | Arranging places for the tennis class and tennis management strategies, such as equipment and coaches | 5.00 | 1.00 |
| 3 | Organizing private tennis club management and development assistants to control the model | 5.00 | 1.00 |
| 4 | Organizing tennis coaches in the form of a model | 5.00 | 1.00 |
| 5 | Organizing tennis club staff in the form of a model | 5.00 | 1.00 |
| 6 | Tennis Club Development Model assessment | 5.00 | 1.00 |
| 7 | Organizing tennis club curriculum in the form of the model | 5.00 | 1.00 |
| 8 | Organizing a place for tennis club development strategies management study in the form of the model | 4.00 | 1.00 |
| 9 | Organizing tennis club development management equipment in the form of a model | 5.00 | 1.00 |
| 10 | Arranging the necessary equipment for developing private tennis clubs in the form of a platform such as video cameras, microphones, audio systems, lighting systems, etc. | 4.00 | 1.00 |
| 11 | Organizing tennis club development instruction to complete the curriculum within one semester | 4.00 | 1.00 |
| 12 | Organizing tennis club development strategies model as a platform to teach tennis club owners in Xi'an City. | 5.00 | 1.00 |
| 13 | Organizing equipment for developing private tennis clubs requires a modern system | 4.00 | 1.00 |
| 14 | The tennis court and club place must have elements that are always evolving and up-to-date | 4.00 | 1.00 |
| 15 | Selection of owners to learn tennis club development in the form of a platform | 4.00 | 1.00 |
| 16 | Organizing costumes for private tennis clubs development strategies management model | 4.00 | 1.00 |

Table 3 shows the construction of a model for tennis club development in Xi'an. The expert's organizing for the second round had a median value of 3.50 or more and an Interquartile range of 1.50 down to 16 items





The median and the range between the projection of the model for tennis club development in Xi'an of experts in round 1(implementing).

Table 4 Results of Implementing

| No. | Implementing | Mdn | IQR |
|-----|---|------|------|
| 1 | Membership Engagement Programs Strategies | 5.00 | 1.00 |
| 2 | Junior Development Initiatives Strategies | 5.00 | 1.00 |
| 3 | Facility Upgrades Strategies | 5.00 | 1.00 |
| 4 | Community Outreach Strategies | 4.00 | 1.00 |
| 5 | Social Media Presence Strategies | 4.00 | 1.00 |
| 6 | Event Hosting Strategies | 5.00 | 1.00 |
| 7 | Professional Coaching Strategies | 5.00 | 1.00 |
| 8 | Member Referral Program Strategies | 4.00 | 1.00 |
| 9 | Inclusive Programs Strategies | 4.00 | 1.00 |
| 10 | Strategic Partnerships Strategies | 5.00 | 1.00 |
| 11 | Online Booking System Strategies | 4.00 | 1.00 |
| 12 | Member Feedback System Strategies | 5.00 | 1.00 |
| 13 | Tennis Clinics and Camps Strategies | 5.00 | 1.00 |
| 14 | Health and Wellness Programs Strategies | 4.00 | 1.00 |
| 15 | Sponsorship Opportunities Strategies | 5.00 | 1.00 |
| 16 | Strategic Marketing Campaign Strategies | 5.00 | 1.00 |

Table 4 shows the construction of a model for tennis club development in Xi'an. The expert's organizing for the second round had a median value of 3.50 or more and an Interquartile range of 1.50 down to 16 items

The median and the range between the projection of the model for tennis club development in Xi'an of experts in round 1(controlling).

Table 5 Results of Controlling

| No. | Controlling | Mdn | IQR |
|-----|--|------|------|
| 1 | Conduct member surveys to gauge satisfaction with engagement initiatives | 5.00 | 1.00 |
| 2 | Monitor the retention rate of junior members over time. | 5.00 | 1.00 |
| 3 | Evaluate member feedback on the upgraded facilities. | 5.00 | 1.00 |
| 4 | Measure the number of new members recruited through community outreach. | 5.00 | 1.00 |
| 5 | Track the growth of the club's social media following. | 5.00 | 1.00 |





| No. | Controlling | Mdn | IQR |
|-----|--|------|------|
| 6 | Evaluate the success of events through attendance numbers. | 5.00 | 1.00 |
| 7 | Assess the improvement in players' skills through regular evaluations. | 5.00 | 1.00 |
| 8 | Track the number of new members acquired through referrals. | 4.00 | 1.00 |
| 9 | Evaluate the diversity of participants in inclusive programs. | 4.00 | 1.00 |
| 10 | Assess the success of joint events or promotions with partners. | 4.00 | 1.00 |
| 11 | Track the adoption rate of the online booking system. | 5.00 | 1.00 |
| 12 | Analyze trends in member feedback to identify areas for improvement. | 4.00 | 1.00 |
| 13 | Evaluate the enrollment rates in clinics and camps. | 5.00 | 1.00 |
| 14 | Track member participation in health and wellness initiatives. | 4.00 | 1.00 |
| 15 | Measure the financial impact of sponsorships on club initiatives. | 4.00 | 1.00 |
| 16 | Track the success of marketing campaigns in attracting new members. | 5.00 | 1.00 |

Table 5 shows the construction of a model for tennis club development in Xi'an. The expert's organizing for the second round had a median value of 3.50 or more and an Interquartile range of 1.50 down to 16 items

Platform model for developing strategies management of private tennis clubs in Xi'an City. By adopting the principles of the theory of management inaction of Bridges & Roquemore (2019) planning organizing implementing and controlling on each side as follows:

Planning

Planning for developing private tennis clubs in the form of models such as, online, in schools, in companies, etc. Public relations planning for developing private tennis clubs in the form of a development strategies management model. A good coach can Co-Teach an unskilled teacher while a good teacher is at university but a good teacher is not at university. Planning for the selection of instructors according to the curriculum. Planning the management model program. Planning a model build. The developing management planning for competition. Planning for Information on developing platforms. Planning to organize tennis club equipment. Planning the private tennis clubs for scoring. Planning to improve the curriculum to suit the current era. Tennis sports planning in the model. University admissions must be between the ages of 18 and 21. Students must have a plan for selecting students as specified by the curriculum. Tennis sport instructor development plan. Planning tennis lessons without streaming.

Organizing

Organizing to develop private tennis clubs in the form of models such as, online, in schools, in companies, etc. Arranging video shoots for the tennis class and tennis management strategies, such as equipment and coaches. Organizing private tennis clubs' management and development assistants to control the model. Organizing tennis coaches in the form of a model. Organizing tennis club staff in the form of a model. Tennis club development model assessment. Organizing tennis club curriculum in the form of the model. Organizing a place for tennis club development strategies management study in the form of the model. Organizing tennis club development management equipment in the form of a model. Arranging the necessary equipment for developing private tennis clubs in the form of a platform such as video cameras, microphones, audio systems, lighting systems, etc. Organizing tennis club development instruction to complete the curriculum within one semester. Organizing tennis club development strategies model as a platform to teach tennis club owners in Xi'an City. Organizing equipment for developing private tennis clubs that require a modern system. The tennis court and club's place must have elements that are always evolving and up to date. Selection of owners to learn tennis club development in the form of a platform. Organizing costumes for private tennis clubs' development strategies and management model.

Implementing

Membership Engagement Programs Strategies. Junior Development Initiatives Strategies. Facility Upgrades Strategies. Community Outreach Strategies. Social Media Presence Strategies. Event Hosting





Strategies. Professional Coaching Strategies. Member Referral Programs Strategies. Inclusive Programs Strategies. Strategic Partnerships Strategies. Online Booking System Strategies. Member Feedback System Strategies. Tennis Clinics and Camps Strategies. Health and Wellness Programs Strategies. Sponsorship Opportunities Strategies. Strategic Marketing Campaigns Strategies.

Controlling

Controlling that conducts member surveys to gauge satisfaction with engagement initiatives. Monitor the retention rate of junior members over time. Evaluate member feedback on the upgraded facilities. Measure the number of new members recruited through community outreach. Track the growth of the club's social media following. Evaluate the success of events through attendance numbers. Assess the improvement in players' skills through regular evaluations. Track the number of new members acquired through referrals. Evaluate the diversity of participants in inclusive programs. Assess the success of joint events or promotions with partners. Track the adoption rate of the online booking system. Analyze trends in member feedback to identify areas for improvement. Evaluate the enrollment rates in clinics and camps. Track member participation in health and wellness initiatives. Measure the financial impact of sponsorships on club initiatives. Track the success of marketing campaigns in attracting new members.

Previous research found there are coaches in Xi'an Tennis Club who work without certificates and teaching qualifications are out of standard. Coaches tend to be younger and have a bachelor's degree or above (Zhang, Chen & Ji, 2022). They are mainly part-time coaches. The main sources are students from university sports colleges. They work without certificates and their teaching skills cannot meet the needs of normal teaching and lack of teaching experience. Students and parents are not satisfied with the teaching effectiveness of the coaches of the Xi'an Tennis Club.

Discussion

In Xi'an City, tennis clubs are focusing on marketing strategies to attract new audiences, especially those who developed an interest in tennis during the pandemic. Clubs are encouraged to offer programs for beginners and intermediates and utilize online tools for registration, booking, and payments to enhance member experience. Facility management, particularly court maintenance, is crucial, with online software aiding in efficient scheduling and court usage. Financial stability is a priority, with software providing comprehensive financial reporting. Employee management is essential, with an emphasis on communication and effective work management tools. Club Automation software is highlighted as a solution for various management aspects. Peter Burwash International (PBI) exemplifies professional management in the tennis industry. Challenges faced by commercial tennis clubs include integration with the external environment, legal system inadequacies, and organizational structure issues. Suggestions for improvement include accurate market positioning, collaboration, standardization of operations, legal system strengthening, organizational structure optimization, talent training, cultural emphasis, service standard improvement, and creating unique club characteristics. Adopting global best practices in these areas can enhance the operations of tennis clubs in Xi'an City and attract more players.

The Xi'an Tennis Club has an anomaly in the curriculum system, with no unified teaching syllabus and no lesson plans. The assessment standards for students are not uniform (Zhang & Dong, 2022). Students are only assessed through competitions, and there are gaps and imperfections in the semester or academic year assessment content. Xi'an City Tennis Club has an anomaly in charging standards. Due to market competition and the opacity of my country's youth sports training charging standards, there is no unified price standard; Xi'an Tennis Club has a one-time charge of more than 5,000 yuan and a period of more than 3 months, causing the fees for youth tennis training to be unreasonable. Tennis clubs in Xi'an City have internal organizational and management irregularities. Most clubs conduct tax business through agency companies and do not have a dedicated financial department (Bao, Yang & Kang, 2021).

In addition, the responsibilities of the functional departments of most clubs are unclear and their functions are confused. There are safety management failures in youth tennis clubs in Xi'an City. Some clubs do not have full-time or part-time security personnel, have poor safety awareness, and do not organize regular safety drills. The reasons for the training misconduct of youth tennis clubs in Xi'an City mainly include the lack of governance capabilities of government entities and blurred boundaries of responsibilities and powers; insufficient independent development of sports associations and weak supervision and management; weak R&D mechanisms of clubs and poor performance of coaches; students and parents' awareness of supervision is weak and the club's self-discipline is poor (Li, Liu & Wang, 2021).





Measures and suggestions: (1) The club strengthens internal training and improves the curriculum system. (2) Strictly select and recruit teachers and strengthen team building. (3) Improve internal management and consciously standardize fees. (4) Establish a diversified supervision structure based on the social participation model. (5) The government has a clear division of labor and strict supervision. (6) Establish industry benchmarks and implement industry standards.

Conclusion

Previous research found there are coaches in Xi'an Tennis Club who work without certificates and teaching qualifications are out of standard. Coaches tend to be younger and have a bachelor's degree or above (Zhang, Chen & Ji, 2022). They are mainly part-time coaches. The main sources are students from university sports colleges. They work without certificates and their teaching skills cannot meet the needs of normal teaching and lack of teaching experience. Students and parents are not satisfied with the teaching effectiveness of the coaches of the Xi'an Tennis Club.

The Xi'an Tennis Club has an anomie in the curriculum system, with no unified teaching syllabus and no lesson plans. The assessment standards for students are not uniform (Zhang & Dong, 2022). Students are only assessed through competitions, and there are gaps and imperfections in the semester or academic year assessment content. Xi'an City Tennis Club has an anomie in charging standards. Due to market competition and the opacity of my country's youth sports training charging standards, there is no unified price standard; Xi'an Tennis Club has a one-time charge of more than 5,000 yuan and a period of more than 3 months, causing the fees for youth tennis training to be unreasonable. Tennis clubs in Xi'an City have internal organizational and management irregularities. Most clubs conduct tax business through agency companies and do not have a dedicated financial department (Bao, Yang & Kang, 2021).

In addition, the responsibilities of the functional departments of most clubs are unclear and their functions are confused. There are safety management failures in youth tennis clubs in Xi'an City. Some clubs do not have full-time or part-time security personnel, have poor safety awareness, and do not organize regular safety drills. The reasons for the training misconduct of youth tennis clubs in Xi'an City mainly include the lack of governance capabilities of government entities and blurred boundaries of responsibilities and powers; insufficient independent development of sports associations and weak supervision and management; weak R&D mechanisms of clubs and poor performance of coaches; students and parents' awareness of supervision is weak and the club's self-discipline is poor (Li, Liu & Wang, 2021).

Measures and suggestions: (1) The club strengthens internal training and improves the curriculum system. (2) Strictly select and recruit teachers and strengthen team building. (3) Improve internal management and consciously standardize fees. (4) Establish a diversified supervision structure based on the social participation model. (5) The government has a clear division of labor and strict supervision. (6) Establish industry benchmarks and implement industry standards.

Planning to build a model for private tennis club development strategies management can plan the creation of many forms in the presentation. There are elements of building a platform in the planning that can be used differently. Therefore, it depends on creating a model for private tennis club development strategies management.

Management builds a model for private tennis club development strategies management can be as ranged in many ways and can be organized in many forms, the organization must be ready in all aspects, such as people, places, model tools, and model platform. In modern times, owners are interested in an organization that forms a platform for developing an organization model style.

The practice of creating a model for private tennis club development strategies management can be achieved according to the principles of development strategies management according to the steps of private tennis club development strategies management according to the established guidelines.

Controlling the creation of a model for private tennis club development strategies management can control the use of planning at every stage whether it's an evaluation form measure and control the way to use the model in the right way.





Controlling

1. Conduct member surveys to gauge satisfaction with engagement initiatives
2. Monitor the retention rate of junior members over time.
3. Evaluate member feedback on the upgraded facilities.
4. Measure the number of new members recruited through community outreach.
5. Track the growth of the club's social media following.
6. Evaluate success of events through attendance numbers.
7. Assess the improvement in players' skills through regular evaluations.
8. Track number of new members acquired through referrals.
9. Evaluate diversity of participants in inclusive programs.
10. Assess success of joint events or promotions with partners.
11. Track the adoption rate of the online booking system.
12. Analyze trends in member feedback to identify areas for improvement.
13. Evaluate the enrollment rates in clinics and camps.
14. Track members participation in health wellness initiatives.
15. Measure financial impact of sponsorships on club initiatives.
16. Track the success of marketing campaigns in attracting new members.

Planning

1. Planning to develop private private tennis clubs in the form of model such as, online, in schools, in companies, etc.
2. Public relations planning for developing private private tennis clubs in the form of a development strategies management model
3. A good teacher can Co-Teach an unskilled teacher while a good teacher is at university but a good teaches is not at university
4. Planning for the selection of instructors according to the curriculum
5. Planning the management model program
6. Planning a model build
7. The developing management planning for competition
8. Planning for Information of developing platforms
9. Planning to organize tennis club equipment
10. Planning the private tennis clubs for scoring
11. Planning to improve the curriculum to suit the current era
12. Tennis sport planning in the model
13. Admissions to university must be between the ages of 18 and 21
14. Owners must have a plan for selecting owners as specified by the curriculum
15. Tennis sport instructor development plan
16. Planning tennis lessons without streaming

Model

1. Membership Engagement Programs Strategies
2. Junior Development Initiatives Strategies
3. Facility Upgrades Strategies
4. Community Outreach Strategies
5. Social Media Presence Strategies
6. Event Hosting Strategies
7. Professional Coaching Strategies
8. Member Referral Programs Strategies
9. Inclusive Programs Strategies
10. Strategic Partnerships Strategies
11. Online Booking System Strategies
12. Member Feedback System Strategies
13. Tennis Clinics and Camps Strategies
14. Health and Wellness Programs Strategies
15. Sponsorship Opportunities Strategies
16. Strategic Marketing Campaigns Strategies

1. Organizing to develop private tennis clubs in the form of model such as, online, in schools, in companies, etc.
2. Arranging video shoots for the tennis class and tennis management strategies, such as equipment and coaches
3. Organizing private tennis clubs' management and developments assistants to control the model
4. Organizing tennis coaches in the form of a model
5. Organizing tennis club staff in the form of a model
6. Tennis club development model assessment
7. Organizing tennis club curriculum in the form of the model
8. Organizing a place to tennis club development strategies management study in the form of the model
9. Organizing tennis club development management equipment in a form of the model
10. Arranging the necessary equipment for developing private tennis clubs in the form of a platform such as video cameras, audio systems, lighting systems, etc.
11. Organizing tennis club development instruction to complete the curriculum within one semester
12. Organizing tennis club development strategies model as a platform to teach tennis club owners in Xi'an City.
13. Organizing equipment for developing private tennis clubs that requires a modern system
14. The tennis court and clubs place must have elements that are always evolving and up-to-date
15. Selection of owners to learn tennis club development in the form of a platform
16. Organizing costumes for private tennis clubs development strategies management model

Implementing

Organizing





Recommendation

Planning is an essential component of personal, organizational, and project management, serving as the foundation for achieving goals efficiently and effectively. It involves setting objectives, developing strategies, and outlining the steps needed to reach desired outcomes. In the context of a tennis club, planning encompasses everything from daily operations and event organization to long-term development and growth strategies. It ensures that resources are allocated optimally, potential challenges are anticipated, and opportunities are seized, ultimately leading to success in various aspects of the club's functioning.

Organizing speciously with a focus on continuous improvement is vital for maintaining the relevance and competitiveness of a tennis club. By regularly assessing and refining operational processes, club offerings, and member services, the club can adapt to evolving member needs and industry trends. This commitment to improvement enhances the overall experience for members and staff, fostering loyalty and attracting new participants. It also positions the club as a dynamic and forward-thinking entity in the tennis community.

Implementing effective strategies is crucial for gaining a competitive advantage in the tennis club industry. By identifying and executing unique approaches to club management, member engagement, and service delivery, a tennis club can distinguish itself from competitors. This could include innovative coaching programs, state-of-the-art facilities, exceptional customer service, or community outreach initiatives. Effective implementation ensures that the club not only meets but exceeds the expectations of its members and stakeholders, securing its position as a leader in the field.

In terms of measurement and evaluation, it is important to develop a variety of evaluation forms to facilitate the management of development strategies in the context of private tennis clubs. These evaluation tools should be designed to assess different aspects of the club's operations, including member satisfaction, financial performance, program effectiveness, and overall club impact. By regularly collecting and analyzing data, the club can make informed decisions about adjustments to its strategies and operations, ensuring continuous improvement and alignment with its goals and objectives. This systematic approach to evaluation is essential for the sustained success and growth of the club.

To further research on the subject of private tennis club development, it is essential to engage more experts who specialize in this field. By consulting a diverse group of professionals with expertise in various aspects of tennis club management, marketing, facility development, and coaching, researchers can gain a comprehensive understanding of the challenges and opportunities in the industry. These experts can provide valuable insights, best practices, and innovative ideas that can contribute significantly to the advancement of private tennis club development research.

Bringing the information gathered from the research to the university is crucial for future endeavors. By sharing the findings and emphasizing the importance and necessity of the university's role in building potential, researchers can advocate for the integration of tennis club development into academic programs and research initiatives. This collaboration can foster an environment where students and faculty can contribute to the growth of the tennis club industry through innovative projects, internships, and partnerships, ultimately enhancing the university's impact on the field.

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