

# Status Quo and Analysis of Development of Personal Trainer in Health Club in Qingdao

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## Abstract

This article employed document literature, questionnaire survey, interview and mathematical statistics to make a survey and research on the status quo of fitness personal trainers in large-scale fitness clubs in Qingdao and offered reference for enhancing the overall level of fitness personal trainers in large-scale fitness clubs in Qingdao. According to the research result, the educational level of fitness personal trainers of large-scale fitness clubs in Qingdao has been improved, and most fitness personal trainers have had rich coaching experience. However, they also came to realize deficiency in foreign languages and marketing, and the need to grasp such skills of persuasion and music appreciation, etc.

**Keywords:** Large-scale fitness club, Fitness personal trainer, Development, Status quo

## 1. Preface

Personal trainer refers to fitness instructor who undertakes direction of fitness and body-building and skill training in the public fitness consumption and skill practice activities in modern fitness centers and who takes direct responsibility for employers. The essence of the work of personal trainer is to strictly work out, carry out and supervise individual fitness and body-building prescription to achieve the purpose of health of body, health of the heart, benefit to the intelligence and body-building according to different physical features, quality, physical forms, individual characteristics, targets and requirements of members, in which the consumption of individual fitness and body-building is the center, the professional means of one-to-one paid direction service is the feature, the complete personal healthy living means is the goal, and the scientific means of health of body, health of heart, benefit for the intelligence and body-building is the means. In Qingdao, personal trainer is a newly born concept which has only come to existence for 10 years or so. However, in European and American countries, development of the team of personal trainers has been quite mature. Although development of fitness personal trainers in Qingdao is still in its infancy, the team of fitness personal trainers is being rapidly development and expanded due to social demand and attack of foreign cultures. Birth and development of personal trainers has satisfied the fitness and body-building demand of human being to a certain extent and at the same time, clubs have attained considerable economic benefits, but there still exist some problems. The author of this paper made a survey on the five representative large-scale fitness clubs of Impulse Fitness Club, Weider-Tera Fitness Club, Tianxingjian Fitness Club, Tianyunjian Fitness Club and Asian Fitness Club in Qingdao and make a comparison between development of the status quo of the personal trainers in these five clubs with development of fitness personal trainers in foreign countries. Then, the author discussed existing problems and put forward corresponding countermeasures to promote orderly and healthy development of personal trainers and create conditions for sustainable, stable and healthy development of fitness and body-building clubs in Qingdao.

## 2. Research result and analysis

### 2.1 The natural condition of the team of fitness personal trainers in some large-scale fitness clubs in Qingdao

#### 2.1.1 Gender and age structure

Through survey, it was found that, in the structure of gender of fitness personal trainers in some large-scale fitness clubs in Qingdao at present, the proportion of male trainers was far higher than that of female trainers,

male accounting for 71% and female accounting for 29%. In the distribution of ages, the stage of ages between 20 and 30 accounted for the highest proportion, occupying 85% of all respondents. It can be said that, the group at this stage of ages was the hard core of fitness personal trainers in Qingdao. According to the division method for professional career stages in fitness personal trainers, the team of fitness personal trainers in large-scale fitness clubs in Qingdao was still at an initial stage of development of the profession of fitness personal trainer.

### 2.1.2 Survey on the educational background of fitness personal trainers in some large-scale fitness clubs in Qingdao

The statistical result indicated that, the overall educational structure of fitness personal trainers in large-scale fitness clubs in Qingdao had been improved compared with the educational background several years ago. In a survey made in 2005, fitness personal trainers with an educational background of bachelor and above only accounted for 10% of the respondents. However, at present, there are already 67% of fitness personal trainers in the fitness clubs investigated who have obtained the educational background of bachelor and above, but the proportion of personal trainers with an educational background of graduate was low, which only accounted for 21.9% of all who were surveyed.

## 2.2 *Professional experience and coaching experience of fitness personal trainers in some large-scale fitness clubs in Qingdao*

### 2.2.1 Professional experience of fitness personal trainers in some large-scale fitness clubs in Qingdao

A survey made on fitness personal trainers in some large-scale fitness clubs in Qingdao indicated that, there were 36% of personal trainers who had taken part in provincial fitness and body-building competitions and there were 14% who had participated in national fitness and body-building competitions. Thus, it can be seen that, most of personal trainers in the team of personal trainers in some large-scale fitness clubs in Qingdao have not had experiences in participating in fitness and body-building competitions, which caused them to lack profound experience in practice of fitness and body-building.

### 2.2.2 Time of coaching of fitness personal trainers in some large-scale fitness clubs in Qingdao

Time of coaching by fitness personal trainers can be referred to judge how much of the instructing experiences of the trainers have been recognized by the society and the industry. According to the survey data, for the time being, the team of fitness personal trainers in some large-scale fitness clubs in Qingdao as a whole has been at a rapidly growth period of fitness personal trainers. The direction work of fitness personal trainers for several years makes up for the problem of insufficient instructing and direction experience. However, they still have a long way to go in order to make themselves eligible for the title of “senior international fitness personal trainer” flaunted by the fitness clubs.

## 2.3 *Condition of management, training and qualification authentication of fitness personal trainers in Qingdao*

### 2.3.1 Statistics of qualification authentication among fitness personal trainers in some large-scale fitness clubs in Qingdao

According to the survey, among the large-scale fitness clubs in Qingdao, there were 89% of fitness personal trainers who had taken part in fitness personal trainer training classes set up by different training institutions and had obtained relevant professional certificates. From the perspective of standardizing the team of fitness personal trainer in Qingdao, this is a benign developmental trend. Among the trainers who had already obtained fitness personal trainer certificates, there were 57.16% of fitness personal trainers who had taken part in training of International Personal Trainer Academy (IPTA). Thus, it can be found that, Asian Academy for Sports and Fitness Professionals (AASFP) and International Personal Trainer Academy (IPTA) have already received high recognition from the fitness personal trainer industry in the market of fitness training in China. However, as fitness personal trainer training institutions in China, there were only 35.19% of fitness personal trainers who had passed the national fitness instructor certificate. Furthermore, all those fitness personal trainers who had obtained the national fitness instructor certificate obtained another sort of fitness personal trainer certificate or other professional certificates.

### 2.3.2 Design of course in fitness personal trainer training institutions and analysis of their learning time

Foreign training institutions have careful division standard to design of courses and professional knowledge in fitness personal trainers training. They pay more attention to the capacity of actual practice, and involve a large scope of disciplines. On the contrary, design of courses for fitness instructors in China lays special emphasis on theoretical courses of fitness and is lacking in cultivation of the capacity of actual practice of fitness. Among the various training institutions, a large majority of training institutions limited their training time to 7 and 15 days.

It is quite difficult to learn all courses and apply them into practice within 7 to 15 days. The impartation of knowledge within a short period of time to a large scope is neither rational nor scientific from whichever perspective. All in one word, both domestic and foreign training institutions ought to design courses of training in a more scientific, systematic and complete way, so as to guarantee quality of training and add to practical applicability and timeliness of the training.

#### *2.4 Condition of professional capacity of fitness personal trainers in some large-scale fitness clubs in Qingdao*

##### **2.4.1 Condition of perception of fitness personal trainers of professional basic knowledge in some large-scale fitness clubs in Qingdao**

Some fitness personal trainers in large-scale fitness clubs in Qingdao believed that, the professional basic knowledge of this profession should include nutriology, athletic physiology, sports anatomy, athletic training and marketing. There were 87% of fitness personal trainers who believed that, grasp of a foreign language was able to make them better communicate with foreign customers and improve their professional quality. There were 56% of fitness personal trainers who believed that they should have knowledge in moral integrity. And there was only a small number of fitness personal trainers who believed that they ought to have knowledge in computer, dance, sports sociology, sports management and music theory, etc. However, in the contemporary society in which information is rapidly developed, it is especially important to grasp knowledge in computer for whichever industry. As for fitness personal trainers, they can not only learn with computer and get a mastery of the latest fitness information, but can also conduct unified management of relevant data of their members with assistance of the computer so as to improve their own capacity. Some fitness personal trainers in large-scale fitness clubs in Qingdao have already summarized and discovered the professional knowledge required for professional development through their working practice for several years, such as, foreign language, marketing, dance, music theory, nutriology and psychology, etc, which have been more and more applied into practical work. They have already been aware that they are not familiar with the knowledge required and they are not with high proficiency in their application of the knowledge required just as they are with the athletic physiology and athletic anatomy. However, most fitness personal trainers in large-scale fitness clubs in Qingdao are able to change their own concept and improve their own knowledge structure according to development of the fitness industry to adapt to demand of continuous change and development.

##### **2.4.2 Situation of perception of fitness personal trainers of their professional skills in large-scale fitness clubs in Qingdao**

In the process of fitness instruction, most fitness personal trainers in large-scale fitness clubs in Qingdao have already realized that, they have to possess capacity in several aspects in order to be a qualified fitness personal trainer. There were 98% of fitness personal trainers who thought that it was quite important for their work to cultivate their competence of communicating with members. It is the first step to promote themselves and let members purchase their course for fitness personal trainers. At the same time, in the process of teaching the course, only if personal trainers strengthen their communication with members, are they able to understand the training situation of their members and improve the effect of training. Fitness instruction capacity, analysis capacity, teaching capacity, innovation capacity, capacity of collocation of sports and nutrition and the capacity of formulating athletic prescription also occupied a high proportion, as high as above 90%. From the above survey, it can be found that, emphasis of fitness personal trainers on learning capacity and scientific research capacity was low. However, from the direction of modern fitness development, learning capacity and scientific research capacity are also quite important to a fitness personal trainer. More and more fitness people will go to fitness clubs and propose all kinds of different requirements. And the personal trainer will also be encountered with different problems, which requires them to continue to learn new knowledge, innovate new methods and study new fields.

### **3. Conclusions and suggestions**

#### *3.1 Conclusions*

1) Among the fitness personal clubs in large-scale fitness clubs in Qingdao, male trainers were more than female trainers, and their age was mainly between 20 and 30. According to the research, 67% of fitness personal trainers in large-scale fitness clubs in Qingdao had the educational background of bachelor and 21.9% of personal trainers had the educational background of graduate. Generally speaking, their educational level has been greatly improved.

2) 80% of fitness personal trainers have a coaching time of more than two years in the large-scale fitness clubs in Qingdao. And some trainers even have had a working experience of 6 to 10 years. This indicates that, personal

fitness trainers have already had rich coaching experience.

3) Among the large-scale fitness clubs in Qingdao, there were 89% of fitness personal trainers who had taken part in fitness personal trainer training classes set up by different training institutions, and had obtained relevant professional certificates.

4) Through a survey on the situation of perception of professional basic knowledge and professional skills, fitness personal trainers in large-scale fitness clubs in Qingdao paid great attention to knowledge of nutriology and physiology as well as fitness instruction and coaching, etc. However, they also came to realize that they were lacking in foreign language and marketing as well as grasp of the skill of persuasion and music appreciation, etc.

### 3.2 Suggestions

1) Relevant functional departments of the country ought to improve rules and regulations for professional management of fitness personal trainers, strengthen eligibility assessment vigor on foreign training institutions, guarantee the legalization and efficiency of qualification authentication and make fitness personal trainer training developed in a healthy and orderly way.

2) The government should open fitness personal trainer major in professional sports colleges and sports colleges in comprehensive universities and cultivate professional talents with high educational background, high skills and high quality for fitness personal trainer industry in China.

3) Large-scale fitness clubs in Qingdao ought to strengthen their vigor of publicity of the profession of fitness personal trainer and let more members come to know about the profession of fitness personal trainer.

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