

Current Situation and Countermeasures of Fitness Club Industry of Shandong Province

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Abstract

By means of literature review, questionnaire survey and field studies, we investigated to the fitness clubs in Shandong, analyzed the factors affecting the development of the fitness club industry of Shandong province, put forward the new management proposals strengthening the management consciousness of the modern athletics industry, so as to promote the industry of the fitness clubs of Shandong province to achieve greater development.

Keywords: Fitness clubs, Industrial current situation, Counter measures, Shandong province

1. Preface

Since the reform and open policy, China's economy has expanded rapidly, people's living standard has improved increasingly, the populace unceasingly strengthens the pursuit to health and the idea of health investment and consumption has struck root in the hearts of the people. The people's demand of achieving the purpose of the healthy entertainment through the sports has increased dramatically. And, as a new emerging athletics industry, the populace fitness club has developed gradually with the improvement of people's living standard and the increased demand of sports consumption. Shandong province, as an economy, culture, sports province, good economic foundation and strong sports cultural atmosphere provide fertile land for the healthy development of fitness club industry. But as an athletics industry, how to adapt to development of Shandong's economy and the new demand of sports consumption in the fierce competition in the market, construct a flexible, efficient, scientific and reasonable development mechanism and develop healthy and orderly, there are many problems to be solved as soon as possible. Therefore in this study, we attempts to investigate and analyze the basic situation and the influential factors of populace fitness club in Shandong province, discuss the problems existing in the process of development and put forward the corresponding development countermeasure, promotes the development of populace fitness club in Shandong province, and at the same time, serves for public fitness better.

2. The overview of the populace fitness club's development in Shandong province

The fitness clubs in Shandong province were rising in the early 1990s when mainly distributed in several cities where the economy was more developed, and then the business primarily consisted of male instrument muscle practice and female aerobics. In recent years, various forms of fitness club has grown up, the fitness club's business also include a variety of projects. As a more representative business, the Impulse Fitness Club's business consists of body-building class, weight-loss class, aerobics class, but also includes the unique indoor cycling, yoga, climbing, orienteering, etc. The management of the populace fitness club also developed from the past single-crop farming to diversified management ways at present. Some clubs establish his own team club jointly with the enterprise, propagandize itself, raise funds from various channels and carry out the membership system. Club fees generally charge for 500~3000 RMB/year according to their respective condition. The equipments operate all day, various aerobics classes are involved with 3~5 games every day, and every time last 1~2 hours. The coaches and instructors are mainly sports graduates from the sports colleges, that account for most 59.76% ,professional athletes and years of training amateur, first technical grade level athletes and secondary athletes account for 31.71% and 46.34% respectively. The membership mainly consists of company bosses, individual owners, and authorities company employees and so on. But we understand from the survey in Shandong province, there are few fitness clubs with good performance of operation. As to the most encounter

gloomy business, their income can barely pay for the rent and the salaries of the coaches, instructors and the staff and other related fees. The existing situation will affect the club industry's further development.

3. The factors that influence the development of the populace fitness club in Shandong province

3.1 The external factors that influence the development of the populace fitness club

The starting conditions of the sports market become mature. The national income, the relevant development of the third industry and the changes in the proportion are the basis for the development of sports market. The improvement of people's living standards and the increased income are the direct driving force for the development of sports industry. Also more leisure time is one of the factors that stimulate the development of sports market. The national income and the industrial and agricultural output of Shandong province are in leading positions over the country; people's living standard and the consumer-price index are constantly improved. With the introduction of weekends, people also have more leisure time than before. Healthy lifestyle gradually is being accepted, which provides a good foundation for the fitness club's development. With the implementation of "National Fitness Program", people's sports consciousness has been strengthened ceaselessly, and the understanding and knowledge of sports have been enhanced gradually as well. More and more people take part in all kinds of physical exercise and recreational activities. Healthy and fit body becomes the people's primary pursuit to physical and mental health. The instructors with the knowledge of sports are also recognized by more and more people. There are a very good potential to develop the fitness club.

3.2 The internal factors that influence the development of the populace fitness club

Club lacks specialization in management and the talented manager, so the marketing strategy still needs improvement. Most fitness clubs in Shandong carry out other project nearly in addition to fitness training. The club's management team generally consists of the coaches or instructors and the outside investors. There are not many managers who are coaches understanding operation and management, and the managers whose background are investors don't know much about the professional knowledge and the development of the industry situation. It has caused the shortage of systematic training, sole training method and scientific management. It did not establish tracking, testing and health care method to members, and the individual lacks the pointed training. These facts led to the fast member losing, the poor training effect, the frequent injury accidents and a lack of long-term development planning. These clubs will survive with much difficulty if the situation continues. From the results of the survey, 90% fitness clubs belong to the case of venue rental and contracted management, and the rental costs directly affect the operation conditions. The low rental costs led to the low costs of operation, so the club charges the members less. While the high rental costs led to the high costs of operation, so the club can improve membership dues. According to the theory of consumer psychology and consumer behavior, the price is the most stimulating and sensitive factor among the factors that affect the consumer psychology and behavior. Therefore, the membership dues directly influence the absorption of members. When there are not many differences in the venue, the equipment and the service, a little lower price will be more attractive. The investigation about the income and expenditure from parts of fitness club showed that their income mainly comes from the membership dues, which account for the main part, the sportswear and the sale of drinks. And the expenses mainly include the venue rent, the staff wages, the water and electricity, the tax revenue, etc. Among them the venue rent accounts for a large proportion. The earnings except for the spending are running out in many fitness clubs, so it is difficult to have the funds to develop the other projects. The quantity and quality of the fitness club's hardware and software facilities are the other two factors affecting the development of the club. The members hope that the training equipment renewed, the service management consummated and the price reasonable. Therefore, in the fierce competition in the market, fitness club only face the populace, so constant update of equipment, and working hard on the service and the management system can not enable it survive the competition. The survey shows that quite a number of instructors in the fitness club of Shandong province are the teachers or students from the sports colleges or the retired professional athletes, who are familiar with professional knowledge and understand the situation of the professional development. Their professional level is relatively high. And some fitness club's instructors are composed of the non-professional, who love this project, adhere to the years of training, accumulate a certain amount of professional knowledge and experience, and enter into this field gradually. This type of instructors account for a very large proportion in the fitness club in Shandong province. As far as the system is concerned, the instructors of most fitness clubs are part-time employees, and their salary is calculated based on hours. In a few high-level fitness clubs in Beijing and Guangzhou, the instructors wage is 150~200 Yuan per hour, and in the other areas of Shandong province, the highest reward is 100 Yuan per hour, with general wages 50 Yuan per hour. Some clubs employ the old members as instructors, and they don't pay them, as they are free from the membership dues. It is just because of the part-time jobs and the low wages of the club instructors, the club employees are less attractive, which causes the

club fitness instructor team is unstable, and the interest to study to improve business is not strong. It will be difficult to improve the club's training level, which certainly will affect the club industry's further development.

4. The countermeasure analysis on the further development of the populace fitness club industry

4.1 Government's macro-control to avoid vicious competition

With the increasing number of populace fitness clubs, the function department of the government should play the role of macro-control, making the resources layout rationalized, and guiding each club's development to the multi-project and the multi-channel direction. In order to develop the athletics industry, the relevant government departments also should reduce the partial tax, and issue the corresponding preferential policies in order to improve the hardware facilities. The fitness club should offer a good consumption environment to the exercisers, as a good consumption environment is one of the important factors that attract more members.

4.2 Developing diversified businesses

In western, the revenue of good foreign clubs, according to the system of the national statistical indicators, generally consists of these following aspects: the entrance fee, the membership fee, the revenue of sponsorship and advertising, the athletes' transferring revenue, the sale and manufacture of sports goods, the training revenue, the commission of the sports economy, the sales of drinks and wine, the dietary revenue, the sales of the club's souvenir, and the rent of the equipment and the venues, etc. The business the fitting clubs hold is not just the fitting training, but also performances and games, training their own teams, training the specialized athlete to participate to strive for the sponsorship on behalf of the enterprise, the business of the sports goods, clothing and the instruments, the various long-term and short-term targeted training, offering restroom for the members, providing beverage and food on sale to the members with convenience, leasing the venues and the equipment, etc. Depending on the virtual condition, each club with multiple businesses to enhance its revenue, can improve their employees' wage and service quality, absorb the well equipped instructors and managements, and provide with the conditions for the club's development.

4.3 Add emerging project adapting to the different people

Only when the fitness club continues to introduce new fitness project can it increase the amount of the customers and maintain strong vitality of the market. Therefore the personnel in the venue must conduct market research, gain the latest information widely and understand the new trends of their demand from the view of customers, such as kickboxing, hip-hop, climbing, orienteering and other emerging projects of all the range. Fitness centers and the club should promptly introduce these projects, and invite the professional coaches. At the same time, according to the different age, sex and the physical health status of the members, the fitness club should not only open different grades fitness class respectively, to adapt to different people's requirement, but also constantly change the combination of aerobics and calisthenics in order to improve the innovation degree of the project and increase the source of customers.

4.4 Strengthen a scientific management

In considering the premise of the situation of economic development on local area, the cultural qualities of the population, the consumption level of physical training, the attitude of the residents to the fitness club and so on, the fitness club needs to make their own long-term development plan, establish training system and management system with local characteristics well, and raise the professional standard of the club managers up. On the other hand, at the aim of enhancing the professional level of the instructors, it is necessary for fitness and sports club to take part in or confront various competitions and pay more attention to global and national development of bodybuilding. Keeping up with the pace of global and domestic development, it is important to bring the most advanced training methods and to apply the latest science and technology to training. Insisting on scientific management background, and making use of different training methods, the club needs to set up some sound health records and establish a series of fitness programs for different individuals. Improve the service management system, and strive to achieve the purpose of training which people expect.

4.5 Integrate the club fees to adapt to the level of economy development

They should establish and gradually improve the fitness club's consumption and service system, strengthen the propaganda of the mass media in order to correctly guide people's fitness and sports needs, build adequate sports and fitness facilities, make consumer price civilian, make field and equipment higher-grade, and make the service level more excellent to meet the popular needs to fitness.

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