

2014

BioTechnology

An Indian Journal

FULL PAPER

BTAIJ, 10(18), 2014 [10275-10280]

The development of Chinese competitive tennis professionalization and its prospect analyzing based on SWOT

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ABSTRACT

In the advancement of the world tennis professional, the analysis of the development of Chinese tennis must follow the professional road. The thesis mainly focuses on the major causes which influence the development of competitive tennis professionalization in China, as well as discuss the scientific advancement of Chinese competitive tennis sport in the aspects of the humanistic spirit of tennis, ideological and political education of tennis players, reserve talents cultivation aspect of women tennis players and the management system. In order to prove its rationality of this road, the prospect of tennis professionalization is analyzed based on SWOT.

KEYWORDS

Prediction competitive tennis; Professionalization; Reform; Development; Prospect; SWOT.



INTRODUCTION

The professionalization of the competitive sports is an inevitable trend of the development of world sports, which conforms to the trend of the Times and the law of the development of competitive sports. Tennis is the world's second major sport, which is strongly featured by professional and commercial items. Only enhancing the competitive power of Chinese tennis in the world can the tennis sports in China be in all-round rise. The reform adhering to the professional direction for Chinese tennis is regarded not only to conform to the trend of world tennis, but also to be consistent with the main points of the national twelfth five-year plan -- changing the patterns of sports development, which is also a great way to the realization of the sustainable development of national tennis. In this paper, by applying SWOT analytic method in management science, the authors analyzed the prospect of tennis.

THE BACKGROUND AND PRELIMINARY ACHIEVEMENT OF CHINESE TENNIS PROFESSIONAL REFORM

The direct cause for Chinese tennis professional reform is from the tennis sports' failure in the fourteenth Asian Games in Busan in 2002. The failure is superficially due to the lack of technique and tactics, but the reason in the deep is based on the backward sports idea, education mode, management system and other soft power. The experience in Busan Asian Games became a watershed in the development of Chinese competitive tennis. In fact, the development of Chinese tennis in the old pattern has proved to be a dead end, so only Chinese competitive tennis blend into international tennis family can find a way to success. After Busan Asian Games, Chinese Tennis Association finally determined to implement the long-awaited program with "players in professional mode", based on the guiding ideology of "adhering to the professional road"; with the strategy of "focusing on women's tennis, especially in women's doubles"^[1]. Therefore, the professional development of Chinese tennis takes the very first step.

The failure in the Busan Asian Games directly causes the reform of professional tennis in China, as well as the need of certain vital strategies. First of all, the reform of professional tennis in China can meet the strategic need to achieve the goals in Olympic Games. Firstly, winning gold in the Olympic Games has been the primary task of Chinese competitive sports with "whole nation system". However, we must be firstly qualified for the competition to win gold. If players want to directly take part in the Olympic Games, they must be around the top of world rankings in the tennis field, thus, they have to continuously participate in professional competitions, and to continuously improve their competitive strength. In order to win the Olympic medals, tennis athletes in China should uncompromisingly take the professional way. Therefore, under the guideline of "more competition—more race points—then take part in Olympic Games", the players should participate in the competition in a large scale^[2].

Secondly, the tennis professional reform is regarded to be the breakthrough in the development of Chinese tennis system, which can remove the constraints of international tennis professional competition system. In Chinese previous tennis competition system -- the whole nation system, players have rare opportunity to participate in the international tennis professional competition, and less competition and less race points would lead to players with rare opportunities to take part in high level competitions, as well as to lose communication with the world top players, which cause that Chinese plays can only be constantly wandering in the low level games without improving. Based on the above analysis, the professional way has become the only way to improve Chinese tennis sports.

After the professional reform, the tennis sports in China, especially women's tennis has made remarkable achievement in the world. In 2011 French Open match, Li Na overcame all the difficulties in the way to get the championship. She is the first one who won the gold medal in Asia, which shows the upgrade of Chinese tennis structure in the international tennis field, and also shows the significant achievement of the professional transform. All the advancement is due to the professional reform^[3].

The past practice illustrates that the success of Chinese tennis sports is based on the road to Chinese professional pattern with Chinese characteristics and Olympic glory. Along the road to the positive progress, the competitive tennis sports in China can maintain a sustainable development in terms of the powerful professional reform.

THE OVERALL REQUIREMENTS OF THE REFORM TO PROMOTE THE DEVELOPMENT OF NATIONAL TENNIS

The main goal of the reform is to improve the competitiveness and performance of Chinese tennis athletes, as well as the national competitiveness around the world, which can promote tennis players in China to make better performance in Asia, even around the world, thus the players can achieve the excellent results in the international sports events, especially in Olympic Games. At the same time, the relatively high economic benefits can be achieved according to develop the tennis market and tennis industrialization, which would generate a special place for tennis sports to obtain the capacity of self-survival and development in market-oriented economy^[4]. This reform involves the following aspects.

THE ASPECT OF IDEOLOGICAL CULTURE AND HUMANE SPIRIT

With the expanding of the reform, the ideology and humane spirit of Chinese tennis players have been greatly improved^[5]. Especially, the women's tennis has created a series of brilliant achievements. In the progress of women's professional tennis reform, it seems that the women players can dig and develop their potential capability to the utmost, as well as improve the ability to analyze and control the game independently, so do their confidence. Thus, they would never

retreat in the fierce contest^[6]. Therefore, it is very important for Chinese tennis industry to explore the vital resource of tennis ideology and humane spirit and then cultivate the professional quality and performance in big events.

Seen from the development of the contemporary competitive sports events and the international competitive sports match around the world, only the sportsmen with strong comprehensive competitive skills can achieve the final success. The ideology and humane spirit is regarded as the final vital factor marking the victory among the first class players^[7]. Generally speaking, comprehensive competitive power =hard power (such as technology, tactics, physical ability) + psychological ability and ability to improvise + soft power (such as ability to command, ability for logistic support)^[8].

THE ASPECT OF PLAYER’S IDEOLOGICAL AND POLITICAL EDUCATION

Based on “whole nation system” and the reform of tennis professionalization, it is considered to be an indispensable step for tennis players to obtain ideological and political education, which is regarded as an important measure to promote national tennis sports, a reliable guarantee for the improvement of competitive level and the occupation ethics, and also the basis and prerequisite for the sustainable development of the sports. Based on “whole nation system” and the reform of tennis professionalization, the ideological and political education should be vivid and keep pace with the times^[9]. Tennis training is very hard, and the repeated training is quite dull in the process. Thus, professional psychological tutors should be employed to communicate with the players in various styles and make sure both physical and psychological health.

THE STATUS OF WOMEN’S TENNIS RESERVE PERSONNEL CULTIVATION IN CHINA

THE NUMBER AND QUALITY OF RESERVE TALENTS TO FEMALE TENNIS

According to Tennis Association and survey data statistics of the official website in China, there are 274 female athletes in 2009 China Youth ranking tournament; by 2013 the total number are 374. From the point of view to the number of athletes, we clearly find that the numbers of reserves of Chinese women’s tennis are on the rise.

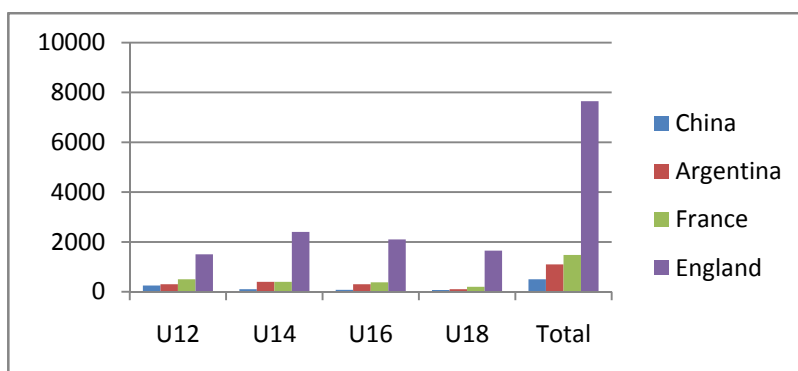


Figure 1 : The number comparison about different women tennis groups to China, Argentina, France, England in 2013

But compared with the tennis world powers, there are certain disparities between the numbers of Chinese women's tennis reserve talents reserve. As shown in Figure 1, the England, France, Argentina young women's groups was higher than others of China, the total number of British women's youth has reached 15.3 times to Chinese, Therefore, governors should strengthen the cultivation of reserve talents and strengthen the popularity of tennis sport. (the above data comes from Britain、 France、 Argentina、 Chinese Tennis Association official website, ranking of 2013 12).

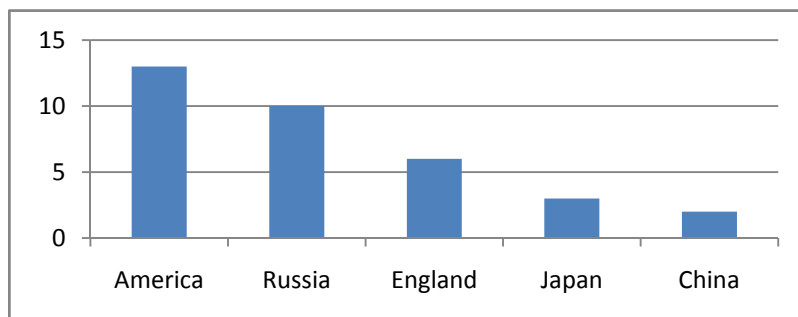


Figure 2 : The statistics of ITF women’s junior ranking about top 80

Compared with the tennis world powers, the cultivating quality of Chinese women's tennis reserve talents also has certain disparity. From Figure 2 showed, according to the statistics of ITF women's junior ranking top 80, the number of Russia, Britain, Japan, American, China respectively is 13, 10, 6, 3, 2. Therefore, we find that the Chinese women's young reserve player cultivating has lagged behind the pace of the world. (the above data comes from the ITF official website, ranking of 2013 12).

THE REGIONAL DISTRIBUTION OF TENNIS RESERVE TALENTS ELITE TO FEMALE ADOLESCENTS

Through the collection of the National Tennis Sports Management Center official information and personally to the division investigation, regional distribution of the Chinese women's tennis talents relevant statistics, we can see from Figure 3, the women athletes of Tianjin city, Jiangsu province, Guangdong province, Henan province, Beijing city in 2013 National Juvenile game ranked in the top eight athletes occupied overall majority; as shown in TABLE 1, including Tianjin city, Jiangsu province, Guangdong province, Henan province, Beijing city, the number of women's tennis reserve talents has relatively high proportion; it can be fully demonstrated that these areas are the most outstanding to female tennis reserve talents cultivation. Therefore, it can be confirmed that the women's tennis sport of Jiangsu province, Guangdong province, Henan province, Tianjin city, Beijing city in China are part of excellent back-up personnel training region.

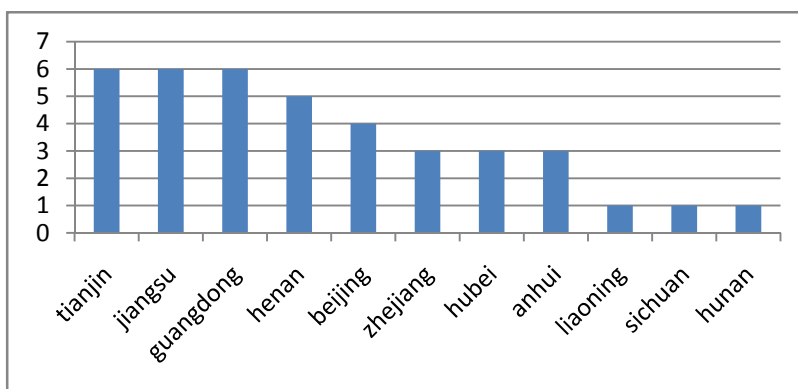


Figure 3 : The provinces and cities distribution of top 8 athletes in the national youth tournament of different groups

TABLE 1 : The regional distribution of Chinese women's tennis reserve talents

Provinces	Numbers of athletes	Provinces	Numbers	Provinces	Numbers
Guangdong	38	Hubei	21	Shandong	13
Zhejiang	35	Jiangxi	19	Fujian	10
Hebei	30	Liaoning	18	Yunnan	7
Beijing	29	Hunan	17	Guangxi	5
Jiangsu	27	Sichuan	17	Chongqing	4
Tianjin	24	Anhui	15	Neimenggu	4
henan	22	Shanghai	15	Jilin	4

THE CULTURAL LEARNING ASPECT OF TENNIS PLAYERS TO RESERVE TALENTS

With the development of modern tennis technology, various related disciplines of knowledge into technology, physical training, coaches should enhance the scientific level of tennis training. If the young athletes do not strengthen cultural learning, they will not be able to effectively analyze complex technical principle and approach ability to read the game. Therefore, culture learning plays a fundamental role in the whole process of youth sports training.

Learned from the survey, 82.7% of athletes think that cultural knowledge is of great help to tennis training, as well as to illustrate the importance that most athletes can realize the cultural learning. But in the "tennis training on your culture influence" an answer of questionnaire investigation, the selection of "effect", "very influence" accounted for 58.4%. many professional athletes in province, city among them occupy overall majority. According to the investigation of its reason, it is very serious for the province, city professional coaches, athletes to occupy "value training light reading" phenomenon, ignoring the culture of learning. By contrast, the world famous tennis training schools have attached great importance to cultural education; these athletes can get college because of owning admission notice to outstanding graduate school. Therefore, in our country, governors should vigorously strengthen cultural education to tennis athletes and improve their comprehensive quality.

SWOT ANALYSIS OF THE PROPECT OF TENNIS PROFESSIONALIZATION

The SWOT represent: Strength, weaknesses, opportunity, threats. This paper analyzed the prospect of tennis by applying SWOT analytic method in management science, in this process, we use SWOT to analyze our country tennis professionalization mainly internal environment Strengths, Weaknesses and the external environment opportunities, threats to make a comprehensive analysis and clear the problem, so that we can promote china's tennis professionalization process and promote the healthy development of tennis sport in China.

Strengths

- (1) The advantage of "the system"
- (2) Chinese women's level of competitive tennis increase rapidly
- (3) The national tennis club league provided valuable experience

Weaknesses

- (1) We haven't enough understanding of the nature of the professional
- (2) Professional training mode has conflict with the sports system
- (3) Not enough tennis reserve talented person
- (4) Men's and women's tennis sports level uneven development

Opportunities

- (1) The rapid development of economy
- (2) The rapid spread of tennis movement
- (3) Competition market is full of vitality
- (4) Hosting the Olympic Games in Beijing

Threats

- (1) A shortage of funds
- (2) Less professional talents
- (3)Market cultivation is not enough, and game operation mode is not mature

CONCLUSIONS

In the process toward tennis professional training, it is quite important to pay great attention to enhance players' comprehensive competitive strength, which means not only focus on the hard power about tennis skills and physical ability but also the soft power about psychological ability, humane spirit and so on.

In the reform tide of sports professionalization, the ideological and political education for players has gradually become greatly significant, which enable them to control the correct political direction, and strive for the glory in the various competitions for the motherland.

In the reform tide of sports professionalization, it is vital to bring up women tennis players of reserve talents cultivation in China and strengthen their cultural courses learning.

In the process of tennis professionalization, the management system should be attached great importance to, and the "whole nation system" should be improved and optimized, which are finally beneficial to speed up the pace of tennis professionalization.

ACKNOWLEDGEMENT

This work was partly supported by the National Natural Science Foundation of China (Project Nos. 71261007, 71261006, 71361021), the Humanities and Social Science Foundation of the Ministry of Education of China (Project No. 12YJC630080), Natural Science Fund of Jiangxi Province (Project No. 20132BAB201015), and Science and Technology Research Project of the Department of Education of Jiangxi Province (Project No. GJJ13292).

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