

The market prospect and industry transformation and upgrading of swimming training in the post-epidemic era

Wang Jiabao

Physical Education Institute, Xi'an Shiyong University, Xi'an, China
wangjb961014@163.com

Abstract: At the end of April 2020, the national high school entrance examination reform, physical education has become the fourth main subject, and swimming as a class of assessment items. Among the many physical fitness projects, swimming is a whole body exercise, which is highly respected by the masses. Many parents see swimming skills as a necessary life-saving skill for their children to learn. However, since 2016, the gradual decrease of newborns, the continuous interference of the epidemic, and the unlimited expansion of the market have made many offline swimming training institutions in Xi'an area suffer a great impact, and many stores have large-scale closures because of problems such as the break of the capital chain and the inability of stores to make money. With the reduction of customer demand, how to transform and upgrade the swimming training industry. The swimming market, how to change from the short-term training of only seven or eight months of summer vacation to the sustainable development of the whole year, is worth our thinking

Keywords: Swimming training market; Transformation and upgrading; Sustainable development

1. Introduction

In China, the natatorium industry is facing unprecedented development opportunities. With the continuous improvement of people's attention to health and the trend of consumption upgrading, the natatorium industry will usher in a broader market space. For those who want to start a business, this is a gold industry full of potential. But at the same time there are many difficulties in the swimming training market. How to overcome difficulties and seize opportunities? How to realize the transformation and upgrading of swimming market? Worth thinking about.

2. The pain point of swimming industry and the current situation

Swimming is different from other sports specialty, its self-study probability is low. One is because it is difficult for us to bring mobile phones with video footage into the water during the process of self-study. Second, because swimming teaching is carried out in the water, it is dangerous for beginners, or water-poor, timid children. Third. The major natatorium in the city clearly prohibits other foreign coaches from teaching in the natatorium. Fourth, swimming teaching is biased, an excellent student can only learn 80% of the technical movements of the professional coach, and an unprofessional person teaches the technical movements to another person who is not able to learn, and the person who is able to teach this movement to another person who is not able to learn, after repeated many times, the obtained swimming technical movements will be very different from the original swimming movements. That's what we call irregular. This kind of irregular behavior is more difficult to change once it is established. So there is a market for professional swimming training.^[1]

For most parents of students, they do not want their children to follow the path of swimming majors. As long as you can swim, it is enough to save yourself in an emergency. In the cognition of most parents of students, playing basketball has a high level or a low level, playing football has a high level or a low level, and swimming only can or cannot. When they have mastered the four strokes and diving, then ask a coach for professional practice and their own swimming card practice is no different. When more and more children have learned, they will not consider taking a swimming lesson.

The swimming industry is very cyclical, and the vast majority of training is set up in the summer vacation in July and August. The result is a coach with a concentrated summer and a miserable winter

with little or no revenue. Due to the large cyclical difference of swimming, swimming coaches are mostly composed of part-time jobs in summer vacation of college students. As a result, the mobility of coaches in various venues is large, and the professional degree is not guaranteed.^[2]

Swimming training industry belongs to a product that meets the needs of The Times. In 2003, there were only four swimming pools in Xi 'an - the provincial stadium, the Yellow River Swimming Pool, the swimming pool of Petroleum University, and the diving hall. In 2022, there are only three natatorium closures near Jixiang Road, Yanta District, Xi 'an - Glory Natatorium, Maggi Di Natatorium, and Xiao long River swimming training. Behind the popularity of swimming training industry reflects the improvement of quality education requirements and people's attention to safety and health. Statistics show that by the end of 2020, there will be 16,700 outdoor swimming pools in China, an increase of 0.07,000 over the previous year; There were 12,000 indoor swimming pools, an increase of 0.06,000 over the previous year. The market pie is only so big, but more than 20,000 venues to compete, will lead to a lot of vicious competition. For example, in order to save costs, many swimming pools use clarifying agents to replace the daily pool water change. Some natatorium in order to make money, expand the scale of enrollment without considering the load of the pool. Some natatorium in order to recruit students will promise parents to guarantee learning, but do not consider the reality of the child. There are also natatorium will adopt a pre-sale mechanism, sell three to five years of membership cards, and will choose to close the store after earning some money. Nowadays, under a series of problems such as the decline in the number of children born, many children have learned, and more and more coaches can not recruit students, how to transform and upgrade the swimming industry is worth thinking about.^[3]

3. The future transformation of swimming training market

3.1. Coaching transformation

Swimming coaching is different from other professions in that the entry barrier is very low. The average swim coach only needs 4 months of study to start teaching. Many college sports students will also use the leisure time in the summer vacation to the swimming pool part-time classes, often income is higher than other summer part-time. In the post-epidemic era of economic depression today, a large number of unemployed people into the swimming training market. In the summer of 2023, Swimming Qianzhi Swimming Club in Xi 'an alone trained 150 lifeguards. A large number of coaches face the problem of having no classes, and it is easy to get into the profession and make money. So how can a coach make the transition?

As a qualified coach, we first need to strengthen our skills and participate in the training of national professional lifeguard and national professional instructor (swimming). Obtain two certificates, enhance professionalism. Observe other coach teaching mode, improve their own teaching level.

In the future, swimming coaches who will not be sold may face a large number of unemployment, swimming pools are everywhere, and there is competition between major venues and even between coaches. In the sales class, we should make physical fitness diagnosis and swimming course planning for customers. List all the content that needs to be learned, such as: basic course learning, detailed movement teaching, physical quality strengthening, advanced exercises, etc. Let customers know our professionalism, let customers understand our advantages. For new coaches, we need to add enough people to wechat to expand our promotional channels. The traditional propaganda channels are to send leaflets to push, and can also be combined with the circle of friends to carry out publicity.^[4]

With the intention of making friends with customers, at the same time of teaching, we should also chat with customers appropriately, become friends, and finally achieve the purpose of renewal and referral. When teaching objects for children, teaching should be strict, and private should be good relationship with children, some children can not bathe, dress when the coach should give timely help. Lower your profile and see yourself as a service person. Parents can also be organized to watch the performance after the children's 10 days of summer school and 12 days of school. A certificate of completion and a commemorative medal will be awarded to the children who have completed each swimming course. Students, parents of students and coaches are organized to take photos, and expand publicity channels by forwarding friends to send swimming tickets. A welfare group is created for customers to grab red envelopes, and distribute red envelopes on time every day, and those who receive the largest amount of red envelopes can receive swimming tickets. For example, the biggest red envelope can be reduced by 100 yuan when buying summer courses.^[5]

In addition, competent coaches should form their own training teams. A short course in the summer can earn part of the fee, but in the winter when there are no classes. We should also carry out long-term training and put students who master more than two swimming styles together for professional training. Lead the winner into the competition. Long training players have the characteristics of high loyalty.

Coaches should also be proficient in the media, usually can be appropriate to send some small videos to teach learning content, online display students learning results. Bring swimming equipment. It can expand its own sales channels and realize cash directly.

Competent coaches can also leave the venue and set up their own online APP booking course mode. Customers place orders and send coaches to the designated venues for teaching. You can also contract the pool to set up a team for swimming training.

3.2. Transformation of swimming venues

Swimming venues need to adjust the comprehensive pricing and clarify their market positioning. Understand the consumption level of the local population, formulate detailed plans, investigate the mid-end consumer groups and high-end consumer groups, analyze and understand their needs, formulate consumption plans for different consumer groups, and attract different classes of consumer groups to come to the natatorium and participate in swimming fitness activities.

In the traditional swimming pool water treatment, a large amount of chlorine can ensure the clean water quality, but long-term reliance on chlorine disinfection, easy to produce irritating chlorine smell, which will affect the health of swimmers. In addition, excessive use of chlorine will increase operating costs, affect the disinfection effect of swimming pools, and even become a hidden danger for the spread of bacteria and viruses. In order to solve this problem, it is suggested to adopt hydrodynamic design and system to optimize the foundation of swimming pool water treatment and reduce the dependence on disinfectants. It is reformed with more scientific and healthier water treatment methods to fundamentally improve water quality and provide better solutions for swimming pool operators.

If the idle time is too long to cause the problem of turbidity and algae, it is recommended to find a professional pool water quality management service team, through the use of pool disinfectants, pool algae removal agents, water purification agents and other ways to restore the pool water quality to a clear, transparent, healthy and sanitary state.

If the swimming pool is too old, there is no swimming pool water treatment system and pool equipment, or the swimming pool water treatment system and pool equipment are not perfect, or even there is no pool room, it is recommended to use the integrated pool water treatment equipment, only need to install the integrated pool water treatment equipment at the edge of the pool, without the equipment room, without installing pipes. The equipment integrates multiple functions such as circulating filtration, cleaning, disinfection and underwater light, which can be used immediately after installation, greatly saving construction time and renovation cost.

We can also replace the quartz sand in the sand tank with AFM filter material to improve the accuracy of the physical filtration system of the swimming pool. This method can remove nutrients required for bacterial growth and inhibit bacterial growth. Combined with Deep Blue No. 1 disinfectant, it can solve the problems of unstable water quality, skin discomfort of swimmers, respiratory irritation of lifeguards and so on, and reduce operating costs

Some natatorium due to the location of the remote environment is poor, customer spending power is not strong or should focus on price war. Reflecting the cost performance, a large number of part-time coaches can be recruited in the summer, so that they can sell classes, and increase profits by expanding the scale of training. The high-end natatorium should focus on reputation, improve the quality of supporting facilities and employees, and highlight comfort. High-end natatorium can properly undertake activities held by business associations to improve the quantity and quality of consumers.

Cooperation between schools and enterprises has been carried out, and swimming courses have been offered in some schools. The swimming pool can enter primary schools or kindergartens to carry out lectures on drowning prevention, and can also start sports swimming intensive classes for high school exams. The natatorium can exchange commercial information resources with other children's activities and interest classes, and carry out cross-industry linkage. You can also ask Internet bloggers to promote the swimming pool. The swimming pool can occasionally hold a lottery to give away some swimming tickets to customers for free. The swimming pool can also be upgraded to a semi-standard size heated swimming pool to help customers improve comfort.

Establish a sound membership system to ensure fixed membership income, including annual card, monthly card and sub-card. Elementary training courses, intermediate and advanced training courses will be held. Summer and winter swimming camps will be held. The swimming pool can organize competitions between amateurs, distribute prize money MEDALS, and promote everyone's enthusiasm for swimming.

The management personnel of the swimming pool should pay attention to the coach group, strengthen the training of the existing coaches, adjust the current team structure of the coaches through the introduction of talents, internal training and other ways, expand the scale of the coaches, and establish a stable coach team with good comprehensive quality. Starting from the recruitment process, we should raise the recruitment threshold of coaches appropriately, sign employment contracts with coaches, and ensure that coaches can work stably and improve their teaching level under good salary.

In the process of development, the supporting role of cultural beliefs can not be ignored, it is necessary to establish common values in the brand creation of the swimming club and the construction of corporate culture, so that a good cultural atmosphere and cultural links can be formed within the enterprise. The natatorium should ensure that all employees are consistent in their thinking, the natatorium should have a clear direction for the future development, the natatorium must also have long-term development goals, and the natatorium should understand its own advantages. In addition, the swimming pool should improve the management efficiency.

In the renovation and upgrading of swimming pools, we always adhere to the principle of people-oriented and pay attention to the needs of swimmers. Through optimizing venue design, increasing leisure areas, providing personalized services and other measures, swimmers can enjoy the fun of swimming while feeling intimate care.

In the process of upgrading, we pay attention to the integration of environmental protection concepts, the use of energy-saving equipment and technology to reduce energy consumption. At the same time, the natatorium should improve the utilization rate of water resources to achieve green and sustainable development.

4. Conclusions

Swimming training is a good business, but nowadays many children have mastered swimming skills. There are too many training courses on the market, and the coaches are not professional. Some old swimming pool equipment is at high risk of obsolescence. Training only to sell courses without ensuring the quality of teaching and other problems. I think it is imperative to reform and upgrade the swimming training market.

The reform of the swimming market is imminent, and only by reforming and upgrading can we seize the opportunities of the market. Swimming pools can win new vitality in the tide of closure of the swimming market. Only by taking the initiative to reform, can we not be eliminated by the market. Only active reform, swimming training market can continue to survive. The only constant in the world is change.

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