

The Construction of an Intelligent Information System for the Management Strategy of Tennis Clubs in the Era of Big Data

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Abstract: This article briefly describes the intelligent information system of the tennis club business strategy in the era of big data, and uses five power models and internal and external analysis methods to conduct a comprehensive analysis of the external environment and market demand of the DK tennis club, and find out what companies are facing Opportunities and threats; using resource theory, IFE matrix, EFE matrix, and SWOT analysis to systematically analyze the internal conditions of the company, and clarify the company's own advantages and disadvantages. On this basis, relying on strategic management analysis tools such as the blue ocean strategic layout, six-path framework, four-part action framework, etc., the market strategy layout of DK Tennis Club was reconstructed, and the verification of the business strategy was completed.

Keywords: Intelligent Information, Management Strategy, Tennis Clubs, Big Data

1. INTRODUCTION

Tennis is one of the most popular sports in the world. Tennis can be stretched, fast or slow. It is a form of sport that combines fun and efficiency. Tennis has a long history and is the lifespan of all sports [1]. One of the longest items, this is mainly due to its own sports characteristics: the net is against each other, even if the participants carry out high-intensity, high-load training [2], there will be no physical collisions, thus, unnecessary in the exercise process Injuries can be greatly reduced. Participants can arrange fitness plans with corresponding [3] exercise intensity according to their own conditions, and achieve the purpose of strengthening physical fitness, strengthening the body and mind [4], and maintaining health in scientific and interesting sports; tennis is not restricted by age and gender. An activity suitable for men and women in any age group between 3 and 90 years old [5].

In February 2011, in the National Fitness Program (2011-2015) promulgated by the State Council, it was proposed: "Extensively carry out employee sports activities, give full play to the role of industry associations, government agencies, enterprises and institutions [6], and employee sports associations, and extensively establish employee sports clubs and sports clubs. Sports fitness groups carry out physical fitness activities and sports competitions that are in line with the characteristics of the unit and the employees love to hear" [7], "actively create physical fitness conditions for intellectuals, advocate and promote physical fitness methods suitable for their work characteristics, and attach importance to the health of middle and high-level intellectuals Examination and physical fitness work" [8]. In order to actively promote and implement the nationwide fitness program, colleges and universities should pay attention to the development of the physical health of faculty members, make full use of various group activities, and carry out in-depth and continuous nationwide fitness programs, so that the physical and mental health of college faculty members can be well developed [9]. Therefore, tennis in the form of a club meets the requirements of teachers for physical exercise. With the development of the country and the upgrading and adjustment

of the industrial structure [10], the development of China's sports industry has ushered in new challenges and opportunities. National fitness will become a new hot spot, sports will gradually become a new consumption hot spot [11], and sports clubs have received unprecedented blowouts. Style development [12]. As the capital city of Yunnan Province, Kunming is also a well-known tourist city in the country, and commercial tennis clubs have gradually developed [13].

In recent years, under the tremendous influence of modern technology, the work intensity of college faculty and staff has become more and more intense [14], and their bodies are exhausted. At the same time, as face-to-face communication decreases, the feeling of loneliness in the heart becomes stronger and stronger. In order to enable faculty and staff to work and live healthily and happily [15], many colleges and universities encourage faculty and staff to participate in more sports activities, hoping to exercise their body through various sports, enhance communication [16], and eliminate negative psychology. Since the Chinese golden flower bloomed on the world tennis courts, the sport of tennis has gradually become well-known, and more and more people have gradually fallen in love with tennis [17]. In colleges and universities, tennis has a good mass foundation, so it has become one of the choices of colleges and universities to develop tennis [18].

Based on the characteristics of tennis, the following aspects should be paid attention to in the operation of tennis clubs for teaching staff in colleges and universities. As one of the important organizational forms of the tennis industry, the tennis club has a series of commercial effects that often surpass tennis itself [19]. Not only can it meet the needs of people's physical health, mental health and social function, but it also has considerable economic significance. The economic output and social benefits brought by a successful tennis club are far greater than the society's economic investment in it [20]. However, due to many factors such as late start, unclear positioning, unclear characteristics and lack of core values, the Chongqing Tennis Club The development of China has entered a red sea. In 2007, a new force in the Chongqing

Tennis Club-DK Tennis Club has a unique style and a new force. It uses internal and external analysis methods, SWOT analysis methods, five power models, blue ocean strategy and other strategic management theories and strategic analysis tools to select target customers [21]. Carry out resource integration, implement value innovation, open up a new blue ocean from the fiercely competitive red sea, and explore a road to the internationalization and industrialization of tennis that is in line with the conditions of city [22].

2. THE PROPOSED METHODOLOGY

2.1 The Tennis Club Management Strategy

The faculty tennis club is non-profit. It aims to increase the physique of the faculty and to please the faculty and staff, so that the club has a certain public welfare [23], but the organization that cannot be self-financing is lifeless and can only exist temporarily. Long-term development continues. Therefore, the club must charge appropriately, not profit, but be able to maintain a balance of payments [24]. Appropriate fees can balance the necessary expenses for the daily operation of the club. The membership fee is mainly used to purchase activity balls. Tennis is a consumable item. Basically, a new ball must be replaced after a semester. This is a considerable expense. Also buy some golf carts, hand gel, shock absorbers, etc. for members in need. The membership fee is also used to organize the expenses needed for the school competition.

Buyer threats in this industry are medium to high. The threat from buyers mainly stems from the uneven distribution of tennis activities and the distribution of the tennis industry in the city. At present, the tennis population of Chongqing is mainly concentrated in the nine districts of the main city. The districts and counties where tennis started early are mainly the central cities with rapid economic and social development in this city, such as Yongchuan District, Jiangjin District, and Hechuan District in Western Chongqing; Fuling District, Wanzhou District, and Changshou District in the Three Gorges Reservoir area, and there are also some Traditional tennis counties, such as Wulong County in the southeast of Chongqing. 60% of the districts and counties in the city are in the budding or starting stage. The tennis population is small, the external environment is poor, the development cycle is long, and the work is more difficult. For the DK Tennis Club, the threat of buyers in the more concentrated areas of tennis is mainly manifested in resource-intensive, the tennis population and the stable supply and demand relationship between the tennis population and existing tennis clubs. The threat of buyers in the districts and counties that have just started tennis is mainly due to market development costs. More and higher operating costs. The purpose of the Tennis Club for College Staff is to allow college staff to fully enjoy the fun of tennis and show a healthy, happy, and positive spirit in the process of physical exercise.

The biggest difference between it and a commercial club is that it is not for profit. The source of funds mainly depends on school support, membership dues and funding from related units. The establishment of the faculty tennis club to make the faculty members participate in tennis is no longer an unorganized and random activity, but an organized leadership, management, detailed time plan, membership system.

2.2 The Influence of Big Data on The Management Strategy of Tennis Clubs

The purpose of this club is to exercise and enhance communication, so the most important thing in the activities is

to let the members have fun and communicate smoothly. Technical level is secondary, but it is also necessary. It is necessary to improve the technical level on the premise of exercising and enhancing communication. Improving technique is to be able to continue to play tennis, and the purpose of tennis is to exercise, communicate, and entertain. The purpose of this club is to exercise and enhance communication, so the most important thing in the activities is to let the members have fun and communicate smoothly. Technical level is secondary, but it is also necessary. It is necessary to improve the technical level on the premise of exercising and enhancing communication.

Improving technique is to be able to continue to play tennis, and the purpose of tennis is to exercise, communicate, and entertain. Consumer-owned tennis clubs refer to clubs that carry out business activities in the form of transferring venue use rights and providing supporting services. Consumers purchasing venue use rights and supporting services are the main source of income for this type of tennis club. There are generally two forms for consumers to pay for the right to use the venue, and the fee is paid according to the length of time the venue is used. The other is the membership system, that is, consumers pay for a one-time purchase of long-term venue use rights and can use the venue at any time. Such as Chengdu High-tech Tennis Club, Hangzhou Tianshuiqiao Tennis Club, Sanwei Tennis Club and so on. From the analysis of the above figure, we can see that the proportion of colleges and universities that choose the school union to manage the club is 66.67%, and the proportion of schools that choose the club and the sports administration department to manage the club is 25%. The school union and other departments are selected. The proportion of management is 8.33%. The college faculty tennis clubs surveyed belong to the school's organization voluntarily organized by the faculty, and in terms of its nature and functions, it should be managed by the school union.

The school union accepts the club's declaration and registration, approves the applied clubs, and records the approved clubs; conducts annual inspections, reviews, assessments and assessments for each club; guides clubs to carry out activities in accordance with the "Articles" and treats those who violate the "Articles" Correct behavior; provide opportunities and conditions for activities. Teenagers are their main service targets.

2.3 The Intelligent Information System of Tennis Club Management Strategy

The age structure of tennis coaches refers to the combination of the proportions and interrelationships of different age levels within the tennis coach group, which is an important substructure in the tennis structure. Generally speaking, the teaching level of tennis coaches is closely related to their age and teaching age, so teaching age and age can be used as one of the important standards of coaches' teaching level. 37.42% and 33.54% were satisfied with the facilities and 33.54% respectively, indicating that the use of club venues can meet the needs of most teachers; dissatisfied accounted for 9.68%, reflecting that the current existing conditions are diversified and multi-level for teachers. Insufficient attention is paid to physical exercise requirements. The main reason is that tennis courts have indoor and outdoor fields. Activities carried out in outdoor fields will inevitably conflict with classroom teaching. In order to ensure the normal progress of classroom teaching, club faculty activities are restricted; the number of indoor venues is limited, which cannot be satisfied. Due to the needs of many teachers and staff for exercise, the venues and

facilities cannot meet the needs of activities due to various factors.

Second, the daily management mechanism of the club is not sound, and the maintenance and maintenance of the venue facilities are not paid attention to, resulting in dirty and chaotic phenomena during the use of the venue, which affects the enthusiasm of the club's teachers to participate in tennis. Tennis has been an aristocratic sport since its inception. With the development of the economy and the popularity of tennis, we ordinary people have also had the opportunity to contact tennis. Although tennis has gone from the altar of aristocratic sports, it is still an elegant sport. There are many etiquettes that we need to observe. Strengthening tennis etiquette can make members feel in awe, recognize from the bottom of their hearts that this is an elegant sport, and will feel proud to participate in it. Strengthening tennis etiquette can create a good image of the club, and the outside world can see that the club members' polite behavior can increase their sense of identity with the club.

3. CONCLUSION

Use SWOT analysis method, five power models, IFE matrix, EFE matrix and other strategic management analysis tools to analyze the internal and external environment of DK Tennis Club; use the blue ocean strategy analysis framework and system tools to construct the strategic layout of DK Tennis Club. Innovated the business philosophy of "people do not have me, others have me fine, people are small, I am big, people are low, I am high, and people come first"; proposed "building boutique venues and building industrial bases; opening a tennis school with bilingual teaching ; With the help of high-quality coaches, carry out a number of trainings; operate the tennis industry to broaden income-generating channels; host tennis tournaments to shape the corporate brand.

4. REFERENCES

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