

THE CURRENT SITUATION OF HUMAN RESOURCES MANAGEMENT IN TENNIS EVENTS IN YUNNAN PROVINCE

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ABSTRACT

With the vigorous development of China's large-scale sports events and the continuous deepening of the reform of the event management system, the human resource management of sports events is facing the challenge of scientific and systematic development. The China Tennis Tour began in 2020 and is the first domestic tennis tournament with its own intellectual property rights (IP). The birth of the event has led the development of Chinese tennis into a new era, and a new model of tennis competition system has emerged. This paper takes the famous Yunnan Province China Tennis Tour Anning CTA1000 as the research object, and the referees and athletes who participated in Anning CTA1000 for three years as the investigation method. It adopts literature data method, logical analysis method, questionnaire survey method, interview method, on-site observation method, mathematical statistics method and other methods to analyze the current situation of human resource management of Yunnan Province tennis events, deeply understand the system of human resource management of Yunnan Province tennis events, improve and standardize the management mechanism, promote the sustainable development of Yunnan Province tennis events, and provide a theoretical basis for the high-quality and modern development of Yunnan Province tennis events in the future. Conclusion: 1. Clarify the development orientation and ensure the professionalization of event management. 2. Build an incentive system that meets the actual human resource management of sports events. 3. Continuously optimize the training system and innovate training methods. 4. Establish an effective communication mechanism and information sharing platform.

Keywords: Tennis; Events; Human resource management; Development status

INTRODUCTION

According to the 2024 Global Tennis Report released by the International Tennis Federation (ITF), the number of global tennis participants has exceeded 106 million, an increase of 25.6% from five years ago. Currently, Chinese tennis is developing by leaps and bounds, with more and more Chinese faces and achievements appearing in the international tennis arena, and a series of high-level international tennis events being held in China. The sport of tennis is experiencing significant growth and popularity in China.

In 2014, China issued the "Several Opinions of the State Council on Accelerating the Development of the Sports Industry and Promoting Sports Consumption", which clearly stated that the market-oriented entity reform of sports industry associations will be one of the key tasks of the reform and development of the sports industry.

In order to implement General Secretary Xi Jinping's series of instructions on sports work and to contribute to the strategies of building a healthy China and a strong sports nation, the Tennis Management Center of the General Administration of Sport of China, the Sports Youth Program Center of China Central Radio and Television, and the Chinese Tennis Association, with the support of all parties, founded in 2020 a new, national tennis event open to the whole people with independent intellectual property rights, the China Tennis Tour, which covers multiple sites across the country.

With the increase in tennis events and the growing enthusiasm for hosting events in various countries and regions, the pressure and environment faced by China's tennis event management organizations are becoming increasingly severe. Event organizations must adopt a suitable management system to adapt to today's fiercely competitive environment. The roles of employees in event organizations are increasing, and the forms are also increasing. The management objects of the organization have gradually changed from the initial simple formal employee management to the mixed management of full-time employees, part-time employees and volunteers, so the optimization of human resources management has become an important part of improving the overall level of tennis events.

OBJECTIVE

1. Analyze the current situation of human resource management in Yunnan tennis tournament.
2. Identify the influencing factors of human resource management of tennis tournaments in Yunnan Province.

To achieve these two research goals, provide theoretical support and practical guidance for the high-quality development of tennis events in Yunnan Province, and promote the popularization and improvement of regional tennis. It has played a positive role in the development of Chinese tennis.

METHODOLOGY

This study is based on the current situation of tennis tournaments and human resource management in Yunnan Province. Questionnaires and interviews were conducted on experts, coaches, athletes and stakeholders in the organization of event management. Mathematical statistics and logical analysis were conducted on the results to gain an in-depth understanding of the human resource management system of tennis tournaments in Yunnan Province, improve and standardize the management mechanism, and promote the sustainable development of tennis tournaments in Yunnan Province.

RESULTS

1. Development history of tennis events in Yunnan Province

The development of tennis competitions in Yunnan Province can be traced back to 2012, when the Anning Hot Spring Peninsula International Tennis Center was built. The tennis center has excellent hardware for hosting competitions, including 11 international standard clay tennis courts, one of which can accommodate 3,000 people at the same time. All courts are only 50 meters away from the hotel, which greatly facilitates players' training and spectators' watching. In 2012, the ATP China International Tennis Challenge (Anning Station) was held. In 2014, the tournament introduced the ITF International Women's Tour, realizing the first joint tournament of the ATP Challenger Tour and the ITF International Women's Tour in China. In 2016, the tournament was renamed the Kunming Tennis Open. The 2020 China Tennis Tour CTA1000 was held at the Hot Spring Peninsula International Center in Anning City, Yunnan Province. Anning has hosted the CTA1000 event for the third consecutive year, gradually growing into the highest-level professional clay tennis event in Asia. The competitions hosted by Anning Hot Spring Peninsula Tennis Center since 2021 are shown in Table 1-1.

Year	Event name	Event level
2012	ATP International Tennis Challenge	International class
2013	ATP International Tennis Challenge	International class
2014	Anning Tennis Open	International class
2015	Anning Tennis Open and Series	International class
2016	Kunming Tennis Open	International class
2017	Kunming Tennis Open	International class

2018	Kunming Tennis Open, WTA125K	International class
2019	Kunming Tennis Open	International class
2020	China Tennis Tour	CTA1000
2021	China Tennis Tour	CTA1000
2022	China Tennis Tour	CTA1000
2023	Kunming Tennis Open	International class
2024	Kunming Tennis Open	International class

Table 1-1 Competitions hosted by Anning Hot Spring Peninsula Tennis Center (until 2024)

2. China Tennis Tour (Anning Station) event organization and management model

China Tennis Tour (Anning Station), hereinafter referred to as Anning CTA1000, The organizing bodies of the event include: Tennis Management Center of the General Administration of Sport of China, China Tennis Association, Sports and Youth Center of China Media Group, Yunnan Sports Bureau, Kunming Municipal People's Government, Kunming Municipal Culture and Tourism Bureau, Kunming Municipal Education and Sports Bureau, Anning Municipal People's Government. In addition, the specific operation of the event is undertaken by the following companies: Beijing China Open Sports Management Co., Ltd., International Media Port (Shanghai) Culture Development Co., Ltd., Yunnan Orange Tennis Sports Development Co., Ltd. These institutions and companies have played an important role in the organization, operation and promotion of the event, ensuring the smooth progress and high-quality completion of the event. This mode of event management has national characteristics. The government plays an important role in the organization of sports events. Local governments take the lead in establishing sports event organizing committees, which are fully responsible for all aspects of event organization, including human resource management. Government departments play an important role in human resource management, especially the human resource and social security departments of local governments. At the same time, due to the reference to market-oriented operation methods, there is also a trend of market-oriented management in event human resource management, which is reflected in the "dual track system" of event human resource management. How to improve various systems, establish a scientific event organization and management structure, and achieve effective event management will be the key to hosting a good tennis event.

The operation rights of Anning CTA1000 belong to Beijing China Tennis Tour Co., Ltd. The company has set up 9 departments with overall functions such as operation, business, marketing, and administration according to the different functional structures and standards of professional competitions (as shown in Figure 1-1). The international gold medal referee team leader is appointed as the tournament director of the China Tennis Tour, and plays an important role in the competition organization, operation management, government relations, brand IP development, and tennis promotion of the overall event. The company mainly adopts the management model of "government-led, market-participated".

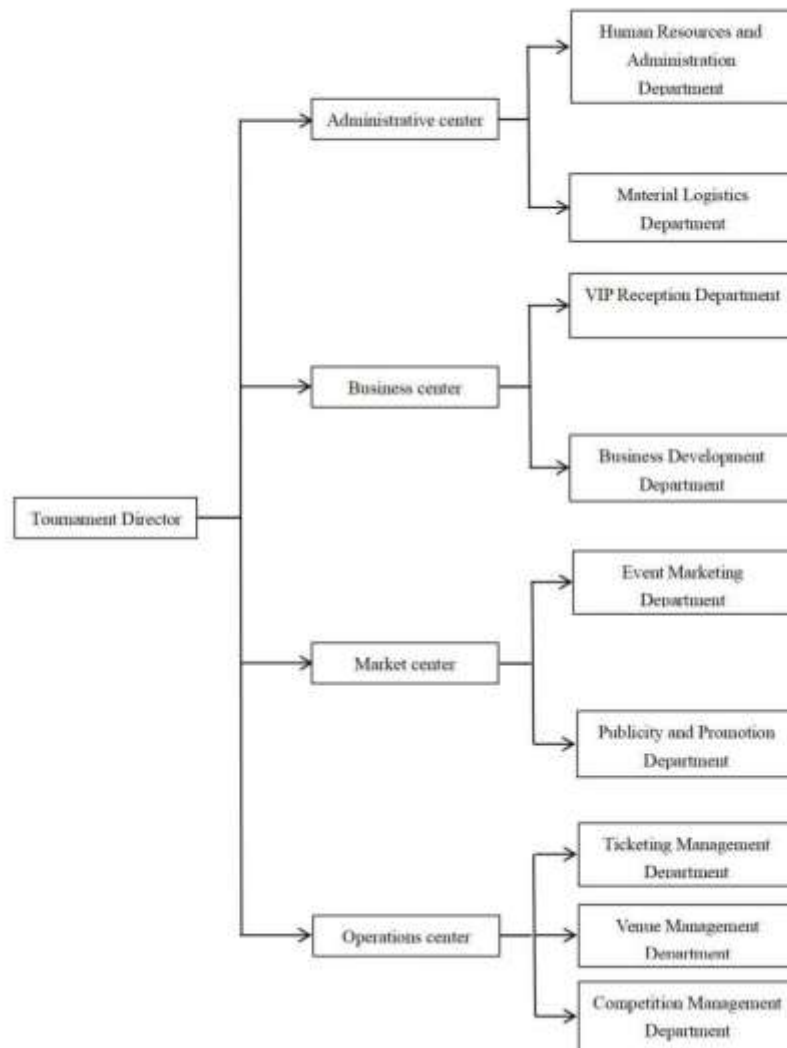


Figure 1-1 Schematic diagram of the organizational structure of Anning CTA1000

3. Characteristics of human resource management in China Tennis Tour (Anning Station)

The organizers of the event, such as the Tennis Management Center of the General Administration of Sport of China and the Chinese Tennis Association, play a macro-guidance and supervision role in the human resource management of the event. They are responsible for formulating the overall plan and rules of the event and the macro-allocation of human resources.

Secondly, local organizers such as the Yunnan Provincial Sports Bureau, Yunnan Provincial Tennis Association, Kunming Municipal Government and Anning Municipal People's Government will set up corresponding organizing committees or executive committees during the specific implementation of the event to be responsible for the preparation, organization, implementation and management of the event. These institutions usually include departments or teams specifically responsible for human resources management, which are responsible for the recruitment, training, assessment of event staff, and the recruitment and management of volunteers.

In addition, the event's sponsors, media partners, and volunteer teams may also play a role in human resource management. Sponsors may provide financial and resource support and participate in the

promotion and publicity of the event; media partners are responsible for the publicity and reporting of the event and provide public opinion support for the event; and volunteer teams assist the event organizers in completing various service tasks and provide strong guarantees for the smooth progress of the event.

Anning CTA1000 has 4 events, namely men's singles, men's doubles, women's singles and women's doubles, which are divided into preliminaries and main draws. There are 128 positions for the preliminaries, 64 positions for the singles main draw, and 32 positions for the doubles. The competition lasts for 8 days. The human resources of tennis events have both the general characteristics of human resources and the characteristics of sports events, and are closely related to the sports events themselves.

Tennis events have clear start and end times and are relatively short. The demand for human resources during the event will increase rapidly, and then decrease rapidly after the event. Therefore, the human resource management of tennis events presents obvious temporary characteristics. In order to meet the human resource needs during the event, event organizers need to recruit, train and deploy a large number of staff in a short period of time, including referees, coaches, volunteers, etc. At the same time, after the event, these personnel need to be dismissed or redeployed to other positions in a timely manner.

Tennis events involve many types of personnel, including athletes, coaches, referees, volunteers, security personnel, medical personnel, etc. These personnel come from different backgrounds and professional fields, with different skills and experiences. In addition, their division of responsibilities is also different, and they need to work together to complete the various tasks of the event. Therefore, the human resource management of tennis events needs to fully consider the diversity of personnel composition and formulate targeted management strategies and measures to ensure the smooth progress of the event.

The human resource management of tennis events involves multiple links such as recruitment, training, deployment, and assessment. These links are interrelated and influence each other, forming a complete human resource management system. In the recruitment stage, the organizers of the event need to formulate a recruitment plan based on the needs of the event and the personnel composition, and publish recruitment information through various channels to attract suitable talents to apply. In the training stage, it is necessary to provide necessary training and guidance to the newly recruited personnel to improve their professional skills and comprehensive quality. In the deployment stage, it is necessary to flexibly deploy and arrange personnel according to the progress of the event and personnel needs. In the assessment stage, it is necessary to evaluate and provide feedback on the work performance of employees to motivate employees to improve the quality and efficiency of their work. These links together constitute the systematic characteristics of the human resource management of tennis events.

Tennis events are uncertain and unpredictable. Unexpected situations such as weather changes and athlete injuries may affect the progress of the event and personnel needs. Therefore, the human resource management of tennis events needs to be highly flexible and able to adjust management strategies and measures in a timely manner according to actual conditions. For example, when a sudden change in weather causes the postponement or cancellation of an event, it is necessary to adjust personnel arrangements and work plans in a timely manner; when athlete injuries lead to a reduction in the number of players in the competition, other personnel need to be quickly deployed to fill the vacancies. This flexibility feature helps ensure that tennis events can maintain normal operation in the face of various challenges.

Large-scale tennis events have a wide range of social influence and a huge driving effect, requiring human resources to quickly adapt to the needs of sports events and invest in work. In addition, events are dynamic, requiring staff to adapt to dynamic work. This reflects the adaptability of human resource management in tennis events.

4. Operational mechanism of human resource management of China Tennis Tour (Anning Station)

The goal of Anning CTA1000 human resource management is to serve the successful hosting of the event, and management must meet the requirements of event organization, event product services, and economic and social development. The main responsibilities of human resources in the event are

recruitment and selection planning, training, performance management, risk management, employee relationship management, career development support, team building, communication, transfer and dismissal, etc. On the other hand, the human resource management of tennis events should not only consider the internal management of human resources, but also consider the relationship between human resources and other resources, coordinate human resources with material resources, information resources and other organizational resources, and achieve system benefits.

First, under the leadership of the organization, we should clarify the development positioning, ensure the professionalization of event management, and make good planning for event human resources; second, we should establish an effective human resource performance management mechanism, which is of great significance to improving event efficiency and employee performance; third, we should conduct personnel training, comprehensively improve the work skills and organizational capabilities of staff, and provide strong talent guarantee for hosting high-level tennis events; finally, effective communication is one of the core elements of human resource management. It is not only a bridge connecting employees and management, but also a source of power to promote the sustainable development and innovation of the organization. We should attach great importance to the construction and optimization of the communication mechanism, create a good communication culture, and lay a solid foundation for the long-term development of the event.

The ultimate goal of human resource management is to ensure the smooth progress of the event. Through careful planning, thorough organization, and effective execution, we can ensure that all tasks of the event are carried out in an orderly manner according to the predetermined plan, provide high-quality event experience and services for stakeholders such as contestants, spectators, and sponsors, and enhance the popularity and influence of the event. Therefore, in tennis events, we should continuously optimize the human resource management mechanism, innovate management concepts and methods, ensure that the event team always maintains strong vitality and creativity, and provide a steady stream of talent support and intellectual guarantee for the long-term development of the event. At the same time, by strengthening cooperation and exchanges with relevant stakeholders, expanding the resources and market of the event, we can lay a solid foundation for the sustainable development of the event.

ACKNOWLEDGEMENTS

I would like to express my sincere thanks to Suan Sunandha Rajabhat University for invaluable help throughout this research.

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