

## Tennis Sport Teaching Online Service Platform: Necessity and Possibility

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### Abstract

With the fast development of Internet technologies, the online applications in the cyber network are widely used. The online platform is one of them and it begins to play an important role in the daily life. No matter the platform is simple or having frontier technologies used, the online platform is a part of our daily lives. We use it for more and more things in the life, from the message transmission to the online shopping, and even the learning and examination. Actually, most of the things could utilize the online platforms to do. Online service platforms are usually classified into the governmental online service platform and the market online service platform. For the governmental platform, the working qualification online registration that legally required and the qualifications required by law could be dealt with easily without place limit in the governmental website, and even the procedures are simplified as necessary as possible. Compared with the governmental platform that designed for governmental things, the market platforms provide us consumption options in the life. The tennis sport is a social sport that could keep people fit and could be practiced in door, and the learning for it could be a better leisure activity and a skill to increase your advantages for some positions in the job market. Young people are used to learn things from the Internet by their mobile phones, and a marketized online platform could offer a cheap and easy way to help them find a suitable training teacher and learn how to play tennis sport fast by course videos and even online teaching. For the tennis training teachers, the platform will also be helpful for their occupational careers and income improvement. Marketized online service platform of tennis teaching can also attract more people involved in the tennis sport and will in turn expand the tennis teaching market and encourage people to keep healthy. Teaching tennis is not a qualification required legally, and people who have an expertise for tennis playing and tennis teaching could choose a rightful association for public tennis teaching and other activities in the online platform, which is the extra benefit the platform could provide for the society. The online platform connects both the training teachers and the potential learners in a online market way. It servers for the people in the tennis sport area and a public channel to the tennis fans. The marketized tennis teaching online platform is market-oriented with rules and regulations observed, and its spirit is online market competition. Learners could pay for the courses they choose, and use the platform to record their learning and make enquires. Almost every country in this world is encouraging the use of online applications such as the online service platform, the tennis teaching online platform is a trend of it. In this paper the tennis sport online service platform refers to the marketized platform for market business. The necessity and possibility for setting up such a platform are analyzed, and the steps and method are suggested for building a market platform for tennis teaching.

### Keywords

Tennis; sport; online; service; platform.

## 1. Introduction to the Online Service Platform

The online service platform is a platform in the cyber network, a tool to make information transmission easier and faster. A service website, an APP application or even a QQ group could be called a online service platform. The online service platform is a micro-society and a web gathering place for modern people, a way that suits their life time. Compared with the traditional face-to-face communication and going out for personal affairs, the online platform provides a service without time and place limit, not to mention the convenience it offers. Some online service platform even adopts the science and technologies of AI, which fosters the innovative use and improves the service quality.

The online platforms often include the governmental ones and the market ones, from the perspective of funding providers and owners. Actually, for a normal society, these two kinds of platforms are both needed. In a healthy market environment, the governmental online platform could also be build and operated in a marketized way. Only difference is that the governmental one is used for dealing with governmental affairs required by law while the market one only needs to not to be against the related law made legally by the society.

Persons are the main point in the use of the online platform, from the platform design to the simplification and improvement of the services provided. To make a fair and sustainable market is the best service. In some country, the online platform is developed with the reform of the national qualification system and the government departments and agencies. The aim of the online platform is to make the life more easier and save the time and cost for other things. It is a tool to improve personal life experience.

## 2. The Development of The Tennis Sport Teaching Market

The development of the science and society helps to shape an increasing market for tennis sports teaching. More and more people, including the young ones and elder ones, are becoming interested in the tennis sport. Some of them likes it, and some of the others think it's a sign of high-quality life. The tennis sport is suitable for both male persons and female persons, and a sport without complicated rules.

In China and other countries, the tennis sport opening games are attracting more attentions, which pushes it become a widely social game for the people. More leisure and relaxing time gives the opportunity of the tennis activity choosing. Thus the demand for teaching in the tennis sport training area has increased gradually.

## 3. Necessity for the Platform Setup

The market demand is the fundamental reason for the setup of the platform. Sports are major part of the life, and main part of the leisure time. Specifically, the resources use efficiency, access improvement and market evaluation and social cost reduction are the three main considerations.

### 3.1. Resources Use Efficiency

The platform provides a gathering place for tennis teaching service resources, and it could also cover the booking of the teaching fields and sites. It fosters the connecting time, saves your energy and makes the timely feedback and communications possible. People could easily search their training progress records, participate in the web forum on their training issues and choose the training teacher and their courses at their will. People may not need to worry much about the credit of the teaching institute or club; they will only care about the course selection. For anyone who has the ability of teaching tennis and are willing in teaching tennis, they can register on the online service platform for their courses and teaching guidance. The customers will use the platform to order the teaching services and do the evaluation legally, and this

feedback will influence the market shares of the training teachers, a basic and sustainable market status then formed.

### **3.2. Teaching and Learning Access Improvement**

The online service platform will make the teaching and learning better connected within one platform, and both the access to the training teacher and that to the learners will be easier than before, and more efficient in the range of learning demand and the teaching quality. Good training teachers and courses may get more orders and the quality of the teaching services will be improved in the market competition. Course fees and contract signing, and the course schedule could be fully determined in a cheap and easy way through the platform.

### **3.3. Market Evaluation and Social Cost Reduction**

The platform helps to build a direct and efficient market and related market evaluation. More than this, a web society or association can be formed by the platform in the tennis teaching and learning, even a civil educational base for tennis players and keen-ones.

In this aspect, the social cost will be largely reduced, and if considering the training search time, money and lawful communication, the social cost could be huge and more benefit through saved time and energy will be delivered to the social development, including more time thrown into tennis sport.

## **4. Possibility for the Platform Setup**

Technologies for the teaching online platform setup are feasible, and the investment is not huge. Even considering the emerging technologies, the online platform construction is operatable. Mobile phones and the Internet infrastructure provide the tools and conditions for the online platform usage.

### **4.1. Aspect of Laws and Policy**

The online platform setup and operation is not prohibited by laws and regulations, and is encouraged by government developmental policy. Besides, the teaching and training of the tennis sport is not compulsively required by law and no matter whether the standards for the tennis training made or not by associations, the online platform could provide excellence teaching services, including the personal ones. The training teachers can use the platform to increase their fames and earn incomes by the teaching services offered in the platform.

The qualificalional mutual-recognition is a trend in the global world with the development of the people flow, especially the talent flow, and the simplification for qualifications themselves and the network registration rules is speeding up for market development and its potential release. The credits of the training teacher, learning customers and the platform probably will be governed by rules and regulations issued by the government. Except that, the occupational human resources issues and the data protection are also needed to be considered. In some countries, though the qualification of tennis training is not required by the laws, the business contract will be ruled by the property law in necessary and general terms, and some even in the form to protect the both parties.

The online tennis platform is allowed almost in every country globally, and probably tax issue is the major difference in this aspect.

### **4.2. Aspect of Learners**

Online service application is a trend in the market economy, a main trend that we will face in the society. Online teaching service platform is one type of online learning usage, including part of the online practice. It will let you get to know the tennis and learn the rules at your free time, and book the courses in your leisure time.

For learners or learning customers, the platform also provides a best place for knowledge and skill communication. Every problem they meet in the learning could get directly feedback from their training teacher and other learning users. More detailed training plan could be worked out for further exercise.

They even can browse the website and search the related training teacher and courses in detail, e.g. tennis rules and a specific tennis play skill.

### **4.3. Aspect of Tennis Teachers**

With the trend of the necessary qualification mutual-recognition through international agreement and the simplification of the qualifications and related laws and regulations, the international tennis teachers can also join in the platform for online guidance and web teaching services, and if they wish, they can do the field practice teaching. The resource of qualified training teachers will be attracted by the online platform, and the teachers registered can fully display their abilities in the tennis teaching, and accept orders and maintain timely and sustainable communication with their customers.

## **5. Possible Road Map**

It's a scheme for the tennis online teaching platform, and details can be added, deleted or revised according to the actual situation. Budget will be made according to the detailed plan and the market prices and fees, thus it will be presented in the form of step in the road map.

### **5.1. Steps**

There'll be totally three steps. The first step is to make a detailed plan for the online platform, including the building schedule, budgets, content and functional architecture. The related institution or company registration will be carried out at the same time to make sure the online platform is legal in building and use. The second step is to carry out the operation of the platform, and according to the actual situation makes some reasonable revisions within the total aim and general plan settled. The third step is to make advisement legally to make the online platform public acknowledged.

### **5.2. Method**

The budget could be from the funds by the government in the aspect of the service market purchasing, or could be collected by private investment or the securities issue in the public financial market. Besides, emails could be sent to some training teachers for platform registration invitation, and online advisement could be published in the web forum in free charge.

## **6. Conclusion**

From the discussion of the necessity and possibility of building an online tennis teaching service platform, the online service platform could largely improve the involvement of the tennis playing activities and attract the society continue to participate in. It also saves the time and energy in the progress, and helps to solve many related issues. Except the teaching courses and training teachers market supply and choice, other aims can also be achieved, such as the sport spirits spread and new member enrollment. To build such a platform will not cost much budget, not to mention the marketized building and operating way, it's affordable to make it realized and be beneficial to the whole society. It could expand its online usage, such as the VR technologies, and it will be a necessary for the future tennis sport.

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