

Implementation of Off-Campus Youth Sports Training Under the Background of “Double Reduction” Policy

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ABSTRACT

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In 2021, the Chinese Ministry of Education introduced the “Double Reduction” policy to ease students’ academic pressure while promoting increased engagement in sports activities. This policy has opened up fresh prospects for the non-disciplinary training sector, particularly in sports training. This study examines the extent of implementation of off-campus youth sports training in Chengdu following the enactment of the “Double Reduction” policy. It delves into the challenges and obstacles faced in executing such training programs. The study utilized quantitative and qualitative methods, involving 72 coaches and 36 club owners from 36 clubs across 12 districts in



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Chengdu. It analyzed factors like sex and education to assess the correlation between sports training implementation and the “Double Reduction” policy. It also conducted interviews to investigate challenges in off-campus youth sports training in Chengdu. Consensus exists among coaches and club owners regarding implementing off-campus youth sports training in Chengdu, with no significant differences observed in various aspects. However, significant differences were noted in perceptions of Chengdu’s “Double Reduction” policy implementation, particularly concerning regulatory processes, service provision, and industry development. The study underscores governmental ambiguity and industry disarray in management, emphasizing the need to address homogenized training, limited service variety, and inadequate systems. Solutions involve implementing robust frameworks, enhancing owner competencies, addressing staff shortages, improving service quality, and diversifying marketing approaches to bolster resilience against risks.

INTRODUCTION

In July 2021, China’s Ministry of Education (MOE) introduced the “Double Reduction” policy, which emphasizes the reduction of students’ academic burden and extracurricular activities, posing a significant challenge to the traditional youth sports training model (Xinhuanet, 2021). This policy emphasizes reducing the academic load and extracurricular activities, which poses a major challenge to the traditional youth sports training model. The impact of this policy shift has been extensively documented by researchers on all continents, highlighting its effects on youth participation rates, coaches, students, and parents.

Youth sports development in the ASEAN region, comprising Brunei Darussalam, the Philippines, Singapore, Thailand, and Vietnam, faces a unique set of challenges and opportunities. While the ASEAN community shares a common desire for regional integration and socio-economic development, the cultural, economic, and political environments of each member country are different, which has implications for the implementation of sports programs.

This study focused on the “double reduction” policy proposed by the Chinese Ministry of Education in Chengdu. As a new first-tier city in China, Chengdu is a demonstration education city for the implementation of the national “double reduction” policy, with more than 2.6 million young students, which is a typical representative city. According to the literature review, although there is a large amount of research on youth sports training, there is a clear lack of literature on extracurricular sports training for young people in Chengdu under the influence of the “double reduction” policy, especially under the “double

reduction” policy. Previous studies have examined the impact of policy changes on youth sports participation and academic performance. However, few studies have explored the intersection of these factors in influencing off-campus training programs. Gu’s (2023) study uses an integrated approach to fill this gap.

Sports are a means of physical fitness and an important way to cultivate a sense of responsibility, willpower, and perseverance among young people (Lu, 2020). Therefore, as a supplement, extracurricular sports training can enrich extracurricular sports life, help improve sports levels, and shape a healthy personality (He, 2022). With the support and encouragement of the “double reduction” policy, off-campus sports training in Chengdu has both opportunities and challenges. How to better implement extracurricular sports training for young people in Chengdu under favorable policy opportunities and achieve the positive development of Chengdu’s youth sports training industry has become a hot research topic in the current healthy and orderly development of Chengdu’s youth sports training market. Therefore, this study aims to conduct in-depth research on the implementation of the “double reduction” policy for youth sports training in Chengdu from the perspective of policy impact, analyze the impact of relevant policies and the importance of youth sports training, as well as the challenges and future development prospects faced by youth sports training in Chengdu.

FRAMEWORK

This study used Marx’s theory of the free and comprehensive development of the human being. It is a theory of the laws of the process of social development that is in line with the trend of historical development. On the issue of human development and human emancipation, it proposes close integration with society, politics, economy and technology (Wang & You, 2021).

This theory emphasizes that everyone should be able to develop their full potential. Coaches can develop their self-development by upgrading their professional knowledge and skills and learning new teaching methods and strategies. At the same time, they can also realize their self-worth by coaching and nurturing young people, helping them develop their sports skills and build their character.

Club owners can achieve self-development by enhancing their management and leadership skills and learning new strategies for organizational operations and development. At the same time, they can achieve organizational goals by providing quality sports training services that meet the needs of youth and parents.

In general, Marx’s “theory of the free and comprehensive development of man” emphasizes the common development and progress of doubles and organizations (Wang & You, 2021). This theory guides coaches and club owners on how to promote

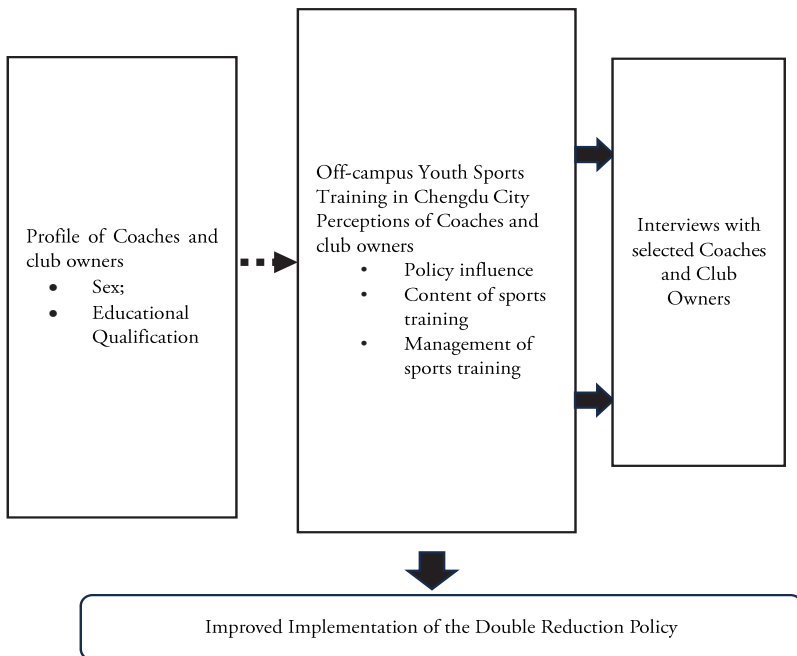
the development of the whole sports training business through self-development.

Therefore, in the context of the “Double Reduction” policy, the development of youth sports training in Chengdu is based on Marx’s theory of human development, which advocates free and comprehensive development.

This research was conceptualized based on literature and policy contexts. The researchers studied the implementation of youth sports training in Chengdu City. In particular, they examined coaches’ and club owners’ perceptions of the implementation of the “Double Reduction” Policy in terms of Policy influence, content of sports training, and management of sports training (General Administration of Sport of China, 2021).

After the “Double Reduction” policy, the opinions of coaches and club owners on the implementation level of sports training included the following three aspects: the policy influence, content of sports training, and management of sports training. The measurement of these aspects reflected the implementation of off-campus youth sports training in Chengdu City. The effectiveness of the implementation of the double reduction policy was also tackled.

Figure 1. *Conceptual Framework*



OBJECTIVES OF THE STUDY

This research aimed to determine the effectiveness of implementing the “Double Reduction” policy in relation to off-campus youth sports training in Chengdu City. Specifically, this study sought to (1) determine the profile of the coach -respondents and the club owner respondents in terms of sex and educational qualification, (2) determine the significant difference in the coach respondents and sports training club owner respondents’ perception of the level of Policy influence, the content of sports training, management of sports training when their profile is taken as test factors, (3) identify the significant relationship in the perception of the coaches and club-owners between the implementation of the sports youth training and the implementation of the double reduction policy, and (4) determine the challenges that the coaches and sports training club owners encountered in the implementation of off-campus sports training and marketing following the double reduction policy.

METHODOLOGY

Research Design

This study adopts a quantitative research method through questionnaires. Simultaneously, using interviews from qualitative research.

Research location: Chengdu, Sichuan Province, China

Participants: Owners and coaches of youth sports training clubs

Sampling Method

There are a total of 12 districts in Chengdu. In this study, three sports clubs will be selected for each district, totaling 36 sports clubs. The participants include sports coaches and sports club owners. The researchers distributed questionnaires to coaches and club owners of these 36 sports clubs. There are 36 sports club owners and 72 coaches randomly selected as respondents. In this case, the selected club owners are those who have been directly involved in club management for at least two years and directly managed the coaching staff in the past two years. The selected coaches will be those who have participated in youth sports training for two years.

Interview

There are five coaches and five club owners interviewed who have worked for

more than two years. Conduct open interviews with the bosses of the top five clubs in Chengdu based on their scale and comprehensive ranking. At the same time, one coach was selected from each of the top five clubs for the interview.

Instrumentation

A researcher-made questionnaire was used in this study. There were two sets of questionnaires. The first one was used for coaches' views on youth sports training in Chengdu after implementing the "Double Reduction" policy. The first part included the profile of the respondents, the second part was an occupation-related profile, and the third part was their views as sports training instructors. Further, the same questionnaires were used for club owners, including their profile, basic situation, and their views, and sports training owners on youth sports training. Lastly, open-ended questions were given to both the club owners and sports coaches.

Data Collection

A request letter was sent to the selected Chengdu Youth Sports training club owners requesting research. After the approval had been received, the researcher explained to the respondents the purpose of the survey to ensure that the information provided by the respondents was confidential and would not be used for other purposes. The researcher used an electronic survey questionnaire to ensure its clarity and effectiveness. This was distributed to the owners and target coaches of sports training clubs who met the survey criteria. The responses to the questionnaire were collected a week after its distribution.

Further, the researcher also conducted open-ended question interviews with all club owners and some coaches who met the survey criteria. Considering the authenticity and effectiveness of the interviews, the researcher adopted two forms of interviews: online and face-to-face.

Statistical Techniques

The data was collected using an Excel sheet to summarize and organize the questionnaire data, and SPSS was used to analyze and calculate the data. The statistical tools used in this study are as follows: percentage and frequency distribution, Standard Deviation, ANOVA, T-test, and Pearson r . After data collection, the Cronbach's Alpha result was 0.913, indicating high reliability.

Research Ethics Protocol

Before distributing the survey questionnaire to the respondents, the researcher explained the purpose of the survey and ensured that the information and data provided

throughout the entire research process were confidential and never used by others.

Informed Consent Process. The interviewees of this study are coaches and owners of Chengdu Youth Sports Club. They are all completely independent individuals with independent thinking, judgment, and complete legal capacity. The researcher distributed informed consent forms to the respondents, and only after obtaining their consent did the researcher list them as respondents for the survey and research.

Vulnerability. The fragility of ethical scrutiny in this study mainly includes information inequality, privacy protection, and voluntary participation. To address these issues, the researcher took the following measures: Firstly, the researchers ensured that all participants fully understood the purpose and process of the study by providing detailed research information and sufficient Question and Answer time. Secondly, the researchers strictly complied with data protection regulations, and all research data were anonymized so that only the researcher could access it. Finally, the researchers ensured that all participants participated voluntarily without coercion. The researchers believed that through these measures, they could effectively manage research risks and protect the rights of participants.

Recruitment. There are 12 districts in the city of Chengdu, and for this research, three (3) sports training clubs were selected in each district, totaling 36 sports associations. The participants include sports coaches and sports training club owners. The researcher distributed the questionnaires to the coaches and club owners of these 36 sports training clubs. The researcher also had a purposive sample of 36 sports training club owners, while 72 coaches were randomly selected as respondents.

Assent. The participants in this study are all adults with full legal capacity. They participated in the survey only after knowing the research purpose of this study and after they agreed.

Risks. In this study, the researchers investigated the implementation of extracurricular sports training for young people under the “double reduction” policy by coaches and owners of youth clubs in Chengdu. The research risks included possible psychological discomfort, as participants may be asked to recall and discuss their difficulties and challenges in implementing the “double reduction” policy. To reduce this risk, the researcher ensured that all questions were neutral, did not cause unnecessary pressure or discomfort, and that participants could choose to withdraw from the study at any time. In terms of privacy, the researcher strictly complied with data protection regulations, and all research data were anonymized so that only the researcher could access it. The researcher also regularly reviewed the data security measures to prevent potential data breaches. If any issues arise, she immediately notified the ethics committee and took necessary corrective measures. The researcher believed that through these measures, she could effectively manage research risks and protect the rights of participants.

Benefits. The benefits of ethical review in this study are mainly reflected in three aspects: enhancing public awareness, improving policy implementation, and promoting club development. Firstly, the research findings will help the public understand the impact of the “double reduction” policy on extracurricular sports training for young people. Secondly, the research feedback will provide valuable information for policymakers to improve policy implementation. Finally, the club’s coaches and owners participated in this study to understand their strengths and weaknesses in implementing the “double reduction” policy, thereby finding directions for improvement and promoting the club’s development.

Incentives or compensation. Although this study cannot provide economic compensation and expense reimbursement, the researchers believed that participants can receive rewards and compensation from other sources. Firstly, participants can gain more information about the “double reduction” policy and its impact on extracurricular sports training for adolescents by participating in this study, thereby increasing their knowledge. Secondly, participants can reflect on their experiences in implementing the “double reduction” policy, identify their strengths and weaknesses, and thus improve themselves. Finally, participants can contribute to improving the implementation of the “double reduction” policy and promoting the development of extracurricular sports training for young people by participating in this study. The researchers believe that these are important motivations for participating in this study.

Community Considerations. This study may impact the local education environment, especially if the research results show that the “double reduction” policy negatively impacts extracurricular sports training for young people. Therefore, the researcher actively communicated with community members during the research process and listened to their opinions and suggestions to reduce potential negative impacts. At the same time, she also respected the local cultural traditions, especially those related to sports training. She considered these factors in the design and implementation of the study to ensure fairness and impartiality. The researcher believed that through these measures, research risks can be effectively managed, the rights of participants can be protected, and the interests of local communities can be respected and protected.

RESULTS AND DISCUSSION

Profile of the Coach and Club Owner Respondents

Table 1

Profile of the Coach Respondents

variables	Profile	Frequency	Percentage
Sex	Male	52	72.2%
	Female	20	27.8%
	Total	72	100.0%
Educational Qualification	Associate Bachelor	23	31.9%
	Bachelor	37	51.4%
	Master	12	16.7%
	Doctor	0	0.0%
	Total	72	100.0%

As shown in Table 1, the majority of men work as coaches because they are more inclined toward male coaches in terms of their interests and professional abilities and in the selection of coaches by clubs. Students also tend to choose male coaches with stronger performance and vitality when choosing coaches. This also affects the gender ratio of coaches in this industry to a certain extent (Li, 2023b).

The coaches of the majority have a bachelor's degree, accounting for 51.4%, followed by a junior college degree, accounting for 31.9%, and then a master's degree, accounting for 16.7%. There are 0 doctoral students (Zhu, Lijun, 2023). This indicates that the overall educational qualifications of the coaches of Chengdu Youth Sports Training Club meet the standards of sports training club coaches, but there are fewer talents with higher professional knowledge (Li, 2023a).

Table 2

Profile of the Club Owner Respondents

Variables	Profile	Frequency	Percentage
Sex	Male	28	77.8%
	Female	8	22.2%
	Total	36	100.0%

Educational Qualification	Associate Bachelor	14	38.89%
	Bachelor	16	44.44%
	Master	5	13.89%
	Doctor	1	2.78%
	Total	72	100.0%

Table 2 shows the profile of the club owners - responses based on their sex according to gender composition, and the interviewees' situation for club owners is listed. The data shows that there are 28 male owners, accounting for 77.8%, and eight female club owners, accounting for 22.2%. This indicates that the gender ratio of club owners is relatively uneven, with a much higher number of males than females (Han, 2023). The researcher has found three reasons for this: first, the sports major has a greater male advantage, and more people are interested. Second, more women will choose more stable positions in employment, and more men will choose challenging positions. Third, since most institutional managers are gradually transferred from coaches, many sports training institutions consciously recruit male coaches when recruiting coaches (Tang, 2021).

The club owner respondents of educational composition. The data shows that 14 people have a vocational degree, accounting for 38.9%. The number of people with undergraduate degrees is 16, accounting for 44.4%. The number of people with a master's degree is 5, accounting for 13.9%. One person holds a doctoral degree, accounting for 2.8%. From the above data, it can be concluded that most club owners have a bachelor's degree or above, indicating that the overall quality of Chengdu Youth Sports Training Club owners is high, and they have certain professional knowledge (Li, 2023a).

Differences in The Implementation of Youth Sports Training in Chengdu Were Tested Based on The Personal Information of the Coaches and Club Owners.

Table 3

Differences between the Coach Respondents and Club Owners Respondents Sex on the Implementation of Youth Sports Training

variables	Sex	Coach Respondents			Club Owners Respondents		
		Mean	<i>t</i>	Sig	Mean	<i>t</i>	Sig
Policy Influence	Male	2.72	0.11	0.91	2.88	1.08	0.28
	Female	2.69			2.55		
Content Of Sports Training	Male	2.68	-0.22	0.83	2.78	1.66	0.11
	Female	2.72			2.29		
Management Of Sports Training	Male	2.65	-0.12	0.9	2.88	2.16	0.04
	Female	2.68			2.2		
Over All	Male	2.68	-0.08	0.94	2.85	1.7	0.1
	female	2.7			2.35		

Sig<0.05, there is a significant difference.

In general, Table 3 shows no difference in the implementation of youth sports training based on the sex of the coaches. This is the result of the sig value of 0.94.

Sex of coaches: a differential analysis was conducted on the implementation level of off-campus sports training for youth in Chengdu from three dimensions (Huang, 2022). There is no significant difference in their results on policy influence (sig=0.91), content of sports training (sig=0.83), and management of sports training (sig=0.90).

On the other hand, there is no significant difference in the implementation of youth sports training based on the sex of the club owners. This results in a sig value of 0.1.

Sex of club owners: a differential analysis was conducted on the implementation level of off-campus sports training for youth in Chengdu from three dimensions. There is no significant difference in their result on policy influence (sig=0.28) and content of sports training (sig=0.11), but there is a significant difference in the management of sports training (sig=0.04).

The results showed that based on gender analysis of coaches and club owners, there were no differences in policy impact, sports training content, and sports

training management, indicating that coaches and club owners have consistent views on policy influence, content of sports training, and management of sports training (Ma & Lv, 2023)

Table 4

Differences in the Coach and Club Owner's Respondents Educational Qualification on the Implementation of Youth Sports Training

Variables	EQ	Coach Respondents			Club Owner Respondents		
		Mean	F	Sig	Mean	F	Sig
Policy Influence	Associate Bachelor	2.83			2.64		
	Bachelor	2.76	1.86	0.16	3.01	1.07	0.4
	Master	2.31			2.51		
	Doctor	0			3.29		
	Total	2.71			2.81		
Associate Bachelor	2.81	2.45					
Content of sports training	Bachelor	2.73	1.69	0.19	2.97	1.92	0.15
	Master	2.32			2.26		
	Doctor	0			3		
	Total	2.69			2.67		
	Associate Bachelor	2.72			2.53		
Management of sports training	Bachelor	2.73	2.3	0.28	3.09	2.78	0.06
	Master	2.33			2.06		
	Doctor	0			3		
	Total	2.66			2.73		
	Associate Bachelor	2.79			2.54		
Overall	Bachelor	2.74	1.76	0.18	3.02	1.93	0.14
	Master	2.32			2.28		
	Doctor	0			3.1		
	Total	2.69			2.73		

Sig < 0.05, there is a significant difference.

Table 4 shows that there is no difference in the implementation of youth sports training based on the educational qualification of the coaches. This is the result of the sig value of 0.18.

Using three dimensions, the educational qualification of coaches' differential analysis was conducted on the implementation level of off-campus sports training for youth in Chengdu. There is no significant difference in their result on policy influence (sig=0.16) and content of sports training (sig=0.19), and there is no significant difference in their management of sports training (sig=0.28).

Researchers proposed in their research on the current situation and countermeasures of after-school sports training in primary and secondary schools in the six districts of Beijing under the background of the "double reduction" policy that there is no difference in the implementation of youth sports training based on the gender of coaches (Liu, 2022).

On the other hand, there is no significant difference in the implementation of youth sports training based on the educational qualifications of the club owners. This is the result of the sig value of 0.14.

Educational qualification of club owners: a differential analysis was conducted on the implementation level of off-campus sports training for youth in Chengdu from three dimensions. There is no significant difference in their results on policy influence (sig=0.40), content of sports training (sig=0.15), and management of sports training (sig=0.06).

The results showed that based on the analysis of the education level of coaches and club owners, there were no differences in policy impact, sports training content, and sports training management, indicating that coaches and club owners have consistent views on policy impact, sports training content, and sports training management (Qi & Liu, 2022).

Table 5

Significant Differences in the Implementation Level of Youth Sports Training Between Coaches and Club Owners

Indicators	Group	n	Mean	SD	T	Sig
Policy Influence	Coach	72	2.71	0.81	-0.61	0.54
	Club Owner	36	2.81	0.76		
Content of Sports Training	Coach	72	2.69	0.79	0.11	0.91
	Club Owner	36	2.67	0.76		
Management of Sports Training	Coach	72	2.66	0.77	-0.40	0.69
	Club Owner	36	2.73	0.83		

Over-All	Coach	72	2.69	0.75	-0.32	0.75
	Club Owner	36	2.74	0.76		

Sig<0.05, there is a significant difference.

As shown in Table 5, the calculated t-value of the respondents is -0.32, and the sig value is 0.75. Since the sig is less than the set significance level of 0.05, the null hypothesis is accepted, which means that there is no significant difference in the implementation level of sports training between coaches and club owners. There is no statistically significant difference in sex and education between coaches and club owners. This indicates that coaches and club owners maintain a consistent view of the implementation of sports training.

The results showed that based on the grouping analysis of coaches and club owners, there were no differences in policy impact, sports training content, and sports training management, indicating that coaches and club owners have consistent views on policy impact, sports training content, and sports training management (Liu, X. C, 2022).

The coaches and club owners share the same view, indicating that they strictly adhere to the “double reduction” policy and carry out youth sports training in accordance with the policy.

A Correlation Study between the Implementation of Sports Training by Coaches and Club Owners

Table 6

Correlation analysis of various factors in the implementation of sports training by coaches (n=72)

Implementation of Sports Training	Pearson	Policy influence	Content of sports training	Management of sports training
Policy influence	Pearson	1		
	Correlation			
Content of sports training	Sig. (2-tailed)			
	Pearson	.891**	1	
Management of sports training	Correlation			
	Sig. (2-tailed)	0.000		
Management of sports training	Pearson	.856**	.827**	1
	Correlation			
	Sig. (2-tailed)	0.000	0.000	

Note: ** sig<0.01, significant correlation, * sig<0.05, significant correlation

Table 6 shows that using Pearson correlation analysis, Coaches believe there is a significant positive correlation between various factors in the implementation of sports training.

There is a highly significant positive correlation between policy influence and the content of sports training ($r=0.891$, sig<0.01), policy influence and the management of sports training ($r=0.856$, sig<0.01); the content of sports training and the management of sports training ($r=0.827$, sig<0.01) indicating that coaches believe there is a significant correlation between the various factors in the implementation of sports training.

Table 7

Correlation analysis of various factors in the implementation of sports training by club owners (n=36)

Implementation of Sports Training	Pearson	Policy influence	Content of sports training	Management of sports training
Policy influence	Pearson Correlation Sig. (2-tailed)	1		
Content of sports training	Pearson Correlation Sig. (2-tailed)	.914** 0.000	1	
Management of sports training	Pearson Correlation Sig. (2-tailed)	.892** 0.000	.912** 0.000	1

Note: ** sig<0.01, significant correlation, * sig<0.05, significant correlation

As shown in Table 7 using Pearson correlation analysis, Club owners believe that there is a significant positive correlation between various factors in the implementation of sports training. The policy influence and sports training content ($r=0.914$, sig<0.01). The policy influence and sports training management ($r=0.892$, sig<0.01) show a highly significant positive correlation. The content of sports training and management of sports training ($r=0.912$, sig<0.01) show a highly significant positive correlation.

The results show that club owners believe there is a significant correlation between various factors in implementing sports training.

Table 8

Correlation analysis of various factors in the implementation of sports training by coaches and Club Owners (n=108)

Implementation of Sports Training	Pearson	Policy influence	Content of sports training	Management of sports training
Policy influence	Pearson Correlation Sig. (2-tailed)	1		
Content of sports training	Pearson Correlation Sig. (2-tailed)	.891** 0.000	1	
Management of sports training	Pearson Correlation Sig. (2-tailed)	.867** 0.000	.849** 0.000	1
Note:	* * indicates	p<0.01,	significant	correlation
	* indicates	p<0.05,	significant	correlation

Table 8 shows that Pearson correlation analysis was used to investigate the varying coaches and club owners who unanimously agree that there is a significant positive correlation between various factors in the implementation of sports training.

There is a highly significant positive correlation between policy influence and the content of sports training ($r=0.891$, $\text{sig}<0.01$), policy influence and management of sports training ($r=0.867$, $\text{sig}<0.01$); the content of sports training and management of sports training ($r=0.849$, $\text{sig}<0.01$) significantly positively correlated.

Therefore, it indicates that club owners and coaches generally believe that there is a significant correlation between various factors in the implementation of sports training (Wen et al., 2022).

Qualitative Data. The following are responses from club owners and coaches. Open-ended questions are part of the questionnaire. The above questions aim to propose the challenges that clubs encounter in marketing or operation, provide solutions to them, and provide a development path for youth sports training in Chengdu. Researchers selected five (5) club owner respondents and five (5) coach respondents from a group of 36 club owner respondents and 72 coach respondents to answer open-ended questions.

Table 9

Interview Club Owners and Coaches on the Challenges They Face in Marketing or Operation of the Club (Club Owner=B, Coach=C)

Theme	Narrative	Source
1. Single business model and low-risk resistance	<ul style="list-style-type: none"> • We can only provide sports training services for a certain project, such as basketball training. Although our business scale is not small now, our ability to resist risks is still very low. 	B2
	<ul style="list-style-type: none"> • The profit model of sports training clubs is single, and the funding source is scarce. Apart from training business, there is a lack of other funding sources 	B4
2. Small scale is limited by multiple factors	<ul style="list-style-type: none"> • Due to limitations in venue area and funding, expansion cannot be achieved and lacks competitiveness, making it easy to be defeated by peers 	B1
	<ul style="list-style-type: none"> • The funding source is single, with limited working capital, making it difficult to achieve expansion. Failure to expand may result in being eliminated 	B2
	<ul style="list-style-type: none"> • Many students have been recruited, but the venue cannot meet their training needs. The rent for the venue is high, and there is great financial pressure. 	B3
	<ul style="list-style-type: none"> • The venue is large enough, but the geographical location is not good enough to attract more students. 	B4
	<ul style="list-style-type: none"> • Insufficient venue and equipment, poor student experience, loss of students, and inability to achieve expansion 	B5

3. Intense industry competition	<ul style="list-style-type: none"> • After the implementation of the double reduction policy, with the support of policy benefits and a large influx of external funds, the number of sports training clubs has rapidly increased, leading to vicious competition in the industry. • Although supported by policies, the industry is now fiercely competitive, and people are not making money. On the contrary, some clubs have gone bankrupt due to their inability to continue operating. • Many small-scale sports training clubs not only fail to grow but also go bankrupt. • With the support of policies, everyone has seen opportunities for youth sports training, with a large influx of market funds, leading to situations where big fish eat small fish, small fish eat shrimp, and shrimp starve to death. • Clubs have strict assessment criteria for coaches, and many clubs dismiss coaches after three months of internship in order to save labor costs. • There is competition among clubs for students, deliberately lowering costs and causing some small-scale training clubs to fail due to the pressure they cannot bear when competing for students. 	<p style="text-align: right;">B5</p> <p style="text-align: right;">B4</p> <p style="text-align: right;">B2</p> <p style="text-align: right;">B1</p> <p style="text-align: right;">C3</p> <p style="text-align: right;">C4</p>
4. The teaching content is single and lacks attractiveness	<ul style="list-style-type: none"> • The number of students has increased, and although they know that the teaching content is single, they can still make money temporarily without considering the teaching content. • In the industry, course content is highly similar, and students' experiences are the same. Small clubs find it difficult to retain students. 	<p style="text-align: right;">B4</p> <p style="text-align: right;">B5</p>

	<ul style="list-style-type: none"> • The teaching content is basically the content learned in school, directly used to teach youth without considering the methods and models of teaching. • Lack of teaching experience, limited personal abilities, and limited opportunities to continue learning after graduation. 	<p>C1</p> <p>C5</p>
<p>5. Chaotic market order</p>	<ul style="list-style-type: none"> • When recruiting students, lower tuition fees and compete with them. • Although government-issued documents require tuition fees for youth training, there are still some clubs that intentionally lower tuition fees to retain students. • In order to compete for students, there is vicious competition, and some clubs even offer 9.9 yuan (10 lessons) course gift packages, with super low-priced courses to attract students. There are many similar situations. 	<p>B3</p> <p>B1</p> <p>C4</p>
<p>6. Coaches have high mobility</p>	<ul style="list-style-type: none"> • The number of students has increased, and the number of coaches is insufficient. Clubs are competing for coaches, and which club pays the higher salary will go to which one. • There are loopholes in the management of the club, allowing coaches to take advantage of loopholes and run away directly if problems arise. • Some experienced coaches request a salary increase, and if they do not, they resign, resulting in a high turnover of coaches. 	<p>B2</p> <p>B4</p> <p>B5</p>

	<ul style="list-style-type: none"> • Some coaches demand a salary increase from the club to increase their salary and even demand a salary increase from the club under the pretext of taking away students. If they do not receive a salary increase, they resign and bring their classmates to the next club. • As a coach, one needs to complete a one-stop service of enrollment, teaching, and after-sales service, which is overwhelming. • In addition to teaching students sports skills, enrollment work must also be completed; Income is linked to enrollment, and coaches have monthly enrollment tasks. After class, timely communication and feedback with parents are also required. The overloaded workload makes people gasp for breath. • Low income and high-intensity work are some of the main reasons why coaches frequently change jobs. • There are insufficient human resources for sports training. After the implementation of the double reduction policy, the demand for youth sports training has increased, and the number of coaches is insufficient. 	<p>B1</p> <p>C2</p> <p>C4</p> <p>C5</p> <p>C3</p>
7. Single promotion model	<ul style="list-style-type: none"> • Generally, friends circle Tiktok, and leaflets are used for enrollment • Basically, online and offline promotion is parallel, which is nothing more than promoting through short video software such as official account, forwarding by students' parents' circle of friends, Tiktok, Kwai, etc., and offline is using leaflets for on-site teaching. 	<p>B3</p> <p>C1</p>

	<ul style="list-style-type: none"> • The offline and online parallel promotion is adopted. The offline promotion is generally in the form of leaflets, senior students' publicity, free experience classes, etc., while the online promotion is in the form of an official account, Tiktok, Kwai video, and friend circle forwarding. 	B4, C2
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According to research findings, coaches and club owners face significant challenges in marketing or operations, such as

The profit model of sports training clubs is single, and there is a lack of funding sources. Apart from training business, there is a lack of other funding sources (B2).

It is precisely because of this that clubs face challenges in operating with a single business model and low risk resistance. Club owners and interviewees have reported that the single business model and low ability to resist risks are among the main challenges in club operations.

Due to limitations in venue area and funding, expansion cannot be achieved and lacks competitiveness, making it easy to be defeated by peers. (B1)

The funding source is single, with limited working capital, making it difficult to achieve expansion, not expanding faces elimination. (B2)

Club owners and interviewees also mentioned the challenges they face at the same time, which are limited by multiple factors such as small scale and the emergence of venues, funds, and manpower. It is difficult to solve these problems in a short period, which brings pressure to be eliminated.

After the implementation of the double reduction policy, the policy benefits were enhanced, and a large amount of external funds flowed into sports training clubs.

- *Rapid increase in quantity, leading to vicious competition in the industry (B5)*
- *There are situations where big fish eat small fish, small fish eat shrimp, and shrimp starve to death. (B1)*
- *There is competition among clubs for students, deliberately lowering costs, and allowing some small-scale training clubs to be unable to withstand pressure while competing for students and going bankrupt. (C4)*

The club owner and coach both stated that after the implementation of the double reduction policy, fierce industry competition is also one of the challenges that must be faced. There is vicious competition in the industry, and some large-scale clubs use despicable means to grab students, intentionally suppressing and attacking small-scale clubs.

In the industry, the similarity of course content is high, and students have the same experience; small clubs find it difficult to retain students. (B5)

Lack of teaching experience, limited personal abilities, and limited opportunities to continue learning after graduation (C5)

From this, it can be concluded that the club still faces the challenge of chaotic market order during its operation, inadequate government supervision, and malicious competition among clubs, disrupting market order, and leading to the closure of small-scale and specialized clubs.

In addition to teaching students sports skills, enrollment work must also be completed; income is linked to enrollment, and coaches have monthly enrollment tasks. After class, they also need to communicate with parents in a timely manner communication and feedback. The overloaded workload makes people breathless. (C4)

Low income and high-intensity work are some of the main reasons why coaches frequently change jobs. (C5)

From this, it can be concluded that the club faces significant challenges in terms of insufficient human resources and high coach turnover during operation.

Coaches have high mobility and fluctuating emotions, and are unable to actively engage in their work, which will also lead to low teaching quality.

Adopting offline and online parallel promotion, offline usually involves distributing flyers and promoting to senior students free experience classes and other forms of publicity; online is an official account, Tiktok, Kwai videos, and Forms such as friend circle forwarding (B4, C2)

From this, it can be concluded that the club owner and coaches unanimously believe that there is a problem of a single promotional model in the operation of the club.

In summary, there are seven challenges in the operation of the club, including a single business model, low-risk resistance, limited scale due to multiple factors, intense industry competition, single teaching content, lack of attractiveness, chaotic market order, insufficient human resources, high coach mobility, and a single promotion model. If the club wants to operate normally and smoothly, it needs the joint efforts of the club owner and coaches to actively respond to challenges.

Table 10

Interview with Club Owners and Coaches on the Measures Taken by the Club to Address Challenges (Club Owner=B, Coach=C)

Theme	Narrative	Source
1. Improve teaching quality	<ul style="list-style-type: none"> Require coaches to strengthen effective communication with students and parents during teaching. Regularly organize coaches to collect and summarize feedback, and make timely adjustments to collected opinions or suggestions, striving to satisfy students and parents as much as possible. 	B1
	<ul style="list-style-type: none"> Building a phased teaching and training model, the implementation of the "double reduction" policy has brought many opportunities for youth sports training. We should seize the opportunity, refine the division of classes, and divide them into enlightenment classes, reinforcement classes, advanced classes, and elite classes based on the age and sports skills of young people. This will achieve a gradual and effective connection of the training curriculum system for players in various stages (age and technical stages). Clarify the training 	B3

	<p>objectives and tasks for each stage of students to ensure the continuity of phased teaching.</p> <ul style="list-style-type: none"> • Organize coaches to develop courses, systematically develop teaching plans, and enrich teaching content. Create a scientific and reasonable teaching philosophy to attract more students. • Collaborate with colleagues to conduct teaching and research activities, discuss training course content, prepare lessons collectively, and develop reasonable teaching plans and lesson plans. • Innovative teaching methods and models, innovative teaching methods and models, attracting students to participate in interest, stabilizing students, and reducing student turnover. 	<p>B4</p> <p>C3</p> <p>C5</p>
<p>2. Improve the comprehensive literacy of coaches</p>	<ul style="list-style-type: none"> • Regularly or irregularly organize coaches for training and learning and update their knowledge system in a timely manner. Master market dynamics information and enhance the teaching ability of coaches. • Coaches are required to participate in short-term training at least 2-3 times a year and in accordance with market demand, coaches are required to obtain corresponding qualification certificates. • Organize coaches to participate in training, which includes learning sports skills, language expression, lesson planning, logical thinking, and computer skills, in order to improve the overall quality of coaches. • Improve personal comprehensive literacy, including teaching, communication, and expression abilities; regularly recharge oneself; adapt to market demand; and actively respond to pressure. • Actively obtain various certificates, participate in training in accordance with government regulatory requirements and job requirements, obtain professional qualifications, or improve the certification level. 	<p>B1</p> <p>B3</p> <p>B4</p> <p>C2</p> <p>C4</p>

<p>3. Establish and improve management systems and assessment mechanisms</p>	<ul style="list-style-type: none"> • Enhance the management ability of managers, strengthen the linkage between various departments of the club, establish and improve the club management and assessment system, stabilize the morale of coaches, and reduce the probability of employee turnover. • Managers themselves need to improve and constantly recharge in order to lead the team and the club to better develop. • Develop a reasonable coach assessment mechanism to enhance coaches' sense of belonging and reduce employee turnover • I hope the managers of the club can improve their management skills, allocate work tasks reasonably, reduce the workload of coaches other than teaching, and avoid resigning due to heavy workload. 	<p>B3</p> <p>B4</p> <p>C2</p> <p>C5</p>
<p>4. Enrich service content and expand business scope</p>	<ul style="list-style-type: none"> • In addition to maintaining the original course services, it is necessary to enrich the course service content as soon as possible and create high-quality course services. • Improve and upgrade the content of physical education training courses, optimize and improve physical education courses in a targeted manner, and consider integrating different stages of testing objectives into each training course completion unit to improve training effectiveness. • In the era of science and technology, "Internet Plus" has entered the education industry very well. Although sports training service are a new industry, they should also adapt to the development of the times, try the "Internet plus" model, and conduct virtual teaching and training. • We can actively seek cooperation with schools and bring our courses to campus to allow students to participate in training without leaving school, breaking the tradition of students attending clubs after school. • Enriching course content by incorporating competitions and tests into training courses, allowing parents to have a more intuitive understanding of their children's skill mastery 	<p>B1</p> <p>B3</p> <p>B4</p> <p>B2</p> <p>C3</p>

	<ul style="list-style-type: none"> You can proactively contact the school, establish a school-enterprise cooperation model, and bring services into the school. The school can enrich the content of after-school delayed services, and the club can also maximize resources, alleviate the pressure caused by insufficient venues and equipment, and achieve a "win-win" situation. 	C1
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According to the research results, club owners and coaches stated that they should address challenges in four aspects: teaching content, human resources, management models, and business scope. Specifically manifested in

Building a phased teaching and training model, the implementation of the "double reduction" policy has brought many opportunities for youth sports training. We should seize the opportunity, refine the division of classes, and divide them into enlightenment classes, reinforcement classes, advanced classes, and elite classes based on the age and sports skills of young people. This will achieve a gradual and effective connection of the training curriculum system for players in various stages (age and technical stages). Clarify the training objectives and tasks for each stage of students to ensure the continuity of phased teaching. (B3)

Innovative teaching methods and models, innovative teaching methods and models, attracting students to participate in interest, stabilizing students, and reducing student turnover. (B5)

From this, it can be seen that club owners and coaches adopt the approach of improving teaching quality to cope with market challenges. To ensure the smooth operation of the club.

Coaches are required to participate in short-term Training at least 2-3 times a year, and in accordance with market demand, coaches are required to obtain corresponding qualification certificates. (B3)

From this, it can be seen that both club owners and coaches are making practical efforts to improve the overall quality of coaches and actively respond to challenges.

Enhance the management ability of managers, strengthen the linkage between various departments of the club, and establish a

sound system. Club management and assessment system, stabilize coach morale and reduce employee turnover rate. (B3)

I hope the managers of the club can improve their management skills, allocate work tasks reasonably, reduce the number of coaches, and avoid resigning due to heavy workloads for tasks other than teaching. (C5)

From this, it can be seen that both club owners and coaches believe that establishing a sound management system and assessment mechanism is one of the effective measures to address challenges.

In the era of science and technology, "Internet Plus" has entered the education industry very well. Although sports training services are a new industry, they should also adapt to the development of the times, try the "Internet plus" model, and conduct virtual teaching and training. (B4)

We can proactively contact the school, establish a school-enterprise cooperation model, and bring services into the school. The school can enrich the content of after-school delayed services, and the club can also maximize resources, alleviate the pressure caused by insufficient space and equipment, and achieve a win-win situation. (C1)

At the same time, coaches and club owners unanimously believe that enriching service content and expanding business scope are also necessary ways to solve challenges.

Finally, for the normal operation of the club, improving teaching quality, enhancing the comprehensive literacy of coaches, establishing sound management systems, assessment mechanisms, enriching service content, and expanding business scope are effective ways to address challenges.

CONCLUSION

In implementing extracurricular sports training for young people in Chengdu, government departments have unclear responsibilities and a lack of standardized industry management. There is a serious shortage of teaching staff, and the mobility of coaches is high.

There is a serious homogenization of extracurricular sports training content

for young people in Chengdu; the training programs provided by different sports training institutions are very similar, with almost no differences. Due to the lack of innovation or competition among various institutions, they are unable to meet the diverse interests and abilities of young people.

Chengdu Youth Off-Campus Sports Training Club should establish and improve its management system. Establish and improve its management system. Clubs should have a structured way to organize their activities, resources, and processes. This includes arranging training courses, managing equipment, maintaining facilities, and supervising employees. Clubs should not only establish this system, but also constantly seek ways to improve. This can be achieved through regular reviews, feedback from members and employees, and an understanding of best practices in sports club management.

Club owners need to enhance their management abilities. Club owners should learn more about sports training, leadership, financial management, communication, and other related fields. They can enhance their management skills through formal education, seminars, self-study, or tutoring, and ensure that the club provides a good experience for its members.

In implementing Chengdu's dual reduction policy, there are disadvantages in government supervision and an imperfect institutional system. Since the implementation of the "double reduction" policy, the number of youth sports training clubs and coaches and the number of youths participating in sports training have all shown an upward trend. The management system related to the youth sports training industry in Chengdu is not perfect, and the system is not sound, mainly reflected in: first, there are multiple types of sports training clubs, involving multiple departments to jointly manage related management systems that are not unified, and the division of responsibilities is unclear. Different regulatory departments establish their systems, leading to frequent contradictions between different supervisory departments and regulations, which is not conducive to the standardization and unity of the sports training industry.

TRANSLATIONAL RESEARCH

This study directly or indirectly impacts coaches, club owners, youth, parents, government (policymakers), and other researchers in youth sports training.

Chengdu youth. It can help them learn more sports skills and knowledge, exercise their bodies, strengthen their physical fitness, and improve their physical fitness level.

Coaches. This will help them grow rapidly, participate in skills training with a goal and target, improve their professional skills, and have a clear career aspiration

and career Ideal.

Club owners. This study will give sports training company owners a clear perspective. It will make them understand that they need to standardize the management system of sports training enterprises, improve the business level of management personnel, improve the comprehensive level of coaches, polish the training courses, and improve the competitiveness of the enterprises in order to gain a long-term foothold in the sports training industry in Chengdu City.

Government officials. This will give them an idea of a real situation in which the government needs to grasp the macro and micro level problems, consider the real problems of youth physical education, the direction of the sports training market, and introduce policies that can solve the problems according to the problems.

Researcher. This will enable researcher to comprehensively understand and master the situation of extracurricular training for young people in Chengdu. Through research, coaches and club owners will help to analyze the problems and challenges of extracurricular training for young people in Chengdu. This will help researcher propose effective solutions and new directions for the future development of extracurricular training for young people in Chengdu.

Parents. This will make them realize the opportunities that their children have in participating in sports training and exercise. They will be happy that after the implementation of the double reduction policy, children have more opportunities to participate in sports exercise and can learn more sports skills.

Future Researchers. This will guide them in conducting a more comprehensive study and research.

The results of this study can be presented through publishing articles and providing some suggestions for reference. Provide policymakers with references through academic journal publications, online articles, social media, and other information dissemination media to facilitate their reexamination of institutional policies. In addition, researchers develop executable implementation plans based on research findings to increase the interest of potential internal stakeholders and continue to educate and train practitioners. To lay a foundation for better extracurricular sports training for young people and contribute to the rapid development of youth sports training.

LIMITATIONS OF THE STUDY

This study analyzes the impact of the “double reduction” policy on implementing youth sports training. Due to limitations in the personal experiences and abilities of the researchers, the sample size selected in this

study is relatively small, which cannot well reflect the specific situation of the implementation of extracurricular sports training for young people in Chengdu. In the future the sample range of research should be expanded to cover a wider range of regions, populations, and population sizes, in order to obtain more comprehensive and accurate data. In addition, the selection of Chengdu for research is limited by local perspectives, such as the uneven economic development levels and uneven educational resources and levels in first - and second-tier cities in the eastern and western regions of China. In the future, comparative studies can be conducted across regions to obtain comprehensive and accurate information on implementing youth sports training. Provide valuable opinions and suggestions for better developing China's youth sports training industry. Additionally, comparative research can be conducted on implementing youth sports training between China and foreign countries, analyzing the effective strategies and drawbacks of youth sports training implementation, and providing suggestions for youth sports training in various countries.

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