

# **GYM OPERATIONS**

## **Evolution of gym culture**

The term gymnasium is nowadays used in the context of a sports facility. Gyms today are multi-use facilities, offering a range of sporting and physical activities, alongside massages, and other facilities usually attributed to a health spa.

There was a time when the only people using the services of personal trainers were professional athletes who needed help with excelling at their sport or for injury management. Today, people from all walks of life are using the services of personal trainers. In addition to a good physique, going to the gym also provides a healthier body through constant exercise.

It simply isn't practical to get gym equipment for home because it is expensive. For this reason, most people choose to join a gym. One also gets to exercise in a specially-designed, luxurious air-conditioned environment with qualified trainers.

A successful gym promotes a holistic and healthy lifestyle in the correct manner, possibly involving all things crucial such as physical, emotional and spiritual health. The following factors act as the motivators and influencers for opting to go to a gym:

- Health
- Obesity
- Ageing Population
- Fitness with Fun
- Learning Correct Techniques
- Specialization

## **PRINCIPLES OF STARTING A GYM**

A good gym should be able to earn the respect and confidence of their clients because of their quality services and excellent environment. A good gym has high-quality gym equipments such as treadmills, stationary bikes, dumb-bells, weights, etc.

### **Tips and Steps to Start a Gym**

1. Assessing the finances, relationships, skills and capabilities and lifetime goal.
2. Creating a business plan on the basis of market analysis, business ideas, uniqueness of the gym, courses, personnel, money needed & origin of the funds.
3. Staffing to provide excellent service to the clients.
4. Funding to buy or lease a place to build a gym and furnishing it with the necessary gym equipment and amenities, as well as to hire the staff.

5. Creating an image of the gym so that one can easily target the clients they want.
6. Marketing and selling the gym business.

## **PRINCIPLES OF STARTING A GYM**

### **Location**

The location of a gym is very important. While selecting a location, the following points must be considered for market analysis:

- Overall Population & density
- Daytime Population
- Number of houses
- Per-capita income
- Identification of competition
- The number of adults targeted
- Visibility
- Parking Adequacy
- Physical condition of facility
- Remodeling location
- Mirrors
- Accessibility
- Window treatments
- Rubber flooring
- Location of equipment
- Ventilation
- Medium height of ceilings
- Wall treatments

### **Policy**

After deciding the site for a gym, lease or construction of the facility, and planning its layout and interiors, there is a need to establish its policy in writing. The policy statement must include various topics such as:

- Who will be the customer?
- What will be the fee structure?
- What will be the timings?
- How will the slots be arranged?
- How many members will be enrolled in a particular space?
- What will be the activities offered?

- What will be the procedure for enrollment of members?
- What will be the procedure for check-in and check-out?

### **Offer of programmes**

Various programmes or activities to be offered to the general public for health and physical fitness should be decided upon and stated clearly. The benefits of each and every programme should be detailed and qualification of the expert personnel advertised. The programmes on offer can be aerobics, yoga, muscle-toning, general fitness, strength building, weight-loss & weight-gain, body-building, sauna bath, etc.

### **Budgeting**

A budget is a financial statement for future activities in pursuance of a particular goal. It is an estimate of expected future results and requirements. They serve as a means of coordination and control, and provide clarity, direction and purpose in the activities of a gym by laying down verifiable and measurable goals for a specified period of time. They also serve as standards for measuring actual performance.

### **Marketing & Clientage**

Marketing is a social process which satisfies consumers' wants. The term includes advertising, distribution and selling of a product or service. It is also concerned with anticipating the customers' future needs and wants, often through market research. Marketing the gym is important to locate the right customers. Information can take the form of advertisements in newspapers, cable television, leaflets, sports magazines, seminars, booklets, articles, sponsorships, etc.

### **Record Keeping**

It is important to maintain documentation about the different aspects of functioning in a gym. In the gym business, the number of people enrolled, the fees collected, the period for which enrolled, equipments purchased, maintenance schedule, financial outlay, etc. are to be recorded in minute detail to ensure clarity. Record keeping may involve maintaining data in several forms, journals, registers, files, etc.

### **Public Relations**

Public relations denote a polite and courteous interaction between the gym personnel and the public at large. The more concerned the gym management is about the welfare of its clients, the better will be its image among the latter. This would grant the business an almost automatic goodwill from their clients, and would be benefited by word of mouth publicity.

## **REPORTS**

To be effective, a report should be brief, precise and timely. A report is a statement about the annual accounting and statistical explanation. A gym should prepare annual reports every year to keep a record of its development and progress. It would also be useful for new incumbents who might want to introduce programmes which did not succeed and instead look at improving on the existing successful programmes.

## **QUALITIES OF A GYM-INSTRUCTOR**

- A sincere and abiding interest in the customers and their development.
- A good knowledge of the subject matter in the field, with 'in-depth' background in the specific areas.
- Knowledge of general pedagogical principles with emphasis on special methods for the activity to be taught.
- A sound knowledge of growth and development as well as a basic background in anatomy and physiology.
- Knowledge of the behavioral sciences as they relate to training.
- Ability to work independently and to organize and prioritize tasks.
- Explores options to resolve health/injury problems and suggests alternatives within confines of individual medical conditions.
- A pleasing personality that stimulates a desire to exercise on the part of the customers.
- A philosophy of life and behavior that would favorably influence those taught.
- Ability to participate and support as an effective team member.
- The ability to get along well with people, both young and old.
- A belief in his/her profession and in the outcomes of a good programme.
- A willingness to give of oneself. Readiness to share thoughts, energy, knowledge, etc.
- The ability to interest, motivate and challenge the customers.
- The possession of enough perseverance, determination, optimism, buoyancy & sense of humor to prevent discouragement and to sustain oneself in the face of problems.
- A dedication to the principles of fitness for living, worthwhile leisure activities, and education of the whole person.

## **ROLE OF FITNESS**

- Train people to achieve physical fitness
- Design specific programmes
- Recommend diet schedules
- Monitor progress
- Demonstrate correct use of apparatus
- Instruct aerobic classes
- Conduct fitness assessment
- Develop & coordinate fitness programmes
- Provide individual counselling
- Develop & instruct seminars/courses
- Assist with the delivery of programmes
- Assist training staff
- Conduct research into latest equipment
- Read various magazines and articles
- Assess the need of changing equipment
- Monitor fitness facilities & equipment
- Minor repairs & adjustments to equipment
- Development & implementation of facility
- Provide personal training programmes
- Perform other related duties as assigned

## **TYPES OF EXERCISE**

- Exercise Equipment
- Manual
  - Weights/dumb-bells
  - Tramp-oline/bars
  - Skipping rope
  - Balls/hoops
  - Benches
  - Yoga Mats
- Electronic
  - Tread mills
  - Exercise bikes
  - Spinner bikes
  - Pilates
  - Rowing Machine
  - Elliptical Trainer
  - Cross Trainer

- Bio Force
- Cardio Cruiser

### **SAFETY MEASURES**

1. All the equipments should have been checked before hand for loose joints or nuts.
2. There should be enough walkway between equipments so that people do not trip and fall.
3. Rubber flooring is best for a gym so that there is no slipping & falling.
4. Ensure that weight plates and rods always have collars on them.
5. Electrical sockets should be properly earthed & loose wiring should not be around
6. The gym should be well lit and airy or air-conditioned to make it comfortable.
7. Ensure that there is distance between the people practicing aerobics.
8. The shower and toilet area should be kept neat and non-slippery at all times.
9. A fully prepared first aid box should always be available for emergencies.

### **INJURIES**

- Soft Tissue Injuries
  - Spraines (Ligaments)
  - Straines (Muscles & Tendons)
  - Contusions (Bruises)
  - Abrasion(Part of the skin is lost)
  - Incisions(Cut due to sharp objects)
  - Laceration (Rupture / tearing of skin)
- Bone Injuries
  - Fractures (A break or a crack)
- Joint Injuries
  - Dislocation
  - Subluxation (bones of a joint are only partially displaced)
  - Luxation (bones of a joint are totally displaced)

## **PREVENTION OF INJURIES**

1. Ensure that the instructions of the trainer are strictly followed.
2. Fitness test should be administered to a person coming to the gym for the first time to assess level of fitness.
3. Appropriate performance test will ensure the fitness of an athlete for particular game and sport.
4. Never allow anyone to lift weights by themselves, until a certain level of proficiency is reached.
5. For bench press, ensure that a person is present to assist with the weights.
6. If the client is over 35, insist upon a medical check-up before assigning fitness activities in the gym.
7. Always have an eye on every client engaged in any activity.
8. Instruct on the correct way of performing on various fitness equipments.
9. Ensure that the first-timers do not overstrain unused muscles.
10. Always insist on warming-up before engaging in activity, and cooling-down afterwards to prevent injuries.
11. Clients should wear proper attire and shock absorbing shoes to avoid injuries.
12. To avoid dehydration, the fitness trainees should drink water as and when thirsty.
13. Gym personnel should be trained in administering first aid.
14. Do not converse with someone who is in the middle of a set.
15. Fitness trainers' word should be the final word as regards number of repetitions and selection of exercises.

## **MANAGEMENT OF INJURIES**

- Severity, type and mechanism of injuries have to be taken into account in order to understand the care to be given to the client. But, it is to be remembered that only first aid should be rendered at the gym, and severe cases rushed to the hospital immediately after being given the first aid.
- RICE is the general treatment for such minor injuries such as sprains, joint pains, tendonitis, pulled ligaments, etc. where R = rest, I = ice, C = compression, and E = elevation.
- The condition should improve with RICE treatment. Most of the time, we see some results within 20 minutes of treatment. However, if the pain remains or gets worse, it is advisable to see the doctor or a sports physician as the condition may be worse than what meets the eye.