

The effect of Gym Instructor Education Program on Korea Fitness Center Industry

IFBB PRO Bodybuilder KIM JUN HO

Definition of Personal Trainer

individual certified to have a varying degree of knowledge of general fitness involved in exercise prescription and instruction

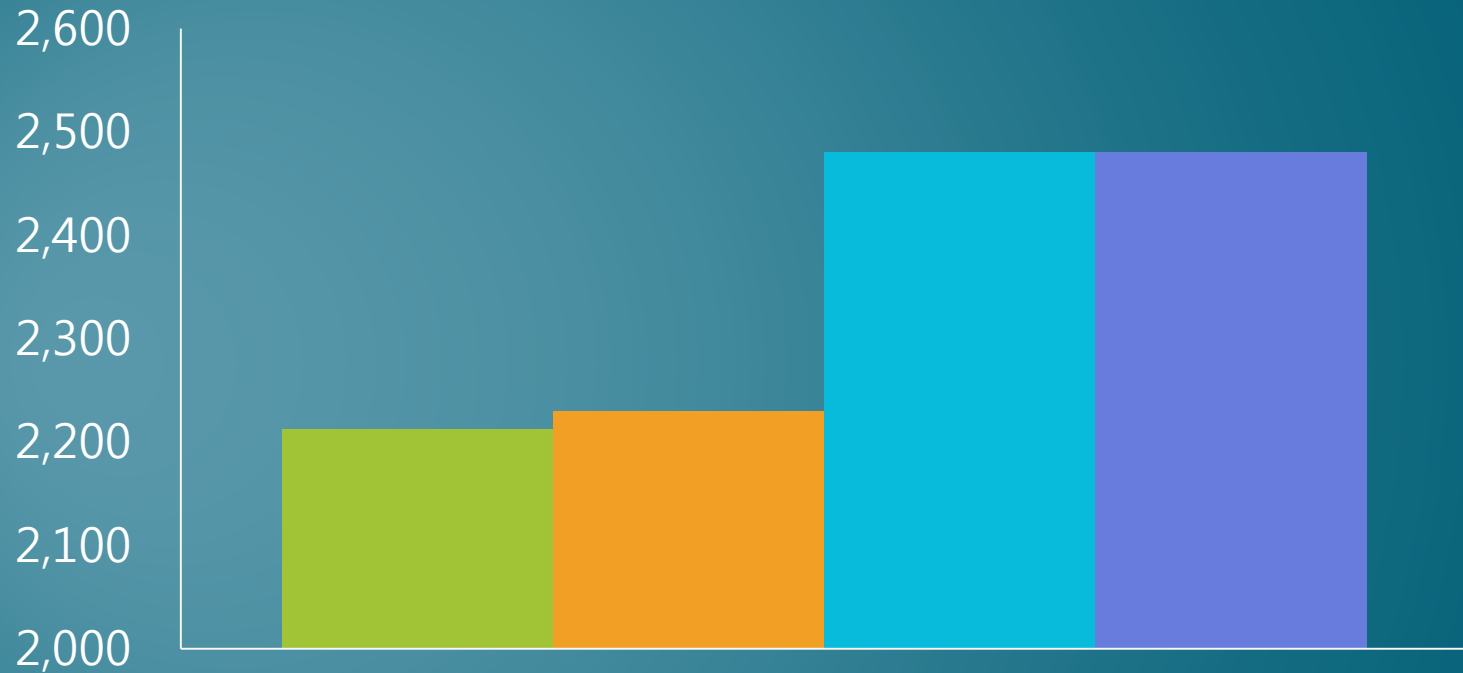
From: Wikipedia(2016)

a person employed by someone to give advice and guidance on exercise and fitness

From: Collins English Dictionary(2016)

Korea Gym Instructor Growth Rate

From: Ministry of Culture, Sports and Tourism(2015)



Gym Instructor

2012 2013 2014 2015

2012
2,212

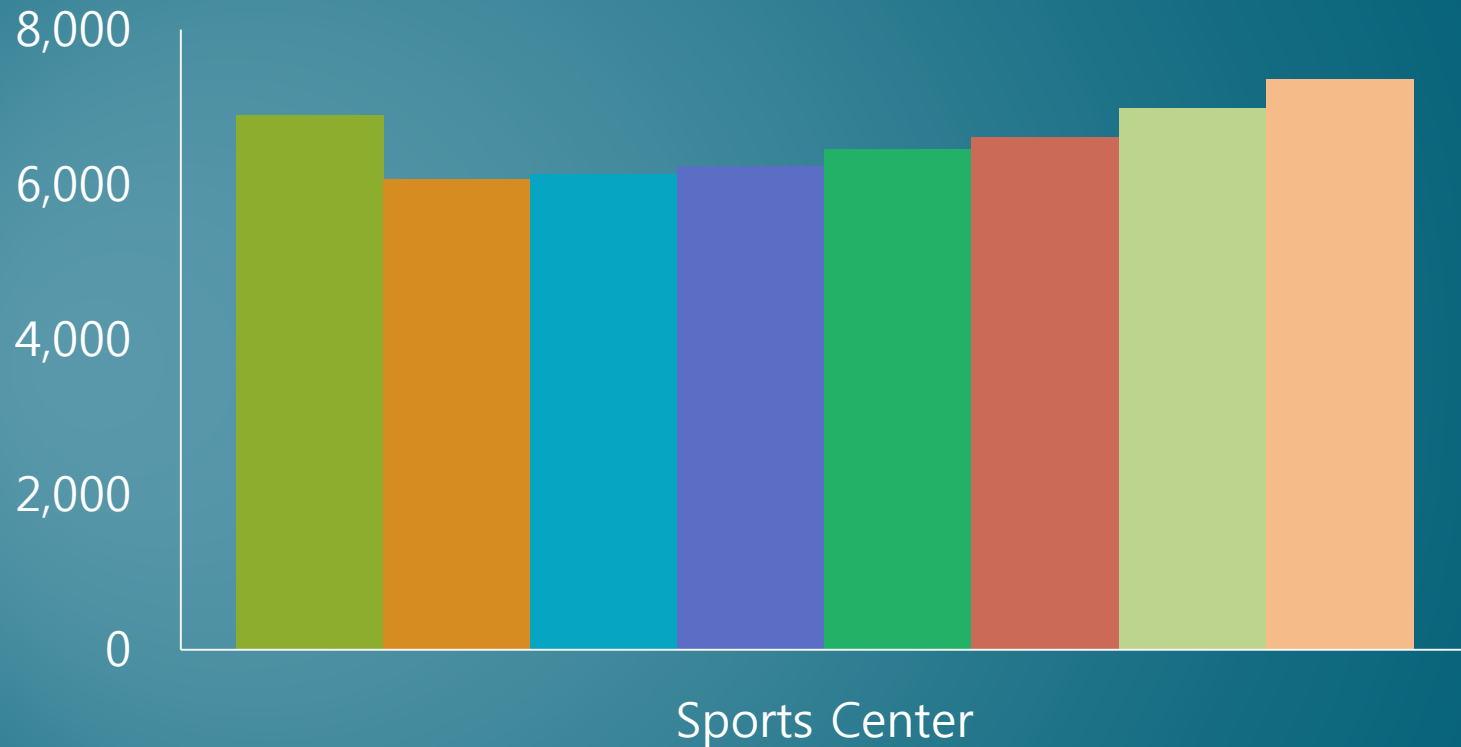
2013
2,230

2014
2,480

2015
2,480

Korea Sports Center Growth Rate

From: Ministry of Culture, Sports and Tourism(2014)



■ 2007 ■ 2008 ■ 2009 ■ 2010 ■ 2011 ■ 2012 ■ 2013 ■ 2014

2007	2008	2009	2010	2011	2012	2013	2014
6,900	6,065	6,128	6,240	6,449	6,608	6,991	7,363

Customer Satisfaction

Individual Variation

Training Technique

Nutrition

Professional Knowledge

From: International Personal Trainer Association(2012)

Personal Trainer

Professionalism Development

Human Resources

Marketing Elements

Intangible Service

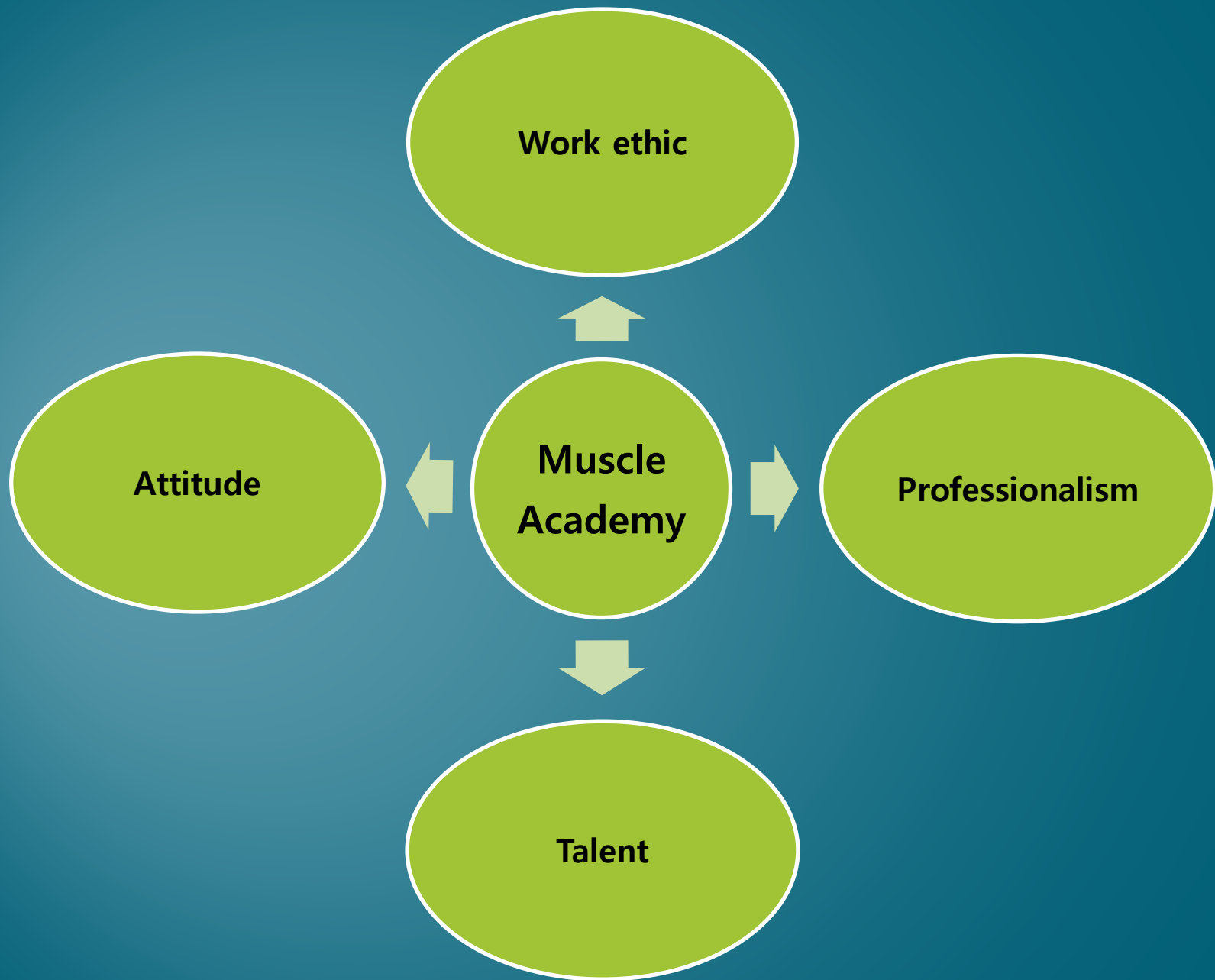
The Influence of Personal Trainer Image on the Customer satisfaction and Exercises adherence (Woongji, Yoo, 2016)

Variable	attitude	professionalism	talent	work ethic	educational
attitude	1				
professionalism	.327**	1			
talent	.328**	.183**	1		
work ethic	.373**	.546**	.277**	1	
educational	.148**	.240**	.117**	.269**	1

**P<.01, *P<.05

SINCE 2001







Work ethic

Prepare of Competition

Strict Diet

Lesson to Freshmen

Partnership Exercise



Professionalism

Correctly Exercise

Nutrition

Skeletal Anatomy

Measurement

Evaluation



Talent

KIM JUNHO CLASSIC

Internet Blog

Facebook

Instagram



Footwear



Pilates



Supplements



Functional Equipment



Apparel



Health Food



Relaxing cream



Training Gear



Gym Equipment



Cardio Equipment



Beauty



Photographer



KIM JUNHO CLASSIC 2016

보디빌딩 피트니스 페스티벌

- 주최 : 세계다이어트엑스포조직위원회, 핏플러스
- 일시 : 2016. 6. 9(목)~11(토)
- 장소 : 코엑스 D홀(3F) 전시장 내 특설무대
www.musclekim.com

경기종목

- 남성 보디빌딩 (7등급)
- 남성 피트니스 (3등급)
- 여성 비키니 (3등급)
- 여성 피트니스 (3등급)

경기일정

- 6. 09(목) : 참가선수 계체 (09:30~10:30)
남성 보디빌딩 7등급 (12:00~15:00), 여성 비키니 3등급 (15:00~17:00)
- 6. 10(금) : 남성 피트니스 4등급 (10:00~12:30), 여성 피트니스 3등급 (13:00~14:30)
- 6. 11(토) : 개최식, 종목별 Top 5 결선, 시상식 (10:00~12:30)

Photograph by Steve Baek www.body-profile.com

협찬
후원사



KIM JUNHO CLASSIC 2017

2017.06.09(Fri) - 11(Sun), KINTEX 7, KOREA

Organizer : FIT PLUS 1, K-Training Week Operation committee





Korea Fitness Club CEO Interview(I)



Korea Fitness Club CEO Interview(II)