

## **Abstract**

**Title:** Strategy and tactics in tennis singles

**Objectives:** The primary goal of this study was to inquire, at various levels of the training process, into what elite tennis players require from their coaches in order to maximize the outcomes of the training process. The secondary goal was to supply the perspective of the players with a perspective obtained from experienced tennis coaches. The coaches provided us with their views on what makes the training process effective.

**Methods:** The research design of this study is a version of the multi-case explorative study that gathers data by means of semi-structured interviews. It is a case of qualitative research. The data obtained, in total from 18 respondents (9 players, 9 coaches), were submitted to a deductive form of thematic analysis. Two thematic tables and the related reports are the outcomes. The reports were made with the intention of formulating useful recommendations, whenever possible, and to relate the findings to the content of the theoretical part of the thesis.

**Results:** Our data have underpinned the importance of tactics training. To maximize the effectiveness of the training process, it has been reported, it is necessary to bring the training process in terms of performance, in various aspects (tactics, psychology, physical performance etc.), as close to the requirements of an actual match as possible. It has also been reported that it is highly advisable to adjust systematically the performance requirements of the training units in one week before in order that the player enters the contest in an optimal state of readiness. We have further observed in the data that sufficient knowledge of the concepts of tactics is a key component of players' ability to construct feasible game plans. Based on our analysis we have formulated useful recommendations in these areas such as these: coach-athlete communication, coach-athlete's parents communication, tactical relevance of on-court coaching and the requirements for making this an effective tool.

**Keywords:** tennis, training process, tactics in tennis, strategy in tennis, coaching, tennis singles