



A STUDY ON THE CURRENT SITUATION OF SPORTS COMPLEX MANAGEMENT IN HENAN- CHINA

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Article history:	Abstract:
<p>Received: 6th November 2021 Accepted: 10th December 2021 Published: 22th January 2022</p>	<p>The gymnasium is the material basis of the development of sports career. Gymnasium construction determines the degree of the development of sports career, the improvement of the national physical quality and even related to the prosperity and development of China's culture. As a big population province of central plains, Henan province has only one subordinate college--Zhengzhou University, compared with other developed provinces, its university resource is short and the allocation of gymnasiums is at medium level in our country. Although the university gymnasiums in Henan can satisfy the daily teaching and training, the open policy is not enough, the whole executive efficiency is not high and the management is not perfect. The external paid gymnasiums which open to outside world have not made the suitable policy for marketing development and they are basically run behind their expenses.</p> <p>This article through a survey of 30 universities of Henan Province,(including 1 subordinate university, 3 private universities and 26 provincial universities, which 13 universities located in the capital of Zhengzhou ,others in prefecture-level cities). The survey focuses on the sports facilities, the opening policy of the stadium ,economic returns and some other factors which will affect the policy and management. Through the statistics, to analysis whether the sports facilities can satisfy the use of Henan universities and the stadium can opening to the public on the premises of training .Further more, on analysis of the operations and management of the opened stadium, to improve the levels of the management as well as to put forward some suggestions and countermeasures which can contribute to the fully opening of the Henan university stadium.</p>

Keywords: University sports venues, sports activities, gymnasiums

INTRODUCTION

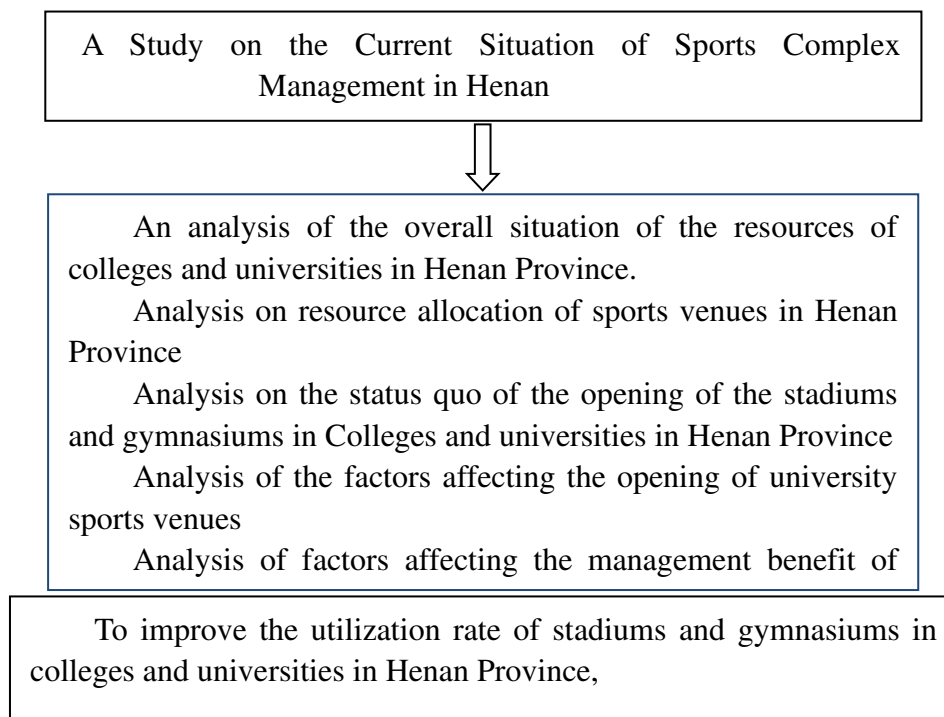
The subject would be discussed the overview of the research issue, the statement of the problem, which then forms the research objectives and research questions. The scope of the study, limitation of the study, and benefits brought out by the current study would be presented in this chapter.

Due to the large population of Henan Province, the large population base of the cities where universities are located, the demand for sports venues is relatively large, and the social sports resources are relatively short. Therefore, the opening of sports venues resources in universities in Henan Province has a broad market prospect. But in fact, the utilization rate of universities in Henan Province is not very high after teaching and training and physical activities. Compared with the shortage of social sports venue resources, the sports venue resources of universities cannot be used reasonably and efficiently, which is a great waste of sports resources

1. What advanced management mode plays a crucial role in the operation and opening of university sports venues and can promote the marketization and industrialization of university sports?
2. What advanced operation mode can improve the salary and work enthusiasm of the management personnel of university sports venues?
3. What diversified financing methods can fundamentally solve the financial pressure of stadium construction, and better promote the development of university sports?
4. What Scientific opening form and opening time of stadiums and gymnasiums in colleges and universities can better predict the utilization rate of stadiums and gymnasiums?
5. What the diversity of sports service items in university stadiums can better improve the economic benefits of stadiums and realize the economic value of stadium opening.?

CONCEPTUAL FRAMEWORK

This subject takes the current situation of the management of stadiums and gymnasiums in colleges and universities in Henan Province as the main research subject. Through the form of questionnaire, we can fully understand the allocation of resources of stadiums and gymnasiums in colleges and universities in Henan Province, the current situation of stadiums and gymnasiums opening to the outside world, as well as the overall situation of stadiums and gymnasiums resources in colleges and universities in Henan Province.



RESEARCH METHODS

The current chapter would be presented for the design of the study. The research population, sampling technique would be explained. The data collection and its procedure, and the way of data analysis would be discussed in the current chapter.

This article through a survey of 30 universities of Henan Province,(including 1 subordinate university, 3 private universities and 26 provincial universities, which 13 universities located in the capital of Zhengzhou ,others in prefecture-level cities). The survey focuses on the sports facilities, the opening policy of the stadium ,economic returns and some other factors which will affect the policy and Through the statistics, to analysis whether the sports facilities can satisfy the use of Henan universities and the stadium can opening to the public on the premises of training . Through the statistics, to analyze whether the sports facilities can satisfy the use of Henan universities and the stadium can opening to the public on the premises of training .Further more, on analysis of the operations and management of the opened stadium, to improve the levels of the Further more, on analysis of the operations and management of the

opened stadium, to improve the levels of the management as well as to put forward some suggestions and countermeasures which can contribute to the fully opening of the Henan university stadium.

According to the needs of this study, the questionnaire was designed according to the basic requirements of the questionnaire design, and the questionnaires were distributed to the management personnel of 30 university stadiums and gymnasiums such as Zhengzhou University and Henan University after the experts' consultation. All the questionnaires were collected and valid. The recovery rate of the questionnaires was 100% and the efficiency rate was 100%.

RESEARCH RESULTS AND ANALYSIS

Analysis of the overall status of sports stadium resources in colleges and universities in Henan Province

According to relevant data, the average university in Zhejiang Province has 1.5 gymnasiums and 14.8 outdoor stadiums. Beijing University has 2.4 stadiums and 17.6 stadiums. Shanghai University has 2.6 stadiums and 19.7 stadiums, respectively. The sports stadium resources of Henan university are still relatively poor. This imbalance has a very negative impact on physical education and extracurricular activities.

Table : Number of sports stadium resources in 30 universities

Stadium	Quantity	Gymnasium	Quantity
Comprehensive	35	General	35
Soccer field	48	Basketball Gym	22
Basketball Court	306	Volleyball Court	12
Volleyball Court	76	Swimming pool	8
Swimming Pool	9	Badminton Court	18
Badminton Court	74	Table tennis court	20
Table tennis court	96	Gymnasium	13
Athletic Field	42	Gym	16
Tennis Court	82	Track and Field Stadium	3
Other	0	Tennis Court	5
Stadium with seating	3	Gymnasium with seating	18

Analysis of the allocation of sports stadium resources in Henan Province

In a survey of 30 colleges and universities in Henan Province, there were about 775,000 students in 30 colleges and universities. Each university has a standard track and field track of 400 meters, but according to the configuration standard of the Directory, only 17 institutions, accounting for 57% of the survey institutions, meet the requirements of the 400 meters standard track and field for every 10,000 people. Among the rooms, table tennis, badminton and basketball are the largest number of stadiums in the university, with an average of 30

The number of three venues is 0.67, 0.60 and 0.73. With swimming pool, track and field hall, tennis

There are fewer universities, with 8 swimming pools, 3 track and field halls and 5 tennis courts in 30 colleges and universities. There are nine swimming pools in 30 universities, a far short distance from the requirement to equip every 10,000 people in the Catalogue with a standard 25-metre or 50-metre swimming pool. Basketball court is the largest number of sports fields in Henan University, 30 colleges and universities have a total of 306 basketball courts, an average of 10. 2 blocks. The Directory requires schools to have a total of 35 basketball courts, volleyball courts and tennis courts per 10,000 people, and out of the 30 institutions surveyed, a total of 9 have met the requirements, accounting for 30% of all survey institutions.

Table : The Directory sets the standard for the allocation of sports venues in colleges and universities

	The state stipulates the equipment of university venues and facilities
Indoor venue	The average site area per student is 4.7 square metres. Facilities per 10,000 people: 1, 400 meters standard track and field (including standard football field) a piece 2, 25m or 50m standard swimming pool 1 3, basketball court, volleyball court, tennis court a total of more than 35 pieces 4, fitness equipment a number
Outdoor venue	The average site area per student is 0.3 square meters. Facilities per 10,000 people: 1, wind and rain playground 1 2, the gym area of a number 3, students physical health testing places
Optional facilities	1, table tennis, badminton venues 2, multi-functional gym 1

Henan Province college sports stadium resources are seriously inadequate, especially indoor venues are lack of equipment, and has a small scale, old facilities, backward conditions, single function characteristics, and the "catalog" of the university stadium resources equipped with standards of the requirements are still a long way away. Outdoor venues are not well equipped, in addition to basketball courts, the number of other sports venues is seriously inadequate. Although some venues in individual schools meet the requirements of the Directory, the environment and ancillary facilities of the venues are not ideal. The resources of sports stadiums in Henan Province are mainly competitive, and there is a shortage of recreational fitness facilities and sports facilities with local characteristics.

Management model analysis

Among the 30 colleges and universities in this survey, 22 of them are open to the society in different degrees, but the opening and management mode are not perfect yet. With the development of sports and the change of concept, most of the college stadiums in China have been opened to the public and paid services. At present, the management mode of college stadiums in China is relatively backward, and college stadiums are basically managed by college sports departments, and some college stadiums are leased and contracted by the society or entrusted to property management and other management modes, etc. Most of them are managed by the sports departments.

Business model analysis

In the survey, it is found that the opening of many colleges and universities' sports venues is very arbitrary, and the phenomenon of people entering venues without charges occurs from time to time. Secondly, the operation form is too monotonous. At present, the opening of most colleges and universities' sports venues are only limited to the temporary rental of venue equipment, and there is no professional fitness service personnel to guide consumers in the process of using them, which cannot fully meet the needs of sports and fitness personnel. Even the opening of stadiums in some colleges and universities is only limited to group chartering and occasional large-scale activities, thus losing the people as a huge sports consumer group. Finally, due to the limitations of the school management system and the unscientific operation mode of the gymnasium, there is no effective performance incentive for the gymnasium managers to motivate them, which also frustrates the enthusiasm of the managers for management, thus affecting the quality of gymnasium services and lowering the enthusiasm of sports fans' consumption.

Venue financing analysis

With the change from a planned economy to a market economy, the management system of stadiums in China is also changing, and the financing method of building stadiums is also changing from full government funding and differential funding under the planned economy to diversified financing methods under the market economy. Although the state still plays an important role in investing in the construction of stadiums, the ownership structure of stadiums is

changing. However, this diversified financing method is still a beautiful vision for the construction of college stadiums. Due to the shackles of university system and traditional concept, and the hidden worries about the later revenue of the stadium, this diversified financing method has not been commonly developed in the stadium construction of universities.

Opening form and opening time

According to the survey on the opening time periods of 30 colleges and universities in Henan Province that open their venues to the public, among the 16 colleges and universities that open their venues with charges, 6 chose to open their venues on weekends, accounting for 37.5% of all institutions. Seven institutions chose to open on weekends and holidays, accounting for 43.8% of all institutions. Three institutions chose to open their stadiums throughout the year, accounting for 18.2%. Of the remaining 14 institutions that opened their stadiums to the community without compensation, the proportion that they open during the three time periods is accounting for 14.3%, 14.3% and 71.4% respectively. that opened their stadiums with charges, one institution (6.2%) chose to open their stadiums only in the morning. Four institutions chose to open the gymnasium in the morning and evening, accounting for 25.0% of the total. Five institutions chose to open their gymnasiums after classes, accounting for 31.2% of the students. Three institutions chose to open the gymnasium only in the evening, accounting for 18.8% of the total. Three institutions chose to open their gymnasiums throughout the day, accounting for 18.8% of the total. Of the remaining 14 institutions that opened their stadiums to the community for free, the percentages were 7.1%, 14.4%, 21.4%, 7.1%, and 50.0% for the three time points, respectively.

Table : List of open time slots of sports venues in 30 colleges and universities in Henan surveyed

	Weekends and holidays		(% Working days (%)		Year-round	(%)
Open for a fee		7	43.8	6 37.5	3	18.2
Open at no charge		2	14.3	2 14.3	10	71.4
Table 3.4 Survey of 30 colleges and universities in Henan list of open hours of sports venues						
	Morning	(% Morning and evening (%) Evening (%) All day (%)			After School Time	(%)
Open for a fee	1	6.2	4 25.0	3 18.8	3 18.8	5 31.2
Open at no charge	1	7.1	2 14.4	1 7.1	7 50.0	3 21.4

From the statistical results, it can be seen that the proportion of institutions opened for a fee that choose to open on weekends and holidays is higher, because social workers generally choose weekends and holidays for physical exercise, and gymnasiums are generally not used for teaching on weekends and holidays, so this is the best time for schools to open their gymnasiums and generate revenue, but weekends are also the peak period for student sports, so opening gymnasiums on weekends can also cause conflicts during the use of internal and external gymnasiums. The proportion of institutions opened at no charge that choose to open all year-round is highest.

Service content

From the survey, we know that all the outdoor venues such as track and field, soccer field, basketball court and volleyball court in 30 colleges and universities in Henan Province are open to the public for free, but the indoor venues such as tennis courts are mostly open for a fee. Therefore, the choice of sports for university stadiums determines whether the stadiums can be opened for a fee. Only by choosing sports items with high popularity among the public, popular among the masses and high enthusiasm for participation can we achieve the purpose of opening college sports venues and realize the value of opening college sports venues.

Charging standard

Due to the special characteristics of college stadiums, the activity paid opening is different from ordinary business activities. The success of paid opening of college stadiums cannot be measured by simple economic indexes, but must comply with the principle of balancing economic and social benefits, and properly handle the relationship between school and society.

Operating income distribution

In the survey, it can be seen that college stadiums are generally built by colleges and universities, and the paid opening of the stadiums is also carried out under the strict approval of the schools, which have relatively strict management on the operation activities of the stadiums.

Analysis of marketing methods

From the survey, we know that 77% of the sports venues in Henan colleges and universities do not choose appropriate marketing methods to promote their business activities, and generally attract consumers through low prices and communicate with the consumers through word-of-mouth. 31% of the colleges and universities have briefly introduced their sports venues on their websites, but basically none of them really use the Internet to promote their sports venues. The information displayed on the websites of many colleges and universities is not comprehensive, not clear enough, and the information on the websites is not updated timely.

Analysis of factors affecting the opening of university sports venues

Security issues

In the course of the opening of sports stadiums, we must strengthen the safety prevention education of teachers and students of our school and the norms of management and behavior of foreign personnel, and also work with the school security department to do a good job in the safety management of the school, prevent problems before they arise.

Opening hours are unstable

In this survey, 80% of the respondents believe that the first thing to do is to ensure the normal use of school teaching and student training. Due to the continuous expansion of college enrollment, the number of teachers and students in the school more and more, to ensure that the normal use of teachers and students occupied more and more time, stadiums can be used to open the operating time correspondingly less and less.

Increased wear and tear on site facilities

There are wearing irregular sports shoes in the plastic field, badminton field movement, etc. , will cause serious damage to the sports ground. This greatly increases the maintenance costs of the stadium. Stadium managers must carry out strict checks and patient guidance to the entrance exercise personnel, guide them to correctly and standardized physical exercise.

Analysis of factors affecting the operating efficiency of university stadiums

Personnel management of stadiums

The management of stadium management is the basis for ensuring the normal development of stadium management. First of all, the stadium management personnel must be restricted through the form of rules and regulations to ensure the normal and orderly operation of the stadium. Secondly, the general school has no performance

requirements for managers, which also limits the motivation of managers, through the venue management personnel to carry out appropriate performance incentives to improve their enthusiasm for work, to promote them to improve the quality of service, thereby improving the economic efficiency of the stadium.

Financial management of stadiums

The income generation of university stadiums is relatively single, although individual institutions have begun to increase the revenue of venues through advertising sponsorship, but this over-commercialization of the way is not yet acceptable to all institutions. However, advertising sponsorship of this form of income-generating method will not affect the use of venues, but also achieve the purpose of income-generating, in the market economy system, this way of income-generating is worth promoting. At present, as a part of the school, the essence of the university's sports stadiums is already an individual between public welfare and industrialization. First of all, it must ensure that the public welfare task of teaching is met, and also to ensure the balance of income and expenditure of sports venues.

Construction of the management system for stadiums

From the results of this survey, it can be seen that the management system construction link of sports stadiums in Henan Province is still relatively weak, and the management work is more formal than institutionalized. The main problem facing stadium management is the backward management mode.

Management personnel for sports venues

The shortage of professional management personnel restricts the development of university sports stadiums. Most college sports venues are the responsibility of the school sports department, and the staff of the sports department focus on physical education teaching and training, and do not have professional management knowledge and market development experience. University sports stadiums management personnel are mostly teachers in the physical education department and retired social workers, physical education teachers generally have professional sports skills, but lack of professional management knowledge. Retired social workers are generally temporary school employment, although the school has saved manpower costs, but they generally do not understand sports and do not understand management, and they are older, in sports venues there are security risks.

Location and conditions of school sports venues

From the results of the survey, it is learned that the size and conditions of university stadiums play an important role in the factors affecting the operating efficiency of the stadiums.. In the survey found that the plastic badminton venue charges are generally 40-60 yuan per hour, and the wooden floor feather court is 20-30 yuan, although the plastic venue charges higher, but more popular with badminton enthusiasts. The specification standard of the venue has great influence on the economic benefits of the stadium, which restricts the scale and speed of the development of the stadium, so the condition of the stadium is an important factor affecting the operating efficiency of the stadium.

CONCLUSION

This article through a survey of 30 universities of Henan Province. The survey focuses on the sports facilities, the opening policy of the stadium, economic returns and some other factors which will affect the policy and management. Through the statistics, to analysis whether the sports facilities can satisfy the use of Henan universities and the stadium can opening to the public on the premises of training ..Further more, on analysis of the operations and management of the opened stadium, to improve the levels of the management as well as to put forward some suggestions and countermeasures which can contribute to the fully opening of the Henan university stadium.

1. Henan University sports stadiums are under-equipped with resources, especially indoor venues are scarce, relatively poor facilities, outdoor venues are not ideal, in addition to basketball courts, the number of other sports venues is also seriously inadequate. The opening rate and paid opening of the venues to the community are not high, and the overall utilization efficiency is low.
2. The management mode of college sports stadiums in Henan Province is still relatively single in general, mainly based on the management mode of university sports department, but it has now shown the trend of transition to diversified

management mode.

3. Almost all college sports stadiums in Henan Province are facing financial pressure, and the source of funds is basically dependent on higher-level allocations, the concept of financing of the competent departments is more conservative.
4. The paid opening of university sports stadiums in Henan Province is mostly sports venues that are popular with the masses, stable consumer groups and lack of society. Price standards are basically in the implementation of the school and outside differences, group and individual differences and other pricing methods. The sports stadiums of individual colleges and universities have the problem of the conflict between the use of teachers and students and the opening up to the outside world.
5. The management system of university sports stadiums in Henan Province lacks rationality and science, and is generally backward. Venue management staff's professional level is not high, venue opening hours are unstable, serious damage to facilities and other problems are more prominent.

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