

Influencing Factors and Implementation Strategies of Social Opening of University Sports Venues

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Abstract: This paper aims to explore the influencing factors and implementation strategies of the social opening of university stadiums, and provide theoretical support and practical guidance for the rational utilization of university stadiums and the promotion of national fitness. This paper first analyzes the necessity and current situation of the social opening of university stadiums and gymnasiums, then focuses on the factors affecting the social opening, including policies and regulations, venue facilities, management and operation, security and other aspects, and finally puts forward the corresponding implementation strategies and suggestions.

Keywords: University Sports Venues; Social Opening; Influencing Factors; Implementation Strategy

1. Introduction

As an important part of higher education, the construction and management level of college stadiums and gymnasiums are directly related to the physical and mental health and teaching quality of college teachers and students. With the development of society and the rise of national fitness movement, the social function of university sports venues has gradually become prominent, and the problem of social opening has been increasingly attracted attention. However, due to various reasons, the social opening degree of university sports venues is not high, and there are many problems and challenges. Therefore, this paper aims to explore the influencing factors and implementation strategies of the social opening of university stadiums, and provide theoretical support and practical guidance for the rational utilization of university stadiums and the promotion of national fitness sports.

2. Influencing Factors of the Social Opening of College Sports Venues

2.1 Policy and Regulatory Factors

First of all, policies and regulations set clear goals and requirements for the social opening of university stadiums and gymnasiums. For example, the national and local governments may introduce relevant policies to explicitly encourage and support university stadiums and gymnasiums to be moderately open to the society on the basis of meeting the needs of on-campus teaching and training. Such policy orientation helps universities to realize the importance and necessity of social opening of stadiums, so as to take active actions. Secondly, the policies and regulations provide the necessary guarantee for the social opening of the university stadiums and gymnasiums. For example, the government may provide financial support for the social opening of university stadiums and gymnasiums for the maintenance, renewal and management of the stadiums. In addition, the government may also reduce the cost of social opening of stadiums and gymnasiums of universities and improve their enthusiasm.

Moreover, policies and regulations also help to regulate the social opening behavior of college sports venues. The government may issue relevant laws and regulations to clearly stipulate the opening hours, charging standards and safety management of university stadiums and gymnasiums. These regulations will help ensure the orderly opening of sports and gymnasiums in colleges and universities and protect the rights and interests of the public.

However, the policy and regulation factors may also restrict the social opening of college sports venues. For example, too strict policy restrictions or legal requirements may increase the difficulty and cost of social opening of

university sports venues, and reduce their willingness to open up. Therefore, when formulating relevant policies and regulations, it is necessary to fully consider the actual situation and needs of university stadiums and gymnasiums to ensure the rationality and effectiveness of the policies and regulations. In short, the policy and regulation factors have an important impact on the social opening of university stadiums and gymnasiums. In order to promote the social opening of university stadiums and gymnasiums, the government should continue to strengthen the construction of policies and regulations, improve relevant policies and measures, and provide strong guarantee and support for the social opening of university stadiums and gymnasiums. At the same time, colleges and universities should also actively respond to the policy call, make full use of the advantages of the policies and regulations, and promote the continuous development of the social opening work of sports venues.

2.2 Venue and Facilities Factors

First of all, the scale and perfection of facilities directly determine their potential and ability to open to the society. Large-scale and well-equipped stadiums are usually able to undertake more social activities and competitions, thus attracting more social people to use them. On the contrary, smaller and outdated stadiums may not be able to meet the diverse needs of social people, limiting the breadth and depth of their opening. Secondly, the safety and comfort of the venue facilities are also important factors affecting the social opening. Sports venues should have good ventilation, lighting, sanitation and other conditions to ensure that social people can enjoy a comfortable and safe sports environment when using the venues. In addition, the safety performance of the venue facilities can not be ignored, such as fire fighting facilities, first aid equipment must be fully equipped to deal with possible emergencies.

Moreover, the maintenance and management level of venues and facilities also directly affects the sustainability of their social opening. University sports venues need to be maintained and updated regularly to ensure that they are always in good operation condition. At the same time, colleges and universities also need to establish a scientific and standardized management system, reasonably arrange and schedule the use of venues, to avoid the waste or

excessive use of resources. However, it is worth noting that the facilities of university stadiums are often restricted by capital investment. If colleges and universities invest insufficient funds in the construction of stadiums and gymnasiums, or use the limited funds for other aspects, the stadium facilities may not meet the needs of social opening. Therefore, colleges and universities, when planning the construction of sports venues, should fully consider the needs and potential of social opening up to ensure that the venue facilities can meet the diverse needs of social people. Venue and facilities factors have an important influence on the social opening of college sports venues. In order to promote the better opening of the stadiums and gymnasiums to the society, colleges and universities should strengthen the investment and management of the venues and facilities, improve the scale, perfection degree, safety and comfort of the venues and facilities, and establish a scientific and standardized management system to ensure that the venues and facilities can be effectively utilized and developed sustainably.

2.3 Management and Operation Factors

First of all, the efficient management system is the basis to ensure the smooth opening of stadiums and venues. Colleges and universities need to establish a scientific and standardized management system, clarify the responsibilities and authority of each department, and ensure that the opening of the venues is carried out in an orderly manner. At the same time, colleges and universities also need to strengthen the training and education of managers, improve their professional quality and management ability, so that they can better cope with various challenges brought by social opening. Secondly, the rationality of resource allocation is very important for the social opening of sports venues. Colleges and universities need to give full consideration to the carrying capacity of the venues, and reasonably arrange the opening time, reservation system and charging standards, so as to ensure that they can meet the needs of the campus and also meet the needs of the public. In addition, colleges and universities also need to strengthen the maintenance and maintenance of the venue facilities to ensure the normal operation of the facilities and extend their service life.

Moreover, personnel allocation is also an important factor affecting the social opening of

sports venues. Colleges and universities need to be equipped with sufficient management and service personnel to ensure that the daily operation of the venues is conducted in an orderly manner. At the same time, colleges and universities also need to strengthen the training and education of service personnel, improve their service awareness and professional skills, so that they can provide high-quality services for the society. In addition, the marketing strategy is also an important factor to be considered in the social opening process of university stadiums and gymnasiums. Colleges and universities need to actively publicize and promote the social opening work of stadiums and gymnasiums to attract more social people to use them. By developing appropriate marketing strategies and promotion channels, universities can improve the popularity and influence of sports venues, so as to attract more social attention and participation. Colleges and universities need to establish a scientific and standardized management system, strengthen resource allocation and personnel allocation, and formulate appropriate marketing strategies and promotion channels, so as to ensure that the social opening work of sports venues can be carried out smoothly and achieve practical results.

3. The Implementation Strategy of the Social Opening of College Sports Venues

3.1 Strengthening Policy Guidance and Support

First of all, the government should issue clear policy documents to encourage and support the social opening of university sports venues. These policy documents can clarify the significance, goals, principles and requirements of the social opening of sports and gymnasiums in colleges and universities, and provide clear guidance and direction for colleges and universities. At the same time, the government can also set up special agencies or departments to supervise and evaluate the implementation of the social opening of university stadiums and gymnasiums to ensure the effective implementation of the policies.

Secondly, the government can provide financial support and subsidies to help universities solve the financial problems in the process of social opening of stadiums. This can include providing maintenance costs for open venues and salary

subsidies for managers, so as to reduce the economic burden of universities and improve the enthusiasm and sustainability of their open venues.

In addition, the government can also coordinate with relevant departments to provide convenience and support for the social opening of university stadiums and gymnasiums. For example, coordinate with traffic management department to provide convenient transportation service for social people who come to use sports venues, and cooperate with public security department to strengthen venue safety management and public security maintenance.

At the same time, the government can also establish an incentive mechanism to commend and reward universities that have made outstanding achievements in social openness. This can stimulate the social responsibility of universities and improve the enthusiasm and initiative of their open venues. Finally, the government should also strengthen the communication and cooperation with all sectors of society to form a joint force to promote the social opening of university stadiums and gymnasiums. This can include establishing cooperative relations with enterprises, communities and sports organizations to jointly promote the social opening of sports venues. Strengthening policy guidance and support is the key measure to promote the social opening of university stadiums and gymnasiums. The government should issue clear policy documents, provide financial support and subsidies, coordinate with relevant departments, establish incentive mechanism and strengthen cooperation with all sectors of society, so as to jointly promote the social opening work of university stadiums and gymnasiums to achieve practical results.

3.2 Improve the Management and Operation Mechanism

Colleges and universities should establish special management agencies responsible for the social opening of stadiums and gymnasiums, clarify the responsibilities and authority of each department, and formulate detailed management regulations and operating procedures. At the same time, the introduction of advanced management concepts and methods, such as the use of information management system, improve management efficiency. Colleges and universities should give full consideration to on-

campus teaching, training and off-campus needs, and make reasonable opening plans and arrangements. On the premise of ensuring the normal teaching order, the opening time, time and reservation mode should be reasonably determined to ensure the full use of the stadiums. Colleges and universities should establish a facility maintenance and maintenance system, and check, repair and update the stadiums and gymnasiums regularly to ensure the normal operation and safety of the facilities. At the same time, strengthen safety management, formulate emergency plans, equipped with professional safety management personnel and equipment, to ensure the safety and stability during the opening of the society. Colleges and universities should be equipped with enough management and service personnel to provide professional training to improve their professional quality and service awareness. At the same time, pay attention to the needs and feedback of social people, constantly improve the quality of service, improve social satisfaction.

Colleges and universities should actively carry out marketing and publicity activities to improve the popularity and influence of sports stadiums. By holding various sports events and cultural activities, to attract more social people to participate in and use. At the same time, the media and network platforms will be used to widely publicize the open information and advantages of stadiums and expand social influence. Colleges and universities should regularly evaluate the implementation effect of the social opening of stadiums and gymnasiums, collect the feedback of social people, find out problems and make improvements in time. Through continuous optimization of management and operation mechanism, improve the social opening efficiency and sustainability of sports venues. Through the establishment of scientific management system, make reasonable open plan and arrangement, strengthen facilities maintenance and safety management, optimize personnel allocation and service quality, strengthen marketing and promotion and establish evaluation and feedback mechanism efforts, can promote college stadiums social open work to achieve better results.

3.3 Improve the Multi-Level Supervision Mechanism of the Government, Universities and Society

As the main promoter and regulator of the social

opening policy of university stadiums and gymnasiums, the government should play its leading role and strengthen the supervision and management of the opening work of university stadiums and gymnasiums. To be specific, the government can formulate relevant policies and regulations, clarify the standards and requirements for the opening of university stadiums and gymnasiums, and set up special supervision agencies or entrust a third party to conduct regular inspection and evaluation. At the same time, the government can also establish an information disclosure platform to timely release the information on the opening situation and use effect of university stadiums and gymnasiums to the public and accept social supervision.

As the owner and manager of sports stadiums, colleges and universities should establish a perfect internal supervision mechanism. First of all, colleges and universities should set up special supervisory bodies or committees responsible for supervising the opening of stadiums and gymnasiums to ensure that they meet the policy requirements and school regulations. Secondly, colleges and universities should strengthen the training and management of the stadium management personnel, improve their professional quality and management level, and ensure the normal operation and effective use of the venues. In addition, colleges and universities should also establish a complaint handling mechanism, timely accept and deal with social complaints and suggestions on the opening of sports venues, and constantly improve and optimize services.

Social supervision is an important means to ensure the openness, transparency and justice of the social opening work of university sports venues. First of all, the media and network platforms should actively play the supervisory role of public opinion, timely report and expose the problems and deficiencies in the opening work of stadiums and gymnasiums in colleges and universities, and promote the improvement work of colleges and universities and the government. Secondly, social organizations and public individuals can also participate in the supervision by participating in the evaluation and providing suggestions, so as to promote the continuous improvement of the opening work of university stadiums and gymnasiums. In the process of improving the multi-level supervision mechanism, the following points should be paid attention to: first, to strengthen the coordination

and cooperation of the supervision mechanism to ensure the synergy of all levels and aspects; the second, to establish the information sharing mechanism to realize the information exchange and sharing between the government, universities and society; the third, to strengthen the responsibility investigation mechanism, and to seriously deal with the units and individuals who violate the policy provisions and cause adverse effects. Perfecting the multi-level supervision mechanism of the government, colleges and universities and the society is an important guarantee to promote the social opening of the stadiums and gymnasiums in colleges and universities. By strengthening supervision and cooperation at all levels, the opening of stadiums can be carried out in a standardized, orderly and efficient manner to provide better sports and fitness services for the public.

3.4 Optimize and Improve the Assessment and Evaluation System of School Leaders Conducted by the Superiors

The higher authorities should clarify the assessment and evaluation standards of the school leaders in the social opening work of the sports venues, including the organization and management of the opening work, the implementation effect, and the social response of the opening work. These criteria should be specific and measurable in order to make an objective and fair evaluation of the school leaders. In addition to the evaluation of higher departments, a social evaluation mechanism should also be introduced, so that the public and the media can evaluate and give feedback on the social opening work of school stadiums and gymnasiums. This will help to reflect the actual situation of open work more comprehensively and improve the objectivity and impartiality of evaluation.

The assessment system should strengthen the result orientation and take the actual effect of the social opening of stadiums and gymnasiums as an important basis for evaluation. This includes the utilization rate of venues, social satisfaction, economic benefits and other indicators, which can more directly reflect the effectiveness of school leaders in promoting the opening work. According to the assessment and evaluation results, the superior department should establish the corresponding reward and punishment mechanism. School leaders should give

outstanding performance in the social opening of stadiums and gymnasiums to encourage them to continue to play an active role, and the ineffective school leaders shall be held accountable and punished to urge their improvement.

The higher authorities should also strengthen the training and communication of school leaders in the social opening of stadiums and gymnasiums, so as to improve their professional quality and management ability. Through organizing special training, experience sharing and other activities, we can help school leaders to better understand and grasp the requirements and methods of open work, and improve their ability and level of promoting the work. The assessment and evaluation system should be reviewed and adjusted regularly to adapt to the continuous development and change of the social opening work of stadiums and gymnasiums. The superior department shall make timely adjustments to the evaluation criteria and methods according to the actual situation to ensure that they always meet the work needs and objectives. Through the optimization and improvement of the above measures, the assessment and evaluation system of the school leaders by the superior will be more scientific, reasonable and effective, which can better encourage the school leaders to actively promote the social opening of the university stadiums and gymnasiums, so as to realize resource sharing and maximize benefits.

4. Conclusion

The social opening of university stadiums and gymnasiums is a complex and important topic. Improving relevant measures can promote the in-depth development of the social opening of university stadiums and gymnasiums, and provide strong support for the promotion of national fitness movement and the interaction and communication between universities and the society. With the continuous development and progress of the society, the social opening work of the university sports venues will usher in a broader development space and a better development prospect.

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