

Research on the Implementation Dilemma and Reform Path of School Sports Venue Opening Policy

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Abstract: This study takes the university sports venues in Guangzhou University town as an example, deeply discusses the difficulties faced in the implementation of the school sports venue opening policy, and puts forward the corresponding reform path based on empirical analysis and theoretical discussion. Although the policy level has put forward clear requirements for the opening of school sports venues, in actual operation, it still faces difficulties such as the weak operability of relevant policies and the imperfect incentive evaluation mechanism of policies. Therefore, this paper puts forward a series of reform suggestions, including the establishment of operable implementation methods based on multi-department cooperation, the establishment of performance incentive methods for managers and the expansion of funding sources, to promote the effective implementation of the school sports venue opening policy and promote the rational use of school sports resources and social sharing.

Keywords: School Sports Venues; Open-door Policy; Execution Dilemma; Reform Path; Explore

1. Introduction

With the in-depth implementation of national fitness strategy, the opening and utilization of school sports venues, as an important public sports resource, is increasingly concerned by the society. As a gathering area of colleges and universities, Guangzhou University Town has abundant resources of sports venues and great opening potential. However, in the actual opening process, there are many difficulties in the implementation of policies, which restricts

the social benefits of school sports venues. Therefore, this study takes university sports venues in Guangzhou University Town as an example, aiming to explore effective reform paths through in-depth analysis of policy implementation difficulties, and provide theoretical support and practical reference for promoting the smooth implementation of school sports venue opening policy.

2. Definition of Relevant Concepts

2.1 Guangzhou University Town

This paper holds that a university town is a specific area planned and built around a number of colleges and universities. The population composition of this area includes not only the teachers, students and employees of colleges and universities, but also a certain number of settled residents. In the university city, there is a strong resource sharing and public welfare among universities, which provides a strong support for the academic atmosphere and social welfare of the whole region [1]. However, according to the planning and construction characteristics of university towns in our country, most of them have adopted the development mode of building schools in the outskirts of cities. Although this model helps universities to expand space and resources, it also brings some problems, the most obvious of which is the imbalance of regional development. Due to the fact that most university cities are located in the periphery of cities, the surrounding infrastructure construction, the perfection of traffic network and commercial facilities often lag behind the central area of cities, which restricts the comprehensive development of university cities to a certain extent.

2.2 University Sports Venues

College sports venues are the product of public finance and a kind of mass sports goods. However, since university stadiums are built by the government, their role is more based on meeting the public needs of the country. In this article, the university stadium is defined as a place with the university as a unit, its main role is to carry out the school's education, research and training competitions, but also can carry out sports activities inside and outside the school. It is a place that is both open to the public and satisfying its inner needs.

2.3 Policy Implementation

Policy implementation is a way to achieve a goal through various means, that is, to turn the ideological policy document into a real action. Although domestic and foreign researchers have given various definitions to the concept of policy implementation, its meaning needs to be defined, that is, policy implementation is a process of taking actions to achieve policy objectives.

3. Implementation Status of the Policy of Opening University Sports Venues to the Public in Guangzhou University Town

3.1 Implementation Plan of Implementation Support

The effective implementation of policies not only requires the guidance issued at the national level, but also depends on the policies formulated by local governments to implement the plan. Guangdong Province is a pioneer in reform. This year, the Standing Committee of the National People's Congress organized relevant experts and members to conduct research and demonstration on the issue of "social orientation of intramural sports venues" in the Regulations of Guangdong Province on National Fitness (Draft Amendment). It was found that the current sports venues in Guangdong Province account for 60%, and more than 6,000 have the conditions for opening. Only half are open to the public. Some universities not only do not open their doors to the public, but also do not allow their own extracurricular activities. This time, although it was a normal opening ceremony, it involved security, emergencies, damage to facilities, charging and parking problems. A big factor that causes the university gymnasium to be "afraid to go ahead"

in opening to the society is its greater security risks. In the process of opening to the public, in order to maintain the normal operation of the venue, managers must spend a lot of manpower, material and financial resources to maintain the operation of the venue.

3.2 Supervision, Evaluation and Incentive Mechanism of Implementation

In 2015, Guangdong Province carried out the establishment of demonstration units for the opening of school sports venues in Guangdong Province to the public [2]. In 2016, the evaluation report on the opening effect of primary and secondary school gymnasiums in Guangdong Province was published, showing that the current evaluation of university gymnasiums, it is mainly based on the Implementation Measures for the Opening of School Sports Venues in Guangdong Province to the Public issued by Guangdong Province in 2008, the data provided by the "Group Communication APP", and the public information submitted by other universities. This APP is funded by the Guangzhou Sports Bureau, used to collect Guangzhou major sports venues, large-scale events and other related data, in the establishment of the event, Guangzhou major sports venues have their open venue list and related information uploaded to the platform, but they found that these data are used to establish activities, there is no new information released. Among them, the Guangdong Provincial Education Bureau and the Guangdong Provincial Sports Bureau are the competent departments for the evaluation and supervision of the effectiveness of this activity.

3.3 Policy Implementation Agencies

From the perspective of the executive agencies, the management of the stadiums has undergone a transformation from initial chaos to being dominated by the sports department. However, there are still some universities such as Guangzhou Academy of Fine Arts, its sports venues are managed by the logistics management office, the sports teaching and research office is only responsible for approval, lack of approval and foreign service management authority. The Housing and Property Management Division of the University Town Management Committee is responsible for the South China University of Technology, which mainly communicates with the School of

Sports on course scheduling and activities. Interviews show that the configuration of executive agencies is affected by the will of school leaders, resulting in inter-school differences in management authority and belonging units. At present, venue management is mainly carried out by secondary units of the school, of which the dean or director is the first person in charge, but the specific affairs are often responsible for by the deputy leader, which indicates that the current venue management in the distribution of rights and responsibilities and leadership system still need to be further standardized and clear.

4. Problems in Policy Implementation

4.1 The Operability of Relevant Policies Is Not Strong

Relevant national policies are constantly introduced, so far, our country has introduced about 25 policies, but they are only the accumulation of "quantity", and there is no "quality" improvement. According to the information obtained so far, the implementation effect of the project is not ideal. As a result, most college tuition fees are reported to the financial leadership Group in accordance with the rules set by other colleges. Regarding the risk obligation, the Interim Measures for Risk Prevention and Control of School Sports provide that the equipment of venues should be classified according to the degree of safety risk, and the relevant departments should take out special liability insurance for all schools opened to the public in accordance with the provisions, and encourage relevant institutions or individual groups to participate in sports activities.

In terms of policy implementation, there is a lack of a practical method. Guangdong Province developed a trial method in 2008, but this method has been more than 10 years, and there is no practical operation, so schools have not referred to this method when implementing. The lack of concrete operational measures has limited the implementation of the policy to a large extent. According to the policy provisions: all regions should pay close attention to the formulation of relevant implementation rules and implement relevant provisions in place [2]. After the second national special document was issued in 2017, the Guangdong Provincial Education Department only forwarded the national policy. There are still no implementation

measures in line with local conditions.

4.2 The Supervision and Evaluation Mechanism of the Policy Is Not Perfect

At present, some university gymnasiums in Guangzhou University Town have only won the title of "Civilized Campus of Guangdong Province" in 2016, and the funding subsidy is about 200,000 yuan. However, this does not compensate for the loss of various venues due to maintenance and opening. It stipulates that government departments at all levels should give support to the opening up of campus gymnasiums. However, at present, the cooperation between various departments is only reflected in the implementation rules of 2008. In terms of actual implementation, there is no relevant support for finance, taxation and other aspects [3].

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4.4 School Leaders Lack Awareness of Policies

As Guangdong Province does not have a clear implementation plan as a guide, school administrators are likely to make mistakes in understanding, and there is a certain degree of arbitrariness in operation, which is not restricted by law. Not even the president of the university knows this, let alone that the university gymnasium provides an adequate environment for society. Moreover, from the perspective of "interest orientation", this will affect the normal work of the college, so it is the best choice not to disclose.

5. Measures to Expand the Opening of

University Sports Venues to the Society

5.1 Adopt Operational Implementation Measures Based on Multi-Departmental Joint Efforts

This paper believes that Guangzhou University Town, as a gathering place of colleges and universities, has a remarkable effect in opening its sports venues to the public, so the coordination working group needs to have a deep understanding of the special situation of this region and formulate corresponding operational measures. In order to give full play to the public welfare and economy of university sports venues, the price department should make overall planning and evaluation of various sports venues, determine a reasonable market range and price range to ensure universal benefits. At the same time, for the venues of high-risk projects, such as swimming facilities, the joint coordination of the health and safety Administration and other departments is needed to ensure that the facilities meet the opening conditions. At the same time, in view of the security work required for the opening of the Olympic Games, social security, public health and other aspects should also take the initiative to intervene, establish a simplified process, establish a rapid response system, and ensure the safe and orderly operation of the Olympic venues. There is a close relationship between the functional departments in Guangzhou University Town campus, so that it can better provide good services for the local sports industry and local sports industry. The implementation plan of Guangzhou University Town campus gymnasium open to the public is a tedious and cumbersome work, but also a need to break the system predicament work. The establishment of dynamic charging standard, safety guarantee system, sanitary licensing conditions and engineering quality standards is the necessary way to ensure that the implementation of the system is recognized by the law. An important guarantee mechanism for the formulation of the Implementation Plan is the cooperation of multiple departments.

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

Effective monitoring mechanisms play a crucial role in promoting policy implementation and ensuring public interest. The construction of this

mechanism can not be completed by a single force, but requires the participation of government administration departments, universities and the masses of society.

First of all, the administrative department of government, as the policy maker and executor, should assume the leading responsibility of supervision. Through the establishment of a sound policy implementation supervision mechanism, strengthen the tracking and evaluation of the implementation of policies to ensure that policies are correctly and effectively implemented. At the same time, government departments should also actively broaden the channels for obtaining information on implementation, enhance the transparency of policy information, timely release the implementation and progress of policies to the public, so that the public can understand the dynamics of policies and enhance trust in policies. Secondly, as an important base for personnel training and knowledge innovation, universities should also actively participate in the supervision mechanism. By giving full play to their professional advantages and academic influence, they conduct in-depth analysis and evaluation of policy implementation, put forward constructive opinions and suggestions, and provide intellectual support for policy improvement and perfection. At the same time, it can also strengthen communication and contact with the public, guide the masses to participate in policy supervision in a rational and orderly way, and improve the pertinence of supervision. In addition, the supervisory role of the public, as the direct beneficiaries and affected by the policy, cannot be ignored. By expanding channels and ways for the masses to participate in supervision, such as setting up reporting telephones and conducting social surveys, the masses can easily express their views and opinions on the implementation of policies and provide references for policy adjustment and optimization. At the same time, through strengthening policy publicity and education, the public's perception and understanding of policies are improved, and their ability to supervise the implementation of policies is enhanced [4].

5.3 Establish Performance Incentives for Managers and Broaden Funding Sources

In public policy research, the combination of government recognition and reward is a means

to solve the dilemma of government implementation. At present, it is necessary to establish a set of performance incentive mechanism and reputation incentive mechanism for managers to enhance the incentive role of managers and the motivation of policy implementation, and formulate appropriate performance evaluation index and bonus items to make the use of funds more standardized, so as to prevent the mixing of operating expenses and allowances. The policy should be legalized as soon as possible, and the opening of university sports venues to society should also be included in the system of sports public service. Under the leadership of the government, all resources should be concentrated to establish a regional center of university sports venues and a regional sports service system. Through the investment of sports lottery public welfare fund to promote the implementation of various policies, so as to gradually integrate into the public finance. Through the introduction of social capital, the motivation of implementation can be better stimulated, so that it can be utilized to the greatest extent in terms of capital, technology, project, operation and evaluation. Compared with the current marketization degree of China's medical industry, sports is still in a "marginal" position and has not been included in the "Healthy China 2030" plan. Therefore, under the multiple drive of "physical and medical integration", the "public welfare" function of university gymnasiums is guaranteed. This paper discusses how to introduce the "public benefit" mechanism of university gymnasium into the medical insurance system.[5]

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

As the key subject of policy implementation, the assessment and evaluation of school leaders are very important to the effective implementation of policies. At present, the assessment and evaluation of school leaders is mainly carried out by the education administrative department according to the requirements of the state on party and government cadres, mainly based on one opinion and three methods, focusing on assessing the deployment of school leaders to implement the Party and state policies and decisions. However, this evaluation method pays less attention to the content of social public

services in schools, and is not comprehensive enough compared with the four functions of colleges and universities - talent training, scientific research, cultural inheritance and innovation, and service to society.

As an important part of society, institutions of higher learning function is far more than teaching and research, but also to provide services and support for society. Among them, the opening of university sports venues to the society is one of the important manifestations of serving society. By opening sports venues to the society, universities can not only meet the public's demand for sports and fitness, improve the health level of citizens, but also promote the prosperity and development of community culture, and enhance the contact and interaction between universities and society. Therefore, the evaluation of school leaders should be more based on the realization of university functions, especially the performance of social service functions. The opening of college sports venues to the society as an important measure to serve the society is included in the evaluation and assessment system, which can motivate colleges and universities to better perform social service functions and make greater contributions to the society.

6. Conclusion

In short, through an in-depth analysis of the difficulties in the implementation of the university sports stadium opening policy in Guangzhou University Town, this study puts forward a targeted reform path, aiming to provide reference for relevant departments to formulate more scientific and reasonable policies, further promote the opening and utilization of school sports venues, and meet the diversified sports needs of the people.

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