

On Marketization Mode of College and University Sports Grounds and Stadiums in Shandong Province

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Abstract

We analyze the present situation and main problems of management of college and university sports ground and stadiums of Shandong province, by means of literature review, investigation and logic analysis. Furthermore, combining with social sports development status of Shandong Province, we propose the ideas and mode of marketization of college and university sports ground and stadiums, and establish the marketization mode of college and university sports ground and stadiums in Shandong Province.

Keywords: Shandong province, College and University, Sports ground and Stadiums, Marketization, Mode

1. Preface

As an important part of instruction infrastructure, college and university sports grounds and stadiums play very important roles on college and university construction. The fundamental functions of college and university sports grounds and stadiums are: firstly, serving physical education; secondly, providing college and university students and teachers with sports places (Yu, 2005). Along with China's current market transformation and the deepening of market reform, the entire education system has also experienced a profound change. The management and operation of higher education is increasingly stepping into a market structure characterized by market economy. In this case, the college and university sports facilities can't maintain its simple input-zero-output conditions only through entire administrative allocation of funds. Therefore, they have to create necessary economic benefits by means of corresponding market operation. Simultaneously, due to historical reasons, as well as the inertia of traditional administrative system, the utilization, operation and management of college and university sports facilities are basically dissociated from the market, and fragmented in a closed state, which resulted in noneffective of potential market role of them. College and University sports grounds and stadiums are in important positions in entire sports facilities market, so they play very important roles on developing national fitness and meeting the needs of public sports. Therefore, it is an important countermeasure to open college and university sports facilities to the market in order to solve the problem of shortage of sports places, which is an inevitable trend of promoting the market efficiency and economic benefits. Furthermore, along with the improvement of living standards, stronger sports consumption awareness, and the rise of sports consumption demands nationally, a huge sports market has formed, and sports consumption has become a fashionable life style as well (Cao, 2004). Therefore, it is an inevitable trend to develop and utilize college and university sports facilities and human resource, so as to improve the market efficiency and economic benefits of college and university sports grounds and stadiums.

2. Operational Status of Shandong College and University Sports Grounds and Stadiums

2.1 Sports Funding Shortage of Most Colleges and Universities

According to "Rules of School Sports Work", sports funding should be 1% of school operating expenses. Currently, very few colleges and universities of the province are implementing on this ratio, while most colleges and universities are at a low level of investment. Serious shortage of sports funds leads to old facilities and even lack of them, which seriously affects physical education and fitness services for the public.

2.2 More Specific Sports Facilities, but Less Comprehensive Ones

According to the use of sports facilities, they can be divided into specific and comprehensive ones. Specific sports facilities are those stadiums applied only to one class or one program. Comprehensive sports facilities can be applied to several different types of sports. The colleges and universities of the province have more specific sports facilities, but less comprehensive ones, which to some extent constrains the development and utilization of sports grounds and stadiums.

2.3 Extensive and Old Management Mode of College and University Sports Grounds and Stadiums in Shandong Province

All along, China's college and university sports grounds and stadiums are charged by school sports department. As the grounds, stadiums, facilities and functions are quite simple; they mainly serve the students for physical courses and extracurricular sports activities. Correspondingly, there are almost no systematic management rules and regulations besides a few simple requirements on using sports facilities. In the context of rapid development of China's college and university sports grounds and stadiums currently, this sort of primitive and extensive management was obviously lagging behind. Some schools have improved to some extent, but most of them still follow the previous management, and haven't stepped out of the administrative and welfare management mode of planned economy yet.

2.4 Single Type of Service

At present, the college and university sports grounds and stadiums of the province mainly provide facilities and irregularly hold some training courses as supplement. So the single type of service results in lack of attraction and competition of the college and university sports grounds and stadiums.

3. Construction of Market Operation Model of Shandong's College and University Sports Grounds and Stadiums

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With the reform of personnel training system, colleges and universities will also be increasingly involved in training high-leveled competitive sports talents. Simultaneously, the development of students sports association and sports clubs, and gradual forming of leisure sports, all produce new demands on the program, safety, efficiency and maintenance of using modern sports facilities, and professional management on stadium environment and so on (Shi, 2005). Market operation on college and university sports grounds and stadiums is adapted to China's sports development and can promote healthy development of college and university sports grounds and stadiums, which can not only reduce the financial burden of the government (schools), more significantly, but also plays a positive role on vigorous development of sports career for colleges and universities, even entire sports market. We should start from the following three aspects.

3.1.1 Property Management on Facilities maintenance

Coordination management mode of property and sports departments is suitable for the management of college and university sports grounds and stadiums. These two sections can work with clear division and good coordination. The property department can systematically control the facilities maintenance, service, environment of college and university sports grounds and stadiums. It has to implement property management duty according to relevant laws, set up facilities management regulations, develop quantifiable job responsibilities, and issue service commitment, which can release full-time teachers from maintenance, health, security and other logistical security work. So that the effect of functional departments can be properly improved. And finally, the motivation of various staff will be aroused. Reasonable use of school facilities can create good operational platform for itself (Sui, 2002).

3.1.2 Informationalization of Grounds and Stadiums Arrangement

The arrangements of grounds and stadiums should be segmented properly so as to fulfill the simultaneous development of school physical education, training, matches and paid open of facilities. This requires better managerial skill of the managers of college and university sports grounds and stadiums. They need to take various countermeasures and methods to arrange the facilities for different time periods, which are the key factor whether paid opening system can be established. Informationalization management means consist of planned management and business management, determinates of reasonable fee standard, software application management, financial management, and so on. The implementation of informationalization can maximize the protection of rationalization of its opening hours to fully enhance the utilization of sports facilities. So that more sports consumers in the market can learn its opening hours, requirements, course content, price, and teacher's qualification for every type of training courses. Consequently, college and university sports grounds and stadiums are able to adapt market economy in the process of marketization, increase revenue, and win a place in fierce market competition.

3.1.3 Sustainable Improvement of Facilities

Real stadium management model is dynamic, specific and complex. We should establish sustainable

self-improvement mechanism, implement relevant international quality management system standard, and continuously improve the variable data appearing in management process, so as to adapt the changing of school sports development. It is an indispensable mechanism to achieve steady development of college and university sports grounds and stadiums.

3.2 The Organization Form and Development Direction of Implementing Market Operation Model of Shandong's College and University Sports Grounds and Stadiums

3.2.1 Host Sports Competitions, Promote Establishment of College and University Facilities

Sports Competitions are broad and public, and become global high-impact activities through the spread of modern media. It is well known that all kinds of earnings by hosting large-scale sports events are immeasurable. College and university sports should take every good opportunity to host sports competitions. Through this kind of opportunities, they can achieve money and materials from carefully designed advertisements, donations, other higher authorities' financial support, in order to establish modern sports facilities. Physical education departments can make good use of these modern sports grounds, stadiums and facilities to create favorable conditions for the market operation of school sports.

3.2.2 Improve Competition Level and Lead Sports Team to Market

Most of Shandong's colleges and universities have high level sports teams in different projects, and have trained a group of high level athletes. However, financial limitation and small opportunities of competition have affected the results to further achievements. High level sports competition have many audience and broad influence through the media transmission, such as TV and radio, which attracts the entrepreneurs with far-sight as a particular point. Physical education department should take the initiative to market the school sports teams, funded by corporate funds to solve training and competition problems. Sports teams can participate in competitions with corporate naming rights. Joint teams not only benefit high level teams for the survival and improvement, but also expand the school's reputation and improve the welfare of teachers.

3.2.3 Open up New Channels of Sports Consumption for Students and Teachers

College students and teachers are in a special high level cultural atmosphere. Along with the increasing prosperity of market economy, and continuous improvement of living standards, they have a deeper understanding of physical activity. In order to enrich leisure cultural life, and pursue individual development and enjoyment, sport has become the preferred way. As a way of developing college and university sports industry, all kinds of fashionable activities preferred by students and teachers should be developed, such as fitness, aerobics, ballroom dancing, skating, swimming, tennis and other paid extra-curricular training, as well as a variety of paid facilities service, which not only meet the fashion needs of teachers and students, but also increase income.

3.2.4 Establish a Sound Market-Oriented Fitness Market

"National Fitness Program" is the physical construction of the 1.3 billion Chinese people's cross-century project. Currently, the most essential difficulty for masses to carry out fitness activities is lack of venues and instructors, in contrast, which are the advantages of colleges and universities. Colleges and universities have more grounds and stadiums, as well as high level physical education teachers. On the basis of accomplishing the teaching and training tasks, college and university physical education departments should be based on stadiums as position and sport skills as weapon, to establish a sound market-oriented public fitness market. They can provide public with integrated services of fitness and aerobics, and enterprises and groups with places for competitions, exhibitions and performance. Relying on high quality teaching staff, they can establish technique market to provide technique training for social fitness and entertainment, and provide technical information consulting, planning, hosting and other paid services for social groups on various competitions and arts and sports activities.

4. Conclusion

The market operation of college and university grounds and stadiums will revitalize and integrate present sports facilities resources, create financial income, and increase new economic growth point, consequently, increase sports investment, renew sports facilities, maintain sports facilities, attract more fitness groups, obtain greater economic benefits, expand the reputation and market influence. Simultaneously, it can meet the growing health needs of the masses, promote smooth process of national fitness program, produce good social benefits, form healthy cycle of sustainable development, and achieve the double harvest of social and economic benefits.

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