

# Research on Management and Development Countermeasures of Yu-ma Sports Park in Wuhan Business University

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## Abstract

This project mainly studies the running status of equestrian training base of Beijing Sports University and other four university horse farms, Combining with the actual situation of the equestrian major in our university, this paper puts forward the strategy of controlling the open operation of Horse Sports Park in our university.

## Keywords

Yuma Sports Park, Operation and development, Countermeasure.

## 1. Introduction

The 7th world military games will be held in Wuhan in 2019. The 7th world military games are the largest and highest comprehensive games ever held in Wuhan. In order to better hold the competition, Wuhan has invested 10 billion yuan to build a new sports village, media center and related sports venues, some of which are located in six universities such as Wuhan business school and Jiangnan University. The acceptance of Yuma sports park has been completed in November 2018, and it is currently in the process of horse training and competition preparation for the military games. This paper first analyzes the current situation of domestic colleges and universities, combined with the actual situation of Wuhan business school, and then puts forward countermeasures for the management and development of Yuma Sports Park, in order to provide suggestions for the park's social opening after the end of the seventh army.

## 2. The Importance of Management and Development of Yuma Sports Park

### 2.1. Avoid Idling after the Race in Yuma Sports Park

In recent years, the research on the post competition utilization of large-scale venues has also become a hot spot in the sports industry of China. Wuhan business school has equestrian school, which is also a very important reason why Wuhan municipal government decided to build the venue in Wuhan business school. Making good use of the advantages of business school's human resources, the management and development of Yuma sports park also provides a good example for the use of horse racing and equestrian venues in the future.

### 2.2. Improve Students' Practical Skills and Promote Personnel Training

To improve the quality of horse racing and equestrian talents training, it is very important to improve their practical ability and create more practical training opportunities for students. The management and opening of Yuma sports park can inject new impetus and add new vitality to the development of the school. The opening of the venue to the outside world will allow the teaching of many courses to be directly combined with the market, let the course teaching go out of the course, and let the students improve their practical skills in the market-oriented operation. In the four years of university study, students are integrated into all posts in Yuma Park, so that once they graduate to work, they can stand on their own.

### **2.3. Open University Stadiums and Gymnasiums to the Public to Meet the Fitness Needs of the Public**

In order to better solve the problem of the people's lack of physical venues, the Ministry of education and the State General Administration of sports jointly issued the implementation opinions on promoting the opening of school sports venues to the society, which clearly defined the scope and time of the opening of school sports venues, that is, schools should open sports venues to students in their spare time and holiday days, and public schools should actively create conditions to open sports to the society Education venues.

From the above policies, the opening of Yuma sports park to the public after its completion conforms to national policies and regulations, which can promote sports consumption and promote the development of equestrian industry in Wuhan.

### **2.4. Reduce Costs and Burden on Schools**

Yuma sports park covers an area of more than 200 mu. After the 19-year military games, it is planned to keep 40 horses in the park to ensure daily teaching and training. A horse needs at least 2000 yuan a month to raise. To manage 40 horses, at least 10 full-time employees are required to conduct daily training of horses. In addition, the salary and daily maintenance of the whole park include greening, cleaning, security, and other personnel. The daily expenses of the park are not expensive. The normal operation of the park in the future will also impose a heavy economic burden on our school, and it is also unrealistic to rely entirely on financial allocation. Therefore, let Yuma sports park open to the public, provide services for the public to create benefits, and strive to make Yuma Sports Park achieve balance of payments and reduce the financial burden of the school.

## **3. Problems in the Open Management of Yuma Sports Park**

### **3.1. The Contradiction between Opening up and Teaching**

The school is the place for teaching and educating people, so the first priority of teaching venues in Colleges and universities is to ensure teaching. Therefore, the opening of Yuma sports park must deal with the contradiction between the opening and the teaching, which cannot affect the normal teaching. All market-oriented behaviors are best outside the normal teaching time. However, due to the large area of Yuma Sports Park, a reasonable planning and arrangement is better to deal with this contradiction.

### **3.2. Lack of Talents**

The biggest difference between Yuma sports park and other sports venues is that there are horses in it, so the management of the horse farm is very difficult. The operation of the horse farm should be horse centered. The managers of the horse farm must understand the horses and their habits, otherwise it is difficult to manage the horse driving sports park. In addition, the horses in our school's Yuma Sports Park in the future are all warm-blooded horses purchased from foreign countries at high prices. The shoulder height of these horses is generally around one meter eight, and their weight is more than 500 kg. They are large in size. The current teaching horses in our school are Mongolian horses and Xinjiang horses. In the future, the breeding and management of warm-blooded horses, and even the daily training are different, with higher requirements. At present, there are few talents in this field in our school, and the current teaching team cannot afford the daily maintenance of so many horses. Horses need proper exercise and scientific feeding every day. If the daily care can't guarantee the normal opening to the outside world.

### 3.3. Hidden Danger

Compared with horses, human beings seem to be very weak and small. Sometimes, the collision, tearing and other behaviors of horses out of instinct are easy to hurt people. Equestrian sport is also a high-risk event, especially when people are riding on the horse jumping obstacles, they will fall off the horse and cause injuries to the rider. After Yuma park is open to the society, more tourists come to the park to play, and the probability of safety accidents is also increased. It can be predicted that there will be more children coming to play in the future, and children will be very interested in seeing Ma Kending. If the management is not strict, children will be hurt when they are close to the horse, and tourists will be injured when they fall off the horse. Yuma Park belongs to the school. If there is an accident, the school will inevitably take some responsibility. Therefore, this hidden danger is also a big problem affecting the opening of Yuma park.

### 3.4. The Enthusiasm of Teachers to Participate in Operation is not High

The teaching team of the horse racing teaching and Research Office of our school has different research directions for horse racing and equestrian, including club operation management, veterinary medicine, horse house management, events, equestrian and training. If these teachers can participate in the operation and opening of Yuma Sports Park, they will promote its rapid development and improve the operation efficiency of Yuma sports park. However, the main responsibility of university teachers is teaching and scientific research. At present, the university has no relevant policies to encourage teachers to start businesses and work part-time. At the same time, due to the eight regulations of the central government, the current university teachers cannot give any subsidies, many institutions are eating a pot of rice, good work and bad work are the same, which makes the enthusiasm of teachers to participate in entrepreneurship is not high.

## 4. Suggestions on the Management and Development of Yuma Sports Park

### 4.1. Increase Publicity

When it comes to horse riding in Wuhan, people will know the Oriental horse city. Many horse lovers in Wuhan do not know that there is a horse training ground in Wuhan business school. Our school's horse training ground is open to the society. We need to increase publicity, use various media to expand publicity, expand the popularity of the school's horse training ground, attract more consumers, and let more people know that Wuhan is not only the East horse city, but also Wuhan business school. Through propagandizing and establishing a good social image, the school horse training ground can really adapt to the needs of market economy and create its own brand in the process of sports socialization and industrialization.

### 4.2. Attract Corporate Sponsorship and Transfer the Right of Naming

Yuma Sports Park in our university is the first in school horse training ground in Colleges and universities in China, which has also attracted the attention and reports of many media. At the same time, Yuma sports park has become one of the school's landmark buildings. It is the only place for leaders at all levels, other school experts, teachers, and people from all walks of life to visit our school. Schools can use the advertising effect of Yuma sports park to sell the naming right to businesses, which can not only attract social funds, but also solve the problem of large daily expenses of Yuma sports park. It can also be used as a breakthrough to name a number of facilities in the venue to attract more social funds.

### 4.3. Reform Management System and Implement Contract System

Today, with the rapid development of economy, it is impractical to follow the old rules and regulations of venues. To mobilize enthusiasm and maximize benefits, Yuma sports park can be

rented to a person or private organization without affecting normal sports teaching, training, and competition. The leaser shall be responsible for the daily operation and management of Yuma Sports Park, as well as the maintenance of Yuma sports park. The basic principle of the operation contract responsibility system is "to guarantee the base number, to ensure the payment, to keep more than the overdue payment, and to make up for the overdue payment". In order to maximize their own interests, they will reduce operating costs and improve efficiency. This also improves the function and potential of Yuma sports park to a certain extent.

#### **4.4. Establish Reasonable Charging Standards**

The charging standard of sports places in Colleges and universities should be set in strict accordance with the relevant regulations of the local price department, and a reasonable price should be set according to the charging standard of other equestrian clubs in Wuhan. Within the scope permitted by the policy, we should establish reasonable charging standards for different consumers. Membership fee, horse host foster care fee, adjustment fee and other related fees must be open and transparent. At the same time, Yuma sports park can also adopt different charging standards according to different time periods. In particular, during normal classes and winter and summer holidays, the charging standard should be different.

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