

Research on the Management of University Sports Venues from the Perspective of Sharing Economy

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Abstract

In this paper, field interview method and literature method are used to collect data on the opening of university sports venues. The data show that under the sharing economy, the opening of university sports venues is conducive to meet the sports needs of the masses, promote the improvement of national physical quality, and promote the harmonious development of society. At present, China advocates and actively promotes the opening of school sports venues, but its degree of openness is not high. The main influencing factors include imperfect laws and regulations, shortage of university funds, over-centralized campus area and high management difficulty.

Keywords

University Sports Venues; Open to the Public; Management.

1. Overview of Sharing Economy

The development of sports is conducive to improving the physical fitness of the people, enhancing national cohesion and national pride, and strengthening cultural competitiveness. The development of the sports industry can not only meet people's sports needs, but also expand domestic demand and stimulate economic growth. With the improvement of living standards, people's sports demand is also increasing. The existing public sports venues and facilities can no longer meet their sports needs. Therefore, the government rolled out a number of measures for the development of mass sports activities to promote the development and use of sports venues. "Notice on Launching the Pilot Work of Opening School Stadiums and Gymnasiums to the Society" made clear instructions on selecting a number of school sports venues to be open to the public. "Implementation Opinions on Promoting the Opening of School Stadiums and Gymnasiums to the Society" issued by the Ministry of Education and the General Administration of Sport clearly requires that school stadiums and gymnasiums be actively open to students and the society[1]. Universities have good sports facilities, which can meet the masses' sports needs in terms of both quantity and quality. Under the sharing economy, the opening and use of stadiums and gymnasiums are further improved with the development of science and technology, which can effectively increase their utilization rate.

1.1. Definition and Characteristics of Sharing Economy

Sharing economy refers to an economic model in which organizations and individuals who own resources transfer the right to use idle resources to others for compensation without transferring their ownership, thereby obtaining benefits. The use of sharing economy requires three elements: (1) The resource owner; (2) The resource user; (3) An intermediary platform trusted by both parties. Owners and users need to rely on third-party platforms to communicate. With the advancement of science and technology and the development of the

times, sharing economy has become a part of people's lives. The widely-known examples include ride-hailing, bicycle-sharing, etc.

2. Significance of Opening University Sports Venues to the Society

2.1. Meeting the Sports Needs of the Masses

With the continuous improvement of living standards, people's sports needs are also constantly improving. For example, companies often organize many forms of activities to promote team cohesion; the elderly dance in the square almost everyday; the youth usually play basketball together, etc. While the sports activities are in full swing, news like "Square-dancing Aunties" and "Basketball-playing Juniors" competing for the venue, "Square-dancing Aunties disturbing the residents", etc. continue to break. The shortage of sports venues account for this to a certain degree. According to a survey of the sports venues nationwide in 2020, as of 2020, the total sports venues nationwide is 3.099 billion square meters. Among them, the neighborhood committee sports area is 304 million square meters, and the village committee sports area is 585 million square meters, adding up to 889 million square meters, accounting for 28.68% of the total. Specialized sports venues can meet people's sports needs to a greater extent.

2.2. Making Full Use of University Sports Resources

University sports resources are mainly divided into two aspects. First, human resources. As a special place for cultivating senior professional talents with innovative spirit and practical ability, universities boast a galaxy of professional sports teachers. Most universities in China have launched sports majors and trained a large number of professional talents. The open management of sports venues in universities also provides opportunities to combine theory and practice for the training of sports professionals. Second, venue and equipment resources. The sports venues and equipment of universities can meet people's sports needs both in quality and quantity. Besides, the holiday time of each academic year in universities accounts for about 25% of the whole year. During this time, stadiums and gymnasiums are almost closed. The venues and numerous equipment cost a lot of money but are left unused, which is undoubtedly a huge waste.

2.3. Increasing Actual Economic Benefits

Opening university sports venues to the society can also increase school funds. Insufficient funds is common to universities. The funds of universities mainly come from fiscal appropriations, tuition, social donations, and school-run programs. Due to the different affiliations of universities, their fiscal appropriations also differ. In terms of the income generated by university-run programs, it may also vary greatly due to actual situation of different universities. However, the cleaning, maintenance and replacement of aging equipment, and personnel management all require funds. Universities can first unify its management through integrating sports resources and then making income by selling admission tickets, leasing the sports venues, providing sports training and other peripheral services. By doing so, universities can also increase its social influence and attract more investment.

2.4. Improving Social Benefits

The social benefits of universities are mainly reflected in two aspects: social evaluation and public response[2]. Social evaluation is to evaluate universities by the situations of its graduates. Actually, the general public don't have many opportunities to learn about the actual situation of universities. They mainly learn about it from others or through the news. The opening of sports venues provides a good way for them to know more about universities. They can directly see the university infrastructures, feel its cultural heritage, know more about the students there

and its cultural features, etc. By having zero-distance contact with universities, people can obtain the realest evaluation, thereby improving the social benefits of universities.

3. Status Quo of University Sports Venues

3.1. Status Quo of the Degree of Openness

According to the data, the degree of openness is quite different for university sports venues in various regions of the country. These sports venues can be open for money, for free, or partly for money. As to the opening hours, within the specific time frames, some will open full-time, some will open part-time, and still some will not open, which accounts for 15.33%, 14.85%, and 69.82% respectively[3]. Generally speaking, the degree of openness is low. The university sports venues in the western provinces and cities such as Yunnan boast the highest percentage of full-time openness, those in the southeastern provinces and cities such as Shanghai and Fujian have the highest percentage of part-time openness, and those in the central provinces and cities such as Hebei and Shangdong normally will not open their sports venues[3].

3.2. Status Quo of the Opening Hours

University sports venues should first meet students' need to have classes, take exercise, and other activities, which limits the opening of these sports venues to the society. Statistics show that universities forbid outsiders to enter their sports venues during teaching times. These sports venues are only available during the nights, weekends, festivals, summer and winter holidays. Among the university sports venues open to the outsiders in Anhui Province, 73.08% open during weekdays, 19.23% open during weekends, 3.85% open during festivals, and 3.85% open during summer and winter vacations[4].

3.3. Status Quo of the Management

The management of university sports venues is mainly divided into two aspects. One is the management of sports venues. The data show that university sports venues in Anhui Province are managed by university physical education department (65.38%), logistics companies (19.25%), professional institutes (3.85%), and contracted out to individuals (7.69%), etc.[4] The other is the management of outsiders coming into the campus. Universities know little of the outsiders, therefore, it's even harder to well-manage these people. The layout of universities are relatively simple, with various function areas highly concentrated and no clear segregation. The insiders are mostly students, teaching staffs and their family members. Outsiders coming into universities will no doubt influence the normal teaching and daily life.

3.4. Status Quo of the Funds Input

Opening university sports venues to the society needs funds both in the preparing stage and the operating stage. Every year, the purchase of sports supplies, the maintenance of sports venues and the purchase of peripheral products all need a large sum of funds. Statistics show that among the funds of university sports venues, 53.4% is self-raised, 40.2% is fiscal allocations, and 1.7% is social donations[5]. The sports funds of universities mainly rely on fiscal allocations and self-financing. The lack of funds will directly affect the opening and management of the sports venues.

4. Suggestions on the Management of University Sports Venues Opening to the Society

4.1. Establishing and Improving Management Methods

After opening university sports venues to the society, various problems will arise. For example, who will be held responsible if outsiders got injured when exercising in campus? How to deal

with problems between students and outsiders? Hence, it's especially important that relevant laws and regulations be set up. As early as in 1976, Japan rolled out the "Law on the Opening of School Sports Facilities to the Outside World" to instruct the opening of school sports venues to the society. Opening university sports venues to the society is not merely a requirement, we also need to tackle practical problems arise in the process. Public security management and personnel safety measures must be strengthened. Detailed safety guarantee measures and emergency intervention plans must be made. There should be clear regulations, unified standards, and strict compliance with the problems that arise in actual situations. Only by eliminating schools' concerns about opening sports venues to the society can universities dare to open up their sports venues.

4.2. Governments Cooperate with Universities to Provide Sports Venues

Every year in order to hold sports events or other large-scale events, governments have to borrow or rent suitable venues, which will no doubt increase the pressure on their budget. Hence, governments can cooperate with universities. By purchasing universities' sports venues, governments can get the place and universities can also provide better services using the money to operate the sports venues. When there are no sports events, the sports venues can be used for regular teaching activities and for outsiders to take exercises. By doing so, governments can relieve the fiscal pressure from holding sports events and make full use of these places after the events.

4.3. Raising Funds through Multiple Channels

At present, the most common methods of raising funds include government purchases and sports lotteries. If opening universities' sports venues to the society, a number of measures can be used to raise funds, such as selling the tickets, leasing the sports venues, holding sports training, etc. From the perspective of market economy, university students and outsiders are a huge sports market. Out of various sports need, they need to purchase sports facilities and other peripheral products. Besides, opening universities' sports venues to the society will attract social capitals. By integrating universities' resources, funds can also be raised through market management.

4.4. Reasonable and Efficient Opening of Sports Venues

Entrusting a third party to manage the sports venues is increasingly favored by many schools. Cixi City's model of entrusting a third-party to manage the sports venues is in full swing [6]. In full consideration of the actual situation of universities' sports venues during festivals and holidays, third parties will make practical plans to open their sports venues to the society. In this model, governments will provide some purchases, a third-party is responsible for managing, schools provide sports venues and facilities, city education and sports bureaus supervise, and the safety and police departments are responsible for the safety. By integrating the five parties, reasonable and efficient use of university sports venues can be realized.

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