Investigation on the Management Pattern of Sports Stadium and Facilities in Gansu Universities

Ke-Jian LIU and He-Hua TANG*

Lanzhou University of Technology, Langongping Road 287, Qilihe District, Lanzhou, Gansu, China

Email 1099090057@qq.com

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Abstract: Sports stadium is an important material basis for the development of China sports course and also important material carrier for sports industry. It is the object of government investment for a long time. Based on investigation, since the Reform and Opening-up Policy, China government has invested a large amount of capital into the construction of large stadiums, which caused a sharp increase in the number of stadiums in China. As the increasing number of people participates into the physical exercise, the number of current stadiums in Gansu can not meet the increasing needs of the public. A lot of problems have appeared, such as the number of stadium is limited, and also the facilities type can not meet people’s needs. It has practical significance to take good advantage of sports stadium, and allow more people take part in sports exercise and improve their health.

Foreword

In recent years, it has been a problem that the physical condition of students is being in a status of sliding. General Administration of Sport of China has formulated corresponding systems and institutions to improve current status. However with the increase of the number of facilities, the number of people take part in the physical exercise has increased accordingly, and in nowadays the number of stadium could not meet the increasing needs of the public. Two things should be done to solve this problem: first, the government should construct more stadiums for the public. The other is to improve the efficiency of stadium using.

So which kind of management pattern is benefit for the long term development of the stadium? It is a worthy of discussion.

Current status of school stadiums

University differs itself from middle school and primary school in its remarkable status, so the Education Department allocate more money to universities, thus there is relative abundance of capital for stadium construction. So the sport facilities in university are far better than in middle school and primary school, no matter in quantity or in quality. The earliest research literature is in 1995; Weng Huigen and Jin Qinchang in Hangzhou University made a research on the current status of 30 universities in 10 costal provinces. The result shows that the facilities in universities are in a tentative opening-up stage, and the ownership, right of use of facilities in the universities has not defined clearly. It’s impossible to separate

Management Patterns of the Stadiums

The research data shows that there are mainly three management patterns for the stadiums: professional type, mixed type and unitary type. The feedback reflects many problems, each has its own advantages and disadvantages. Some schools support physical exercise of students and teachers, while some schools maintain old-fashioned opinion upon the management of stadium. Take tennis stadium as example. The author has investigation eight universities in Gansu, which are Lanzhou University of Technology, Lanzhou Jiaotong University, Northwest Normal University, College of Technology and Engineering, LUT, Lanzhou University of Finance and Economics,
Tennis open to investigation in Gansu province.

<table>
<thead>
<tr>
<th>Type</th>
<th>Totally open</th>
<th>Open for profit</th>
<th>Internal open</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>0</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Percentage</td>
<td>0%</td>
<td>75%</td>
<td>25%</td>
</tr>
</tbody>
</table>

It is showed in the table that the number of school stadiums opening for profit occupies 75% of the whole. And 25% of the stadium only open internally. No stadium is totally open to the public. So if the stadiums are opened for the profit, opening rate can be very high. However under this pattern, the physical exercise of the students and teachers is not taken as the first priority.

**Pattern one: professional: rent to professional sports stadium management company**

Nowadays, most of the schools choose contract management pattern. This pattern is suitable for the stadiums with good condition, superior location and the surrounding sports stadium is not mature.

Advantages: first, it is convenient for the students to have PE classes without any influence; second, release the burden for the stadium management center; third, offer convenient for social group activity; finally this management pattern can attract more people to participate into the sports activity.

Disadvantage: the contractor may consider little about the maintenance and consider more about the profit.

**Pattern two: mixed pattern that is the co-management of school and community sports organization.**

The research shows that this pattern in China is not mature enough, the sports organization is not perfect, and there is not enough sports clubs in China. This pattern is suitable for the universities stadiums with good condition, and also there has mature sports clubs around. The basis of University and community sport organization cooperation is to ensure normal teaching activity, also this kind of management can achieve mutual benefit and long-term cooperation \(^2\).

**Pattern three: unitary pattern that is the school is responsible for the management of stadium.**

School department take part in the management of stadium. However most of management pattern has management system, but lack of implementation.

The advantages of this pattern is first the manage staff are the people in school and familiar with the management system, so they know how to preserve the stadium as perfect as possible, and this benefit the durability of the stadiums; second this pattern can improve economic benefit appropriately and promote physical exercise of the students.

The shortcomings of this pattern: this pattern is lack of professional management, so the stadium is unable to attract people of outside. If the stadium is closed expect for the PE classes, this is against the physical exercise of the students.

**Demand of stadium at present**

We are live in a highly competitive society, it a society with increasing number of obese children. Many of the people has mental illness, which lead to the appearance of odd diseases. Under such situation, we are badly in need to throw ourselves to the stadium. However stadiums in most of universities and middle school and primary school are not open to the public, only for the PE
classes. This kind of management can increase the longevity of the stadium usage, but it has no benefit for the public. This management has prominent advantages and disadvantages.

The disadvantages:
(1) For the school, close up can reduce the damage of the stadium and save maintaining cost and increase the longevity of the stadium and finally will increase profit for the school.
(2) For the students, it will help the formation of thinking mode with little choice.
(3) For the management personnel, this kind of management can reduce the labor force cost. The more people use the stadium, the more cost there will be. For example the sandpit, ground track field, badminton field, tennis field. The labor force is used for the recovery of the fields. For example, the management personnel should recover the sandpit for the second use. Net sports may cause damage to the net. Ground track field is a place where many people gather, there will certainly be of many rubbish.

Shortcomings:
(1) For the school, the physical health of the students will become a huge problem for the teachers. There are only one class or two class for the teacher to increase the physical condition of the students, this can be pressure for the teachers.
(2) For the students, they have little exercise time. The students have high pressure in study, if the stadiums are closed after PE classes, the students could not enjoy relax environment for exercise.
(3) This kind of management is not benefit for creating a quiet campus environment. Once, students can sing loudly in the track field, under this situation, some of the students may sing in the campus.
(4) Close the stadium can cause some disease. When the pressure accumulates, and without appropriate release, some mental disease would happen.
(5) If there is not enough exercise, there could cause some diseases.

To sum up, there is both advantages and disadvantages for the open and close of the stadiums, and many of the advantages and disadvantages are beyond my consideration. But it is clear that the disadvantages for the close up are far more than the advantages. If the stadiums are opened to the public, it may cause economic loss. However, the close up can cause physical or mental diseases which can not be replaced economically. The universities in Gansu adopt the third pattern, it is unitary management pattern. This kind of pattern can not only protect the school stadium, but also can provide an exercise environment for the students.

Conclusion and suggestion

Conclusion
In general, in recent years a lot of research has been done on the opening up policy of school stadium. However there is a few papers study the management pattern of the stadium. There exist three kinds of management pattern: paid, free, mixed. As for the management, the school administrative should invite some professionals to offer some advice on the management. Current management pattern is still fall behind, so it needs further study. Different management pattern should be applied to different situation, thus every university can find most suitable pattern for itself. At present, the contract management has significant advantage in improving management and service quality, and also brings some new problems. So it is important to learn the lessons of current pattern and explore a more perfect management pattern.

Suggestions
1) Relevant administrative departments of school should change this idea, and open up the stadium after PE classes;
2) The university can adopt suitable openness to the society, and take appropriate management pattern combined with teaching time;
3) The school should support the sports activity of teachers and the retired teachers, for example square dance or other collective sports;
4) The government should strongly support these schools whose stadiums are open to the society, and should sponsor certain security fees and maintain fee to the sports stadium.

References

