Optimized Path Analysis about College Sports Venues Socialization

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\textbf{Abstract.} New medical reform promotes prevention. State Pharmaceutical Administration also provides medical guidelines about prevention clearly. This standpoint has coincided with people’s intention for engaging in sports activities. Sports venues are the prerequisites for people to carry out sports activities. College sports venues socialization is one of the policies to solve problems about shortage of sports venues under the background of national fitness. Achieving college sports venues is the important measure to respond to the call of national fitness. But college sports venues still have some problems like lack of openness with management power, obscure responsibility with rights, improper maintenance and other circumstances. This paper points to the current situation of college sports venues and regards principle of playing non-profit about college sports venues fully to provide optimized path for national college sports venues socialization.

\textbf{Introduction}

China has entered into important stage of building moderately prosperous society at present. Various sports needs of people are increasing more and more gradually. Consumption methods change from material object expense into participation consumption. But overall scale of current community sport venues is not large and per capita sports venue is less. In addition, community sports venues still exist problems like shortage of effective supplying, laggard sports basic equipment construction, laggard equipment devices manufacture, not flexible institutional system and others. State Council General Office issued Opinions about Further Extension Consumption in the Fields of Tourism Culture, Sports, Health, Provide for the aged, Educating Training and Others on 28\textsuperscript{th} November 2016. It put forward opinions about improving using efficiency of sports venue, vitalizing stock resources, pushing conditioned school sports venue facilities open to students of this school with public orderly after class and holidays with festivals, using commercial operation modes to push multiple layer opening utilization of sports venues so as to enhance sports consumption clearly\textsuperscript{[1]}

Solving the shortage of sports venues is essential requirements about strengthening people’s constitution, achieving deep integration of national fitness with national health and it also important content of constructing healthy China. Under the background of country promoting to purchase public service, encouraging college sports venues open to the society, exploring the problems about college sports venue openness and government purchase public sports service, relieving supply with demand pressure of ground devices so as to meet the basic sports needs of people is necessary.

\textbf{Current Circumstance of College Sports Venue Socialization}

Chinese fifth sports venue census data in 2013 shows that sports venue of educating system management account 65.6\% of national sports venue area\textsuperscript{[2]}. Sports venue area of educating system management is 1056 millions sq.km and account 53.01\% of nation through sixth national sports venue census data until the end of 2013\textsuperscript{[3]}. Though rate of teaching system management sports venue area is a little decline, it still is the main body of national sports venue resources in general. College
sports venues are funded by educational department and belongs to the management with usage of college sports department for a long time. It mainly engages in college sports teaching, students sports exercise with extracurricular sports, contests and other activities. Partial sports grounds would close for the public except teaching mission then result sports ground be vacant for most of time. Research found that usage of college sports venue almost no calculating cost. If it needs to update or repair, principal of college sports department would apply expenditure for school and occupy stress education funding.

**Burden of College Sports Venues Management Is Becoming More and More Stress**

Relevant policy mentioned that pilot opening time is 2 years during the period of nation pilot in 2006. Each year opening school could gain fund subsidy 20 thousand each year. It can gain 40 thousand fund subsidy in 2 years[^4]. After pilot period, schools which in the pilot range or except could gain some fund subsidy from local government. But proper fund subsidy of local government has no clear amount standard. Even though it is a pilot school, it is hard to pay for devices maintenance expenses, personnel management expenses, venue cleaning expenses, water with electricity bills and other fees through using 20 thousand which gained from government. In addition, foreign personnel also have much difference. It would bring sports venues maintenance burden for school invisibly when they engaged body-building activities in sports venues of school cause destruction of sports venue, escape responsibilities and others.

**Influence the Quality of Physical Education in Colleges**

There are still exist some foreign person engage in activities which has nothing relevant with body-building or obey its teaching intention and destroy sports grounds when college develops normal sports teaching through study with research. Like making big noise in the sports ground, destroy teaching devices, dry something on the teaching devices and others. These behaviors affect the college sports teaching quality seriously. In addition, destroyed sports devices maybe endanger the safety of students indirectly.

**Shortage of Sports Venue Maintenance Expenses**

College sports venues is public sports devices which constructed by colleges through gaining funds from national financial department. Sports venues would face with destruction at different degree in the routine teaching or social person engage in body-building and not body-building activities. However, maintenance expenses of sports venues are a little large and under the conditions of lacking relevant management system with compensate measures, sports venue maintenance expenses are relatively stress. School and social person don’t make clear regulations when talk about maintenance expenses with venue compensates. And there is shortage of monitoring in the process about using sports venue, it can’t find relevant person to take on this compensate. Individual colleges pay less attention to the sports teaching, then sports venue maintenance expenses can’t support maintenance with operation of venue. It would influence college sports teaching quality directly.

**Sports Venue Opens in the Half Way**

How to open is the main problem that college sports venue socialization face with. Foreign person used sports venue to make operation errors with personal injury without scientific guidance, it add responsibility dispute of school by accident. And it also exist many circumstance that foreign person fight with students about using sports venue. On the basement of above problems and consider about safety of school with students, partial college take corresponding measures according to its situation-combining paid service with free service. Because our education department is strict with colleges charge for something except study expenses, so if it has extra charging circumstance, it must apply for price and other departments then make statement. Some strict regulations make inconvenience for college management. School opens their sports venue devices for public in order to convenient people to body-building, but too much social burdens bring a lot of troubles for colleges.
and it should take on some responsibilities. So most schools think that open sports venues devices for society has high maintenance expenses with obscure rights and responsibilities. And it is hard to make sure the normal work of colleges. So they choose to open as little as possible or not open.

**Optimized Path of Existed Problems about College Sports Venue Socialization**

**Strengthen Management Work of College Sports Venues**

In the process of developing national colleges sports education, achieve the reasonable assignment of sports venues in the colleges, make the coordinated development of colleges sports with social economic from beginning with macroscopic benefit according to the real needs of college sports teaching\(^5\). First of all, we must change traditional management concept in the process of strengthening management work of college sports venues. Under the market economy environment, college sports venues can open to society orderly and achieve marketing, industrial management with operation. Paid service can supply important financial security for college sports development. And it could enhance the circular development of college sports venue continuously on this basement then make excellent circulation. Push the sustainable development of college sports venues.

**Make the Sports Venue Management Policy and Establish Credit Mechanism**

In the process of college sports venue socialization, school can take step foreign person real name registration system for body-building. Foreign person are not allowed to enter in sports venue and make behaviors which obey teaching intention, endanger the life property safety of students with staffs in the college regulated time. School’s gym key should be kept in special person. It can’t allow other person especially foreign person make the key of it privately. If foreign person use gym of school, it should put on records for school-level. And make better checking work after using like whether venue, devices have destruction or not then make monitoring with feedback work in time. In addition, foreign person should pay attention to the protection of sports venue in the process of using. If some behaviors which destroy sports venue or body-building happened, it should record in personal credit mechanism and check at regular intervals. Someone with low credit are not allowed to enter in.

**Broaden the Ways of Collecting Funds**

Collecting funds through multiple channels. First of all, government should increase investment of community sports construction expenses properly and give some community sports construction special expenses for each community. Relieve college sports venue pressure through constructing community sports venue. Otherwise, if sports venue happened some personal destruction, it should find exact person to take on this responsibility and clear compensate clauses. Or let financial expenditure compensate something for the maintenance of college sports venues. Thirdly pursuing social enterprises support when organize large scale sports activities and charging partial sports ground is another ways for college to collect sports expenses.

**Establish Effective Opening Methods**

With the development of national sports with lifelong sports activities, aware with needs of taking part in sports becomes stronger and stronger. But some colleges don’t open college sports venues fully according to the consideration of overall benefits. And it still exist the circumstance that resources are not utilized fully in some degree. So schools should change their aware in the process of sports venues socialization and achieve partial sports venues paid opening then fulfill social needs\(^6\). Achieve the largest degree of achieving sports venues openness under the government support so as to achieve the sustainable development of college sports venues then meet the needs of body-building for social persons.
Summary

With the development of college sports teaching and policy guidance about college sports grounds socialization from government, how to improve college sports venues management level and strengthen the utilization of college existed sport venues in the process of college sports venues socialization is the main point in the work of researching college sports. And it is important premise of enhancing sustainable development. So it needs to achieve marketing, industrial of college sports venues, social sharing with college sports venues, achieve scientific management and others when manage the college sports venues. In the process of college sports venues, government, college and community should cooperate with each other. Only combing openness with protection, it would push the optimize with sustainable development of college sports venues management. Then it could make community person enjoy more enough sports resources in the process of college sports venues socialization then achieve effective assignment of resources.

References