

A Study on the Entrepreneurial Practice of Yixin Entertainment Fitness Club

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ABSTRACT. *In recent years, the physical fitness of college students continues to decline, the traditional fitness model does not adapt to the development of campus. In this paper, through the methods of literature, field investigation, questionnaire, ERP sand table simulation model and so on, we investigate the practical courses of fitness clubs in several universities in Hefei and Shanghai, learn from the advanced methods and experience of their management and operation mode, analyze the feasibility of the development of entertainment fitness clubs in universities, and finally put forward the extracurricular sports suitable for the development of entertainment fitness clubs in universities. The innovative management mode of combining management with physical education management.*

KEYWORDS: *College sports, Fitness club, Management mode*

1. Introduction

2018 is a traditional sports year. After the report of the 19th National Congress clearly put forward the goal of building a sports power, this year's report on the work of the government mentioned four times to carry out sports work, and the plan of building a sports power has been implemented. In the key points of the opinions of the State Council on speeding up the development of sports industry and promoting sports consumption, it is proposed that the national fitness should be promoted as a national strategy, so as to ensure that the time of students' sports activities in school every day is not less than one hour. School sports venues should be open to students in their spare time, so as to accelerate the opening of school sports venues to the society. This undoubtedly provides an excellent opportunity for the development of University entertainment and fitness clubs. According to the data, in recent years, the physical fitness of college students has continued to decline, which is reflected in the continuous decline of physical fitness, such as vital capacity, speed, strength, etc., the increase of obese students, the increase of disproportionate number of students, and the high myopia rate of students. On the one hand, it is because college students are not enthusiastic about exercise, have not developed good habits of life, fitness habits, and have no scientific training plan; on the other hand, it is because some college sports facilities are not perfect, or the stadium is not evenly distributed, which can not meet the needs of students[1].

2. The Current Situation of the Development of University Recreation and Fitness Clubs

2.1 The Definition of University Recreation and Fitness Club

On the basis of keeping the characteristics of traditional university Fitness Club (that is, University fitness club is a unique organization of University, relying on the existing sports fitness resources of University, meeting the sports and fitness needs of teachers and students at school, and giving consideration to the needs of the large number of sports fitness in the radiation area of University), the entertainment and interest of fitness club should be increased. At the same time, it deepens the new club form of the club's marketization [2].

2.2 The Development of Entertainment and Fitness Clubs in Colleges and Universities

There is no precedent for the establishment of entertainment and fitness clubs in Colleges and universities across the country. Through our preliminary research, we found that Anhui Sanlian college has an environment suitable for the development of entertainment and fitness clubs. First of all, students of Anhui Sanlian college spend more time in learning and surfing the Internet after class, and less time in activities. On the one hand, the students of Anhui Sanlian college are under great pressure in their studies, and they have strong demands for entertainment and leisure. On the other hand, they are not interested in sports and fitness due to the lack of proper fitness places and guidance. Secondly, the relevant reports show that a majority of college students are in a sub-health state. Learning pressure and learning fatigue, irregular meals, lack of sleep and exercise, and poor self-regulation. What's more, some college students are addicted to the Internet and completely ignore sports and fitness. The establishment of entertainment and fitness club, through interesting sports activities, attracts more students to participate in, helps them “go off the network, out of the dormitory, to the playground”, and develops good living habits. Finally, the results of the investigation show that the starting point for boys to participate in sports activities is mainly to strengthen their physique, enrich their life interest and strengthen their physique. The motivation of female students to take part in sports activities is mainly focused on weight loss, shaping body shape and coping with examinations. This is closely related to students' own needs, and it also shows that students have a certain understanding of the value and function of sports. From the results of the survey, although the entertainment and fitness club of Anhui Sanlian college has not been carried out in Anhui Sanlian college, there is a certain demand for it, a suitable soil for its development and growth, and there is a market gap. The entertainment and fitness club to be built can not only meet the entertainment needs of students, but also help students form good habits, have a healthy body and enrich campus culture by organizing “fat burning group exercise, interesting equipment, brand tearing” and other activities[3].

3. The Exploration of the Management Mode of University Recreation and Fitness Club

3.1 The Present Situation of the Management Mode of University Fitness Club

At present, the research on the healthy development of health club management mode is still in the trial stage in Colleges and universities, but most of them lack of effective management mode. This is because the existing management mode of University fitness club is not suitable for club management. Although the existing management mode is clear, the operation process of University fitness clubs is limited because they are subordinate to the school administration, such as the low utilization rate of venues, poor service quality, and the coaches are not responsible. Therefore, it can not guarantee the healthy, orderly and sustainable development of University fitness clubs [4].

3.2 The Influencing Factors of the Development of Entertainment and Fitness Clubs in Colleges and Universities

3.2.1 Management Factors

A reasonable management model is helpful to the division of responsibilities among all departments of university clubs, to the improvement of service quality and consumer satisfaction, and to the long-term development of the clubs. At present, the college fitness clubs in our country are in the process of market-oriented development, and there is a big gap between them. Due to the lack of specialized management talents, most clubs have obvious defects in management, such as the imperfect assessment measures of coaches, the lack of feedback channels of members, etc. On the other hand, the club did not strictly implement its own rules and regulations, resulting in the management system become a dead letter and lost its due value [5].

3.2.2 Publicity and Facilities

Promotion is of great value to the long-term development of the club and the improvement of its market competitiveness. In the early stage of the business simulation model, we found that only by analyzing the market situation correctly and finding our own position, can the club have a great development. Compared with the market-oriented operation of commercial fitness clubs, college fitness clubs have a relatively single way of publicity and a limited role in the absorption of consumers. College fitness clubs are generally built on the basis of College fitness venues and equipment. Due to the limited time of College Students' fitness activities, their fitness activities tend to focus on certain specific periods. When the club is facing the peak period of fitness, the fitness venues and equipment are often in short supply. On the other hand, the particularity of University fitness club determines that the fitness equipment is restricted by teachers and hardware environment, and there is a serious shortage in the supply of large-scale supporting equipment and facilities.

Moreover, based on their own strength, it is difficult for colleges and universities to invest a lot in the club's venues and equipment. If they do not take other ways, this situation cannot be changed quickly in the short term, which will inevitably hinder the efficiency and quality of the operation of fitness clubs [6].

3.2.3 Promote the Combination of Physical Education Teaching Management and Extracurricular Physical Education Management

Combined with the reality of colleges and universities, we should combine the management of extracurricular physical activities with the management of physical education, strengthen the construction of the teaching staff of physical education, fully guide the students' self-management consciousness, and improve the students' physical exercise effect and self-evaluation ability. Give correct guidance to the theoretical and technical aspects of students' physical exercise. To ensure the standardization and systematization of the organization and management of extracurricular sports activities in Colleges and universities, and then form a relatively sound organization and management mode of extracurricular sports activities. To provide students with high-quality physical training platform [7-8].

4. Conclusion

In order to carry out the practice of entertainment and fitness clubs in Colleges and universities smoothly, managers can strengthen the transformation of management mode, build a management mode combining extracurricular sports management and sports teaching management, carry out market-oriented reform step by step, and establish correct management concept, and cooperate with commercial clubs in the society to improve their competitiveness. The managers and operators of the entertainment and fitness clubs in Colleges and universities need to make their own market positioning, formulate a publicity strategy suitable for the long-term development of the club, further expand the scope of publicity, at the same time, they can build exclusive websites and public numbers through the network platform, upload photos of fitness venues or videos of fitness activities, and strengthen the publicity effect. College entertainment and fitness club can not only provide college students with places to participate in sports activities, improve their psychological quality, enrich campus culture, but also further help college and society's fitness activities. With the deepening of our country's economic market-oriented reform, as well as people's ideological transformation in the new era, the development opportunities of College entertainment and Fitness Club But with the development of relevant research and practice, the University entertainment and fitness club will usher in its own spring.

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