

# The Latest Development and Trend Development of Sports Venues Research

Menglu Lv<sup>1</sup>, Chengcheng Cai<sup>2,\*</sup> and Jin Pan<sup>3</sup>

<sup>1</sup>Department of Physical Education, Guangdong Polytechnic of Water Resources and Electric Engineering, Guangzhou 510635, China

<sup>2</sup>College of Profession Tennis, Wuhan City Polytechnic, Wuhan 430064 China.

<sup>3</sup>The Lesgaft National State University of Physical Education, Sport and Health, St. Petersburg 191011, Russia

\*Corresponding Author

**Abstract:** Sports venues undertake the arduous task of the Chinese people yearning for a better life. With the rapid development of the times, the general public's demand for sports venue resources and traditions have changed and developed towards diversity. Traditional sports venue resource allocation exists. In the case of unreasonable resource allocation and unbalanced supply and demand, it is necessary to optimize stadium resources in the context of the new era to meet the society's demand for stadium resources. This article uses research methods of literature and logical analysis to compare and analyze the industrial structure of existing stadiums and the industrial structure under the market economy, and then propose strategies for optimizing stadium resources in the future, and conduct research prospects.

**Keywords:** stadiums, research progress, trends

## 1. Introduction

Sports venues are the general term for various sports venues specially built to meet the needs of sports training, competition and mass sports consumption, and are the hardware conditions for the development of sports[1]. With the upgrading of China's sports consumption structure and the development of national fitness, the people's demand for sports venues has gradually increased. At the same time, academic research on sports venues in China has gradually increased with the country's emphasis on sports venues, forming a more systematic and stable research content system, and a group of scholars dedicated to sports venue research have also emerged[2]. Up to now, sports stadium research has gone through nearly forty years. Under the background of the supply-side reform of the sports industry, the research on sports stadiums in China has been reviewed and prospected to understand its research hotspots, and summarize existing research deficiencies and content to be discussed in depth, the development of this field has a certain promoting effect.

## 2. Review of stadium operation and management methods

### 2.1 Ways of privatization of stadiums

The main research object of stadium operation and management research is public stadiums. The development of public sports stadiums in China is undergoing a transition from business-oriented management to corporate operational management. There are many problems, such as low utilization rate, prominent contradiction between economic and social benefits, and serious loss of state-owned assets, insufficient maintenance funds, etc[3]. The emergence of these problems makes researchers gradually turn to the discussion of privatization reform.

Experts and scholars at home and abroad have analyzed the experience of privatization of foreign stadiums and facilities, and believe that PPP, BOT and its derivatives, service outsourcing, entrusted management contracting or leasing should be feasible domestic privatization methods. At the same time, Chinese scholars have also put forward a privatization model of "government guidance and privately-owned stadiums" based on the status quo of Chinese sports venues, combined with the "business city concept". However, many problems have been highlighted in the process of privatization

reform in sports stadiums, such as lack of innovation in reform concepts, lack of institutional guarantees for reforms, and inadequate supervision. In response to the problems arising from the privatization reform, the concept of privatization reform should be established first, and unified actions should be guided by the concept. The national level should improve the legislative work of privatization reform, establish a reform performance evaluation system, and conduct supervision work with diversified subjects. Some scholars have also discussed the issue of institutional guarantees for the privatization of sports stadiums. The research put forward the concept of "government regulation", which is to promote the establishment of institutional guarantees by the government and make full use of market forces instead of replacing the market. In summary, the focus of the privatization process of stadiums and stadiums lies in the reasonable intervention of the government and the proper integration of market resources. The two should be effectively connected and weighed. On this basis, a complete supervision and evaluation system should be gradually formed.

## **2.2 Operation mode of stadiums**

In terms of specific operations, the original operating policies of the stadiums should be kept unchanged, the evaluation and evaluation standards of sports public services should be established, the government purchases the public sports services mechanism, and the public bidding for the management rights of the stadiums should be carried out[4]. At present, the mainstream trend of sports stadium operation is service outsourcing and commissioned operation. Service outsourcing is a mode of outsourcing the core business of sports venues, using external professional management teams to operate, and improving operational efficiency to achieve profitability and improve service levels. Service outsourcing is divided into internal management service outsourcing and business operation service outsourcing. In the process of service outsourcing in stadiums, attention should be paid to issues such as decision-making, outsourcing service standards and requirements. At present, the service outsourcing of sports stadiums is relatively mature, but it should focus on the risk management of service outsourcing, establish a service outsourcing service risk identification, assessment and response system, and formulate necessary emergency plans on this basis to prevent service providers from a sudden exit.

Entrusted operation is an important trend in the development of sports stadiums in the future. Compared with developed countries, the development of entrusted operation of sports stadiums in China is not mature enough. Relevant Chinese experts and scholars summarized the main problems of entrusted operation of stadiums, including the unclear nature of entrusted operation contracts, weak professionalism of operators, and insufficient supervision. The more critical issue is the taxation of commissioned operations[5]. At present, the taxation of some commissioned stadiums is higher than that of traditional business operations. The lack of relevant policy guarantees has seriously hindered the development of commissioned management. Entrusted operations should strive to apply the current real estate tax and urban land use tax exemption policies, so that the owners of sports venues will become the subject of tax exemption, so as to be exempt from real estate tax and urban land use tax. Future research can conduct special demonstrations on the design of entrusted operating taxes and fees, and defend the rationality of entrusted operating taxes and fees in the existing legal provisions.

In addition, existing studies have compiled performance evaluation tools for stadiums from the perspectives of customers, finances, internal procedures, innovation and learning, which provide convenience for evaluating the operating conditions of stadiums, so as to change business strategies and improve operating efficiency based on the evaluation results. The evaluation tool can be tested in the future, and it will continue to be improved in practice. Sports stadium operation and management has always been a hot issue. At present, most researches are conducted on the macro level to conduct theoretical analysis and propose solutions, which have certain reference value. However, with the advancement of research and the development of big data, future research on this topic is bound to the transformation of vectorization research, evaluation tools, mathematical simulation and other means have great potential in this topic research.

## **3. Research and development trends of sports venues**

By summarizing related researches on Chinese sports venues, it is concluded that sports venue construction research focuses on the macro-control of construction logic and the discussion of construction financing models[6]. The construction logic of large-scale sports venues should adhere to the principle of public welfare, and discuss construction on this basis the detailed factors in the

financing model have been relatively complete, and empirical research can be strengthened in the future; sports stadium operation and management research focuses on the privatization reform and the specific operation and management methods of the stadiums, and the focus of the privatization reform lies in the reasonable intervention of the government as well as the proper integration of market resources, service outsourcing and commissioned operations are the main development trends in sports stadium operations. The theoretical research has achieved certain results. Research on tax and fee issues needs to be strengthened; the nature of school sports venues is clear, and seeking a diversified compensation mechanism has become a trend. In addition, transferring the risk factors faced in the opening process through a sound insurance system may become a hot topic in future research.

### ***3.1 Strengthen the research on the relationship between stadiums and regional economic development, and plan the construction of stadiums as a whole***

Holding large-scale sports events has a greater role in promoting the regional economy and image, and it has gradually become a trend to use large-scale sports events to drive the regional economy. The holding of large-scale sports events also means the construction of new large-scale stadiums or the transformation of old stadiums. For newly-built sports venues, it is necessary to consider its relationship with regional economic development, the site selection and scale of sports venues construction, and also focus on issues such as citizens' fitness needs and post-match utilization. There are three opinions about the construction of sports venues to promote urban development in foreign countries. The construction of sports venues will inevitably promote urban development, the construction of sports venues has nothing to do with urban development or hinder urban development, and the construction of sports venues may promote urban development. Future research urgently needs to strengthen the empirical research on the relationship between stadiums and regional economic development. There are two main ways to explore this relationship: First, use economic modeling methods to establish an input-output model, and estimate that after the stadium is completed the impact on the regional economy is used as a reference for decision-making in the construction of stadiums; second, the economic evaluation of the stadiums after the completion of the stadium is generally carried out through regression analysis, combined with time series and cross-sectional data to detect sports does the presence of venues have a significant impact on the statistical data representing local economic development? Generally speaking, the value of pre-evaluation is much greater than that of post-evaluation, but currently foreign researchers are more inclined to use the second method. Research on sports venues in China has little research on this issue. The correlation between the law of stadium operation income and the law of urban economic growth can provide effective decision-making reference for the government to plan and construct stadiums to a certain extent.

### ***3.2 Based on the principle of public welfare, strengthen the innovation research of sports venues business model***

Experts and scholars at home and abroad have questioned the business model of large sports venues: The government has already collected taxes, why should it still make taxpayers' money? Why do people have to accept selective entry after paying taxes? Government documents have also continued to emphasize large sports venues. The commonweal nature of public welfare is a public resource, and it should be upheld on the basis of "public". Whether it is for the purpose of hosting large-scale sports events or the government to achieve a certain purpose, the construction of stadiums must adhere to the public welfare. Entangled in cost-benefit issues may cause policy updates to lag behind contradictory developments. Only under the premise of the principle of public welfare and innovating the sports stadium business model can the utilization efficiency of stadiums be improved and the goal of high-efficiency operation can be achieved. Some experts and scholars have put forward the strategy of obtaining large-scale event resources during the operation of large-scale sports venues. In addition to the holding of sports events, attention should also be paid to the multi-functional utilization of venues, such as obtaining large-scale cultural event resources. Sports venues should not only act as a lessor when hosting large-scale events, but can create value-added services based on the characteristics of sports venues. On the basis of some macro-strategic demonstrations, it is necessary to strengthen empirical research, try to use economic modeling methods for research, establish income-output models of different business models, and guide practice.

### **3.3 Strengthen the research on the risk management of the social opening of college stadiums and gymnasiums, and build an insurance system**

The opening up of university sports venues is a big trend. Most of China's sports venues are in universities. How to effectively use these venues has become a hot topic in the future. At the same time, foreign studies have shown that lower sports activities have varying degrees of positive correlation with the increase in the distance and the decrease in the number of stadiums. The opening up of university stadiums is facing funding problems, but more importantly, there are risks in the process of opening up. The risk factors facing the social opening of school sports venues are more complex and changeable than the risks of school sports activities. The risks of outsiders, venues and equipment, management risks, etc. will restrict the process of social opening of school sports venues. At present, the research on risk management of school sports activities has been relatively mature, and a complete risk management model for risk identification, evaluation and response has been formed. Risk management research is a key link in the social opening of school sports venues, but the research on this issue is relatively lagging, and special studies can be launched in the future to provide risk management references for school management departments. "Risk management of university stadiums and gymnasiums opening to the outside world" can form a systematic research topic. On the basis of clarifying and assessing risk sources, on the one hand, schools and social personnel need to have the ability to respond to risks, and on the other hand, risk transfer strategies need to be adopted. The high-risk risks during the opening of the venue are transferred to insurance. As far as the current research status of school sports insurance is concerned, researchers need to start with policies and legal texts from top to bottom, propose a feasible insurance system, design insurance types, premium sources, etc., and then promote the government to carry out pilot work and evaluate the effect.

## **4. Conclusion**

Through reviewing and looking forward to the research trend of sports venues, the central idea is to give full play to the effectiveness of existing resources in time and space under the premise of a market economy, and at the same time to make reasonable resource allocation according to different needs. The government must play a guiding role and at the same time it should also self-regulate in accordance with the laws of the market. China's sports stadium business reform is still in the shallow water area of reform, and the reform is not strong enough. There is a lack of legal documents to promote the sports stadium industry, so there is no strong driving force. The uneven geographical distribution of China's sports stadium resources is limited by economic development, and it is difficult to improve in a short time. The government should increase the intensity of the reform of sports venues, make them more market-oriented, and allow the market to carry out effective resource allocation.

## **References**

- [1]Wang B . *Evaluation of sports visualization based on wearable devices. International Journal of Emerging Technologies in Learning (iJET)*, 2017, 12(12):119-126.
- [2] Gurubasavaraja. G , Syed H H . *Influence of Technology on Top Sports Performance - A study. SSRN Electronic Journal*, 2020, 7(1):1-9.
- [3]Li J , Li H , Wang H , et al. *Evaluating the impact of mental fatigue on construction equipment operators' ability to detect hazards using wearable eye-tracking technology. Automation in construction*, 2019, 105(SEP.):102835.1-102835.14.
- [4]Lee S I . *The Impact of Perceived Value for Golf Equipment on Customer Satisfaction, Brand Trust and Switching Intention: Focusing on Golf Driver. Korean Journal of Sports Science*, 2020, 29(3):475-493.
- [5]Huseyin O . *The impact of sport activities on basic motor skills of children with autism. Pedagogics Psychology Medical-biological Problems of Physical Training and Sports*, 2019, 23(3):138-144.
- [6]Barbosa T M . *Smart sport equipment: reshaping the sports landscape. Motricidade*, 2018, 14(2-3):1-2.