

Challenges and Choices Facing Stadiums and Gymnasiums from the Perspective of the of the Times

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Abstract: *With the gradual deepening of the development of the times, the people's yearning for a better life has become the main theme of the development of the times. This article uses research methods of literature and logical analysis to make a specific analysis of the challenges and choices faced by stadiums during the rapid development of the times. The research found that: seize the opportunities of the times to improve the level of stadium construction and operational management capabilities; establish a sound stadium function to achieve multi-channel development; emphasizing innovation-driven development and realizing the diversification of stadium operation modes are new challenges facing the development of the times, and a corresponding development path has been proposed.*

Keywords: *stadiums, times, challenges*

1. Introduction

The times are developing rapidly, and the deepening of the reform of sports venues, an important project related to the future of the nation, must start with the establishment of a new understanding. The resource development and utilization of stadiums is an important carrier for promoting the construction of a healthy China. In the new era, the main social contradiction in China has been transformed into a contradiction between the people's growing need for a better life and unbalanced and inadequate development[1]. The people are paying more and more attention to healthy and enjoying life. As public service facilities, stadiums and stadiums are taking on important tasks. The current traditional stadiums and stadiums have unreasonable resource allocation, unbalanced regional development, and low utilization rate of stadium resources. Schools and community stadiums are not open to the outside world, and there are fewer branded events hosted. In response to the above, how to deepen the reform of my country's sports venues, how to achieve continuous innovation, effective use of resources, and how to continue to write a new chapter in China's sports venues and achieve new achievements under the background of the new era are topics that require further research.

2. Challenges faced by stadiums and stadiums from the perspective of development of the times

2.1 Improve stadium construction level and operational management capabilities

The new era belongs to everyone and every field. Running a socialist stadium with Chinese characteristics in the new era is the top priority of the sports industry. However, with the rapid development of various sports venues of different sizes and types, some related problems have also been highlighted[2]. First of all, the construction of stadiums at all levels and cities benefited from the holding of large-scale events and to meet the needs of urban development. After the huge investment and construction in the early stage, the utilization rate of stadium resources was low and the follow-up maintenance cost was high. Second, the distribution of urban and rural stadiums was uneven. The function of the venues after construction is relatively simple; finally, the sports venues and facilities of various types of schools at all levels are closed to the outside, which leads to the limitations of their public fitness services. How to effectively use and cultivate the new sports industry, improve the construction level and good operation of stadiums and stadiums, fundamentally revitalize the high integration of stadiums and stadiums in the service industry, while meeting the needs of the people for a better life, they can become an alternative to my country's national economic development to one

point of growth. In response to the above problems, first of all, we must attach great importance to the deepening of the reform of sports venues from an ideological perspective, adhere to and improve the management system of sports venues, and redraft relevant guidelines for the development and utilization of sports venues resources; The rectification of stadiums and venues has made it convenient for the people and beneficial to the people; broadened the operating mode of stadiums and venues, developed from a single to diversified operating model, and developed from an independent operating model to multiple models of contract leasing, service outsourcing, and entrusted management, and accelerate the development of existing sports the planning, design and construction of stadiums are the first step in ideological reform; secondly, the supervision mechanism for the operation and management of stadiums should be improved, efforts should be made to solve the problem of unbalanced and insufficient development of stadiums and stadiums, and the government should be urged and supported to make the key points of stadium reforms. Work, communicate with the education department, and on the basis of ensuring normal teaching, shorten the utilization rate of the national fitness of various school venues at all levels and facilities outside of teaching, and provide free use of the sports venues in the nearby communities on the campus; again, the stadiums are performing In addition to basic sports competitions and professional training services, we also undertake more mass fitness activities, combining some free and low-cost fees, and more sports training, sports goods monopoly, corporate festivals, outdoor development, leisure travel and entertainment, and more used as a large-scale conference and exhibition to increase the utilization rate of sports venues; finally, the government will take the lead and universities will take the lead to implement the deepening reform and innovation of sports venues at all levels. The public service functions that governments at all levels must perform are also the basic rights enjoyed by the general public in accordance with the law to sports rights and interests. With the development of China's economy and society and the improvement of people's living standards, the broad masses of people have more and more demand for participation in sports and fitness. This requires the government to improve sports facilities and high-quality sports public services. Transform the operating mechanism, deepen the reform of the venue management rights, introduce the PPP model, through the introduction of social capital and modern corporate operating mechanisms.

2.2 Achieve the diversification of venue operation models

In terms of venue operation, provincial and municipal stadiums should have new reforms. Observance of conventions has always restricted the development of stadiums. The operation of large stadiums cannot be revitalized by national fitness alone. Take Wukesong Sports Center as an example. The Wukesong Sports Center is now also called the Cadillac Center. Its current naming fee is as high as tens of millions each year. There are more than 200 events, competitions, and theatrical performances a year[3]. Therefore, the operation of stadiums must be transformed from planned economy thinking to market economy thinking, incorporating the "PPP" operation model and outsourcing the stadiums, so that the stadiums can be operated in a long-term benign manner, and improving the development of stadium service information resources and informatization management, including the fitness of stadium associations. All-in-one card information platform, event comprehensive management system, personnel registration and certification system, such as building a network information service platform for the operation and management of the Bird's Nest service supply chain, so as to systematically integrate the service flow in the operation and management of the Bird's Nest service supply chain through computer network technology information flow, capital flow. Based on the data provided by the Internet, the introduction of "smart venues", making full use of wireless network facilities, provides audiences with a variety of aspects from ticket sales, ticket collection, parking, guidance, live broadcast, interaction, merchandise sales, travel explanations, information push, facility management, etc. Customized services to achieve a perfect experience. In the future, the development of stadiums and stadiums tends to be small and medium-sized stadiums, and the design is more humane. The government improves the guarantee mechanism of stadiums and cultivates professional construction and management talents for all-round stadiums. Focusing on sports stadium management system, operation model, operation mechanism, operation subject, service content, multiple functions, smart venues, etc., explore the construction of "diversified subjects, diversified functions, business integration, open sharing, efficient and flexible" sports stadium socialization operate the development model, and follow the development path of the new era sports venues.

3. The path selection of sports venues development from the perspective of the development of the times

3.1 Learn from foreign experience, optimize and upgrade venues

In 2017, the implementation plan of the "13th Five-Year" public sports popularization project was released, and China may usher in a new era of stadium construction. But at present, most of the construction of sports stadiums in our country is to host competitions and meet the needs of public fitness[4]. Therefore, we should learn from the effective use of foreign stadiums and stadiums to build stadiums with Chinese characteristics. Most foreign stadiums are invested and named by corporate companies, and we should look for operators to jointly operate the stadiums, such as the United States. The Taps Center, located in Los Angeles, USA, adjacent to the LALIVE Development Zone, is a multi-functional gymnasium and one of the main sports facilities in the area. It hosts more than 250 events every year and has been awarded the "Best Arena of the Year" twice by the United States. The title of "", the entire arena is named by Staples. The structure, function and design of the entire arena are unique. The venue can be quickly converted into the United States Democracy Conference site, stage plays, concerts and other cultural and entertainment activities, awards ceremonies, NBA, NFL. And the standard venue for American football matches, truly realize the multi-functional comprehensive utilization of venues. The arena is divided into more than 400 areas with nearly 200 passages in and out, which provides convenience for the organization of spectators and activities. This arena is full of cultural themed pavilions, themed catering, leisure and entertainment, it has its own team's exhibition hall, which displays the team's culture, achievements, and the list of famous team players, which has promoted a series of sports industry and promoted economic growth. It is a cultural feast at the same time as the fierce competition. Therefore, we must learn from foreign experience, build stadiums as a symbol of urban culture, increase more humanistic feelings, and change the development path of stadiums at the same time, so that the building structure of stadiums is more flexible, and the audience and staff are more flexible to safe and harmonious venue order. On the basis of "system-oriented", we are committed to diversified operations; diversified and modern marketing methods are used to increase the economic added value of venues; human resource management and venues mostly adopt the group trust model, and the government basically withdraws from operation management Functions: Actively attract large-scale enterprises to sponsor sponsorships, and attach importance to the development of the advertising market in the venues. Our thinking on the operation of stadiums and stadiums has also begun to slowly change. Compared with increasing the number of mechanical seats in newly-built stadiums, the peripheral seating area that brings the least income is transformed into an empty "social area" without seats. , For the public to chat, relax, and entertain, the function of the outer grandstand may really be more than just "watching the ball", it will become larger and more diversified; it will create a more stable high attendance rate, avoid waste due to space and seat design issues. Building boxes to meet high-end service enjoyment. Although the number of seats will decrease, it will bring more economic income. Each seating area is specially customized, taking into account many factors such as ticket prices, food, beverages, and advertisements. Introduce the bar and catering area to watch the game while eating; open the standing top-level spectator area, and adjust the seats to move to the center of the stadium as a whole to achieve a better watching experience. Large-scale stadiums are smaller and more compact. The replacement of personalized private customized stadiums is more critical than blindly expanding a giant stadium, sacrificing some capacity, and creating a rational scale based on the football market, this is the real 3.0 era of stadiums.

3.2 Update the concept of deep reform and improve the effective utilization of venues

The new development concept of innovation, coordination, greenness, openness, and sharing has pointed out the development thinking, development direction and development focus of my country in the "13th Five-Year Plan" and even longer periods. It is strategic, programmatic and guiding. So in the future development direction and future value positioning of stadiums, we must adhere to these five development concepts, fully tap the high-quality resources of stadiums, and create a commercial development model. Large-scale stadiums at all levels of provinces and cities can emulate the main Olympic stadiums. "Bird's Nest" innovative development model. In the process of commercial operation and development of stadiums and stadiums in our country, sports intermediary organizations have a lot to do[5]. They play a very important role in the commercialized economic operation of large stadiums. In terms of conference and exhibition services, the National Stadium fully integrates resources such as the Golden Hall, the Olympic family, the cultural center activity hall, high-end boxes, exclusive restaurants, and various conference rooms and exhibition halls, and uses internal functional

rooms and venues to creatively carry out business conferences and exhibitions. Activities, perfect supporting services for conventions and exhibitions, and provide various commercial organizations and enterprises with a full range of business services integrating conferences, conventions and exhibitions, catering, leisure, entertainment, shopping, etc., and can receive conferences for 50 to 1,000 people at the same time, exhibitions or banquets, after the Olympics, the Bird's Nest fully combines seasonal characteristics, facilities and brand resource advantages, and venue management characteristics planning and management. According to the four-character strategy of "festival, season, week, and meeting", it organizes large-scale events with higher levels. Sports events and cultural performances with higher cultural and artistic status have built the Bird's Nest into a platform for holding top-level competitions. Olympic venues such as the Bird's Nest and Water Cube launched special brand activities. In order to enrich the tourism content of the "Water Cube", the National Aquatics Center recently developed a mobile app called "Colorful • Water Cube". Tourists can pay through this application. Customize the lighting colors and patterns of the outer membrane of the "Water Cube" to achieve real-time interaction between people and architecture; in the next ten years, a cultural base with the theme of running will be built in the "Bird's Nest" to provide marathon training camps and long-distance running arenas for the majority of runners games and other mass sports activities; the outdoor warm-up field of the National Stadium is hosting the "Bird's Nest" international fashion season. The goal is to target an international leisure event, which includes both imported merchandise exhibitions and international food experiences and cultural performances. It will last until October. It is hoped that a double-season brand with ice and snow seasons in winter and fashion seasons in summer will be established. The Olympic Park is established. The development direction of the five major industries of sports, culture, tourism, exhibition and business service industry has been integrated. It has effectively tapped high-quality resources and promoted the development of the commercial industry chain. Therefore, one family is dominant and one innovation is far from enough to promote the reform of China's sports venues. Although the geographical location, historical influence and resource allocation of various provinces and cities are far behind the Olympic Games Stadiums, but a comprehensive commercial circle of stadiums can be built. Through bidding, large supermarkets, food courts, sports training institutions, commercial stores, stadiums and hotels, sports goods monopoly, and outdoor professional equipment can be placed around the local sports center. The sports business circle drives the growth of the surrounding economy; to create a "sports city circle complex", for relatively remote large stadiums, the government takes the lead in planning and designing a set of feasible schemes, surrounding the stadiums, improving supporting facilities, and building schools and hospitals, Shopping malls, real estate industry, construction of sports theme parks, university relocation to achieve resource sharing of stadiums, revitalize the entire stadiums, stimulate regional economic growth, and strive to build new urban areas. This commercial operation and optimized resource sharing of stadiums it can be described as a win-win situation, truly innovative, coordinated, green, open, and shared sports venues in the new era. The renewal concepts for the above-mentioned stadiums must be accurately implemented, through effective operations, reasonable internal upgrades of the stadiums, and seasonal plan activities to improve utilization, make capital flow more smoothly, and build an industry chain for venue operations. Through sponsors' naming, venues can be rented, sports events, cultural and recreational activities, and fitness training can be carried out; through restaurants, hotels, sports tourism, etc. The services derived from the tertiary industry and real estate development are used to rebuild and upgrade stadiums and stadiums, maintain stadium equipment and update sports equipment, so that stadiums have entered a new round of rapid development.

4. Conclusion

Under the background of the development of the times, the new mission of deepening the reform of stadiums and stadiums must comply with the growing spiritual and cultural needs of the public and the background of a healthy China, and meet the needs of the people for a better life. All sectors of society, governments, institutions, universities, enterprises and institutions should follow attach great importance to ideological understanding, supervision, functional positioning of stadiums and stadium resources development and utilization; starting from the new task of deepening the reform of stadiums under the background of social needs, paying attention to existing problems, realizing the transfer of stadium reform and development centers, and establishing a sound stadium function. Realize multi-channel development, emphasize innovation-driven development, realize the diversification of stadium operation models, encourage the comprehensive development of stadiums, multi-industry sports, create a more diverse sports industry chain, and strive to write a new chapter in stadium operation management based on the development of the times.

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