

# Research on the Current Situation and Strategies of Socialized Operation of University Sports Stadiums Based on Questionnaire Survey-take Huaihua College as an example

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**Abstract:** The article uses questionnaire survey method and mathematical statistics to take Huaihua College as an example, the current situation and impact of social operation of college stadiums are studied, and social operation strategies for college stadiums are proposed based on this. The results of the study show that the social operation of sports venues in Huaihua College has better met the demand of the surrounding residents for sports venues, but there are also problems of a small number of open venues, short opening hours and backward management mode; Although the social operation of sports venues in Huaihua College has alleviated the contradiction between supply and demand of sports venues, revitalised college sports resources and increased school income and exercise opportunities, it has to a certain extent affected the learning environment of students, damaged the hygiene of sports venues and caused the overuse of sports equipment.

**Keywords:** Sports hall, Social operation, Huaihua College, Questionnaire survey

## 1. Introduction

With the introduction of the "Healthy China" concept and the increase in people's economic income, more and more people are becoming concerned about their personal physical health, taking the initiative to participate in sports and being physically active. But people have fewer choices of sports grounds and their sports needs are not met. The results of the sixth census of venues in China show that there are 1,694,600 sports venues in China, with a per capita occupancy of only 0.0012. The number of indoor stadiums is about 169,100, with a per capita occupancy of only 0.0001; the number of stadiums owned by the education system is 660,500, accounting for 38.98% of the total, however, the opening rate of sports venues in the education system, mainly in primary, secondary and tertiary institutions, is only 40% [1]. This shows that the social operation of university stadiums has a great social drive and is of great importance in meeting people's sporting needs.

However, so far, most of the stadiums in universities are only for the use of students and teachers on campus, and even if some of them are open to the public, there is the problem that the number of stadiums open is very small and the opening hours are relatively short. Therefore, most of the time, university sports venues are left idle, and sports resources are under-utilised, which also increases the cost of maintaining sports equipment in schools. Opening up campus sports venues not only alleviates the imbalance between the supply and demand of sports venues in society, but also improves the utilisation rate of campus sports venues, transfers the maintenance costs of sports equipment with the help of paid opening, and saves money for the campus.

## 2. Overview of the Questionnaire

In this paper, based on a review of the literature[2-5] and a survey of our teachers, students and surrounding residents, a questionnaire on the current situation and impact of the social operation of sports venues in Huaihua College was produced. The questionnaire is divided into three parts: ① Basic information of the respondents, this part mainly collects the basic information of the respondents, such as gender, age, daily exercise time, etc..② Satisfaction survey on the social operation of sports

venues in Huaihua College, this part mainly investigates the satisfaction of teachers and students as well as the community on the opening hours, the number of openings, the fees charged and the current situation of sports venue management in Huaihua College. The section investigates the impact of opening the school's stadiums to the public, such as the impact on personal physical fitness, the impact on the management of the stadiums, and the impact on the physical education classes for teachers and students.

The questionnaire was distributed by a combination of online and offline methods. 300 questionnaires were distributed, 300 questionnaires were returned and 297 questionnaires were valid, with an efficiency rate of 99%.

### 3. Analysis of the Results of the Questionnaire

#### 3.1 Basic Analysis of the Questionnaire Respondents

As shown in Table 1, the proportion of men and women participating in this survey is relatively balanced, indicating that both boys and girls attach great importance to their personal physical health and shape and are willing to take the initiative to participate in physical exercise. The majority of the survey respondents were students of the school, numbering 153 (51.52% of the total), followed by residents of the surrounding area, 94 (31.65% of the total); the smallest number of teachers participated in the survey, 35 (11.78% of the total); and the others were 15. The age of the survey respondents was generally low, with 177 people aged 25 and below, accounting for 44.58% of the total; 42 people aged 26-30; 55 people aged 31-40; and 23 people aged 41 and above. Most of the survey respondents participate in exercise every day, but the duration of exercise is short. 109 people (36.70% of the total) exercise for one hour or less every day; 110 people (37.04% of the total) exercise for one to two hours every day; 53 people (17.85% of the total) exercise for two to three hours every day; and Only 25 people, or 8.42% of the total, exercised for 3 hours or more per day.

Table 1: Statistical Table of Basic Information of Respondents

Category	Option	Number/person	Percent/%
Sex	Male	152	51.18
	Female	145	48.82
Age	25 years and under	177	44.58
	26-30 years old	42	14.14
	31-40 years old	55	18.52
	41 years and over	23	7.74
Is it a member of the school?	School-based student	153	51.52
	Teachers of this school	35	11.78
	Surrounding residents	94	31.65
	Other	15	5.05
Exercise hours per day	1 hour and below	109	36.70
	1 ~ 2 hours	110	37.04
	2 ~ 3 hours	53	17.85
	3 hours and above	25	8.42

#### 3.2 Analysis of Satisfaction with the Social Operation of Stadiums at Huaihua College

As shown in Table 2, both teachers and students and members of the community are less satisfied with the social operation of the stadiums at Huaihua College. 76.45% were generally satisfied or dissatisfied with the opening hours; 76.43% were generally satisfied or dissatisfied with the number of venues open; and 66.67% were generally satisfied or dissatisfied with the management of the stadiums. The highest level of dissatisfaction is with the number of stadiums open, with a dissatisfaction rate of 47.14%, followed by the opening hours (36.15%) and the lowest dissatisfaction rate with the management of stadiums (17.51%). The reasons for people's dissatisfaction with the social operation of stadiums at Huaihua College are as follows:

(1) The sports halls at Huaihua College are only open for badminton, table tennis, basketball and football, and the number of each type of sports hall open is small. However, the number of people wanting to book the use of sports venues is very high, resulting in many people not being able to book a venue and their sporting needs not being met.

(2) The stadiums at Huaihua College can only be booked for 2 hours per person and reservations cannot be repeated within a day, resulting in many people being forced to stop exercising just as soon as their enthusiasm for the sport has been ignited and exercising is not enjoyable.

(3) Wyoming sports venues are managed in a backward and single mode. At present, the majority of institutions' sports venues are managed by the school's administration or sports colleges, and there is no dedicated sports venue management department or professional management companies are invited to manage them. Schools only use the school sports hall as a venue for school physical education, resulting in the school sports hall basically serving only for teaching, and the value of social services is not given full play[6]. Moreover, the number of staff in school sports halls is low and their efficiency is low. When some of the facilities and equipment are damaged, it takes a long time for the management to complete the repairs, which adds to the scarcity of the already tight sports resources.

However, we can see from Table 2 that 71.72% of the people are satisfied with the fees charged by the sports venues and consider them reasonable. I understand that the stadiums at Huaihua College are open to students and staff on campus free of charge and no fees are charged. A deposit is required for the use of the equipment in the arena and will be fully refunded when the equipment is returned in full. The charge for off-campus use of the sports hall is RMB 20 per hour, which is low compared to other sports halls, such as the National Fitness Centre and City Gym, and is acceptable to most people.

*Table 2: Statistical Table of Satisfaction Rate of Socialized Operation of Stadiums and Gymnasiums in Huaihua University*

Project	Satisfied		
	Dissatisfaction	Generally Satisfied	Satisfied
Opening hours	107 (36.03%)	120 (40.4%)	70 (23.57%)
Open Quantity	140 (47.14%)	118 (39.73%)	39 (13.13%)
Venue Management	52 (17.51%)	146 (49.16%)	99 (33.33%)
Charging standard	39 (13.13%)	45 (15.15%)	213 (71.72%)

Note: Whole numbers in the table indicate the number of people and percentages indicate the number of people for that option as a percentage of the total number of people surveyed.

#### **4. Analysis of the Impact of the Social Operation of Huaihua College's Stadiums**

As can be seen from Table 3, the impact of socialising the operation of the stadiums at Huaihua College has two sides.

##### **4.1 Positive Impacts**

(1) To a certain extent, it has alleviated the imbalance between the supply and demand of sports venues in the community. 92.26% believe that the social operation of the Huaihua College Sports Complex has not only increased the number of sports venues, but also reduced the cost of their sports.

(2) It has increased the frequency of exercise and improved physical fitness of people. 76.09% of people think that the sports hall at Huaihua College charges a reasonable rate and they are willing to come here to exercise with their family and friends in their spare time, which not only enhances their personal fitness but also improves the relationship between family and friends.

(3) The sports resources of Huaihua College have been fully utilised and the value of social services has been increasing. 77.77% believe that by opening some of its sports venues to the public, Huaihua College has made full use of its sports resources by allowing teachers, students and members of the community to enjoy the college's sports resources, and that the sports venues are not left unused even after school hours. School sports resources serve teachers, students and neighbouring residents, giving full play to the social value of school sports resources.

(4) Reduces the cost of maintaining sports resources in schools. 64.31% believe that Huaihua College has realised the value of using sports resources and increased the school's income by opening the school's sports venues for a fee. Schools can use the money to buy, repair and upgrade sports facilities and improve the school's sports equipment, which in turn will provide better sports services to

the people.

#### 4.2 Negative Effects

(1) Disrupts the orderly flow of students in class. 48.15% thought that the social operation of sports halls would affect the orderly conduct of students' classes, and the vast majority of these people were students and teachers of our school. This is because the stadiums at the College of Wyoming are open to the public every day except for games and major events, with only slight differences in the time slots they are open. If students happen to be in class during this time, especially in PE, they will be very disturbed and the classroom environment will be noisy. Some students' attention can also be distracted, affecting the effectiveness of teaching and learning.

(2) Some sports facilities are overused, raising the cost of maintaining them. When people book sports venues they basically book sports venues for everyday sports, such as badminton courts, basketball courts, football pitches, etc. The high frequency of use of these fields, coupled with the high number of running and jumping movements and the more intense nature of these sports, has resulted in significantly more damage to the fields than other fields, requiring the school to carry out frequent repairs to these fields, increasing maintenance costs to a certain extent.

(3) The hygiene of the stadiums has deteriorated. When people exercise, they burn a lot of calories and sweat a lot, which leads to dehydration and hunger, so people bring their own drinking water and snacks when they exercise, which generates a lot of waste, such as mineral water bottles, bags, food crumbs, etc. Even though the stadium is equipped with rubbish bins, some people still throw their rubbish on the ground for the cleaning staff to clean up due to the varying quality of people. This has led to poor hygiene in school sports halls and an increased workload for cleaning staff.

Table 3: Impact of Socialized Operation of Stadiums and Gymnasiums of Huaihua University

Influence	Number/person	Percent/%
Alleviating the contradiction between supply and demand of stadiums	274	92.26
Increase exercise opportunities and enhance physical fitness	226	76.09
Make full use of sports resources	231	77.77
Reduce school maintenance costs	191	64.31
Affect classroom order	143	48.15
Overuse of sports facilities	269	90.52
Poor sanitation in sports venues	257	86.53

## 5. Huaihua College Sports Complex Social Operation Strategy

### 5.1 Increase Investment in Sports Facilities, Additional Sports Halls and Equipment

In order to attract more people to use our sports venues and provide more satisfactory sports services, Wyoming College needs to increase the number of sports venues and sports facilities. Firstly, schools can apply for funding from the relevant government departments to build sports venues and purchase sports equipment, so as to provide a quality sports environment for our teachers and students, ensure the quality of teaching and learning, and provide satisfactory sports services to people outside the school. Secondly, schools can work with the government sports administration to organise sports activities and obtain relevant sports equipment and facilities. Finally, the school can also actively engage the community in organising sports events, family fun activities, annual company meetings, etc., to raise funds for the construction of sports venues and to share school sports resources with the community.

### 5.2 Reasonable Opening Hours and Improved Booking Mechanism

The socialisation of school sports halls must not neglect their nurturing responsibilities, and any arrangements must be implemented on the basis of meeting teaching and learning needs [7]. Excessive socialised sports can not only damage the facilities and equipment of the arena, but also disrupt the quiet, rich learning atmosphere of the school and affect the orderly classes and living environment of the students. Therefore, the opening hours of school sports halls should be staggered with students' school hours, especially for physical education classes. The sports hall near the school building is

closed to the public during school hours and is only open during student breaks. In addition, schools must improve the booking mechanism for sports venues by extending the booking hours or increasing the number of bookings in a day to give people more opportunities to exercise.

### ***5.3 Introduction of a Flexible Pricing System***

The school generates financial income through the social operation of sports venues, which is used to relieve the pressure on the operation and maintenance costs of sports venues. The pricing level of sports venues has a significant impact on their level of social operation. Overpricing results in lower usage and reduced income for school operations, but underpricing leads to increased usage, overuse of sports facilities and a reduced sense of use of the venue. Therefore, schools should implement a flexible pricing strategy, i.e. setting different rates at different times of the year or for different groups of people. If regular pricing is applied during weekdays, the pricing level can be adjusted upwards on rest days and holidays to control the number of people; the daytime rate is lower than the evening rate. But school stadiums also have a nurturing and social responsibility, and must not be obsessed with maximising economic profit. It is therefore important to offer discounts to special groups, our teachers and students, such as half-price discounts for minors and senior citizens, and free access for our teachers and students with their campus cards.

### ***5.4 Enhancing the Maintenance and Management of Venue Resources***

The implementation of social operation of sports venues at Huaihua College will inevitably increase the frequency of use of our sports resources, and the resulting wear and tear of sports venues and equipment is inevitable, so the college must strengthen the daily maintenance and management of the venues. First of all, schools should increase the frequency of maintenance of sports venues and arrange for regular weekly checks on the integrity of facilities and equipment in each sports venue. If any damage is found, maintenance staff should be contacted in time and warning signs should be set up to prevent personal injury caused by others using them. Secondly, a real-name booking system will be implemented and a liability system will be added to the booking interface, requiring the users of the sports hall to take responsibility for maintenance during use and, in the event of deliberate damage to the venue or equipment, the school will immediately contact the relevant user to demand compensation at the price.

### ***5.5 Improve the Operation and Management Mechanism of Stadiums***

Modern business activities require a sound operational management mechanism to provide security. Firstly, schools should establish an open mechanism for social interaction and actively collect feedback from consumers, such as conducting questionnaires, setting up suggestion boxes or opinion books, etc., collating and analysing consumer feedback, and correcting it if there is any. Again, schools should establish professional stadium management departments, recruit or call on people from other departments with a background in sports management and sports economics to manage school stadiums, and develop standardised stadium management systems and rules to make the social operation of stadiums more standardised. Finally, schools should strengthen publicity and actively use various means to market our sporting resources to the community, such as organising holiday sports training courses, professional competitions and training bases for sports students, in order to increase the social influence of our sporting resources. This will promote the social operation of school sports venues, increase school income, and create a school identity and expand student numbers.

## **6. Conclusion**

Taking Huaihua College as an example, this paper conducted a questionnaire survey on our teachers and students and people outside the university to study the current situation, impact and strategies of social operation of college stadiums, and came to the following conclusions.

(1) The social operation level of Huaihua College's sports venues is low, with problems such as short opening hours, imperfect booking mechanisms, a small number of venues open, and a backward and single management model.

(2) The social operation of sports venues in Huaihua College has two sides. On the one hand, it eases the contradiction between supply and demand of social sports resources, increases people's

opportunities to exercise, improves the utilization rate of sports facilities and reduces the maintenance costs of school sports facilities, but it also affects the learning environment of students to a certain extent, leading to the overuse of some sports facilities and destroying the sanitary environment of sports venues.

(3) In the process of socialising the operation of sports venues in the future, Huaihua College should increase the investment in sports facilities and improve the service capacity of sports venues; rationalise opening hours and improve the booking mechanism to provide a quiet learning and living environment for students; The introduction of a flexible pricing system that ensures the financial income of the school but also protects the rights of people, especially our teachers and students; strengthening the operation and maintenance of sports venues; improving the management mechanism of sports venues.

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