

THE CURRENT SITUATION OF THE MANAGEMENT OF THE UNIVERSITY STADIUMS IN TIANJIN, CHINA

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ABSTRACT

The rapid development of my country's sports industry has also put forward higher requirements for the operation and management of university sports stadiums. At present, the management concepts of many university stadiums are gradually innovating to meet the diversification of social needs and promoting innovation in construction technology. Tianjin's economy has developed rapidly, with 53 universities. According to field investigation and literature research, Tianjin's university stadiums have problems such as single capital investment, idle venue resources, low degree of openness to the outside world, and single industrial management. Therefore, this article uses field investigation, literature research, questionnaires, expert interviews and mathematical statistics to understand the resources and management status of university stadiums in Tianjin. To study the current situation of the management of university stadiums in Tianjin and analyze the advantages of the industrialized operation model of university stadiums in Tianjin. Find out the main factors affecting the industrial development of sports stadiums, and finally innovate the industrialized operation model of university stadiums in Tianjin, creating conditions for university stadiums to make full use of resources and better serve the society. The novelty of this study lies in its comprehensive investigation of the management of university stadiums in Tianjin, as well as in-depth research on management model innovation and resource optimization utilization. The research not only expands the research scope of university stadium management, but also provides other universities with experience and management suggestions that can be used for reference. This research has significant theoretical and practical value in promoting the improvement of the management level of Chinese university stadiums and promoting the healthy development of university sports across the country.

Keywords: Current Situation, University Stadiums, Management, Tianjin

INTRODUCTION

In the context of the "Belt and Road" national strategy, with the deepening of reform and opening up, University stadiums have gradually stepped into the development of socialist economy, and its functions and intangible assets are constantly being tapped. The physical culture of sports in most universities and universities is lagging behind, and the degree of opening up to the outside world is still

very low. Some universities and universities have over-emphasized the competitive service function of the stadiums, neglecting their fitness, recreation and diversified development (Shi,2022). According to the field study, most of the universities in Tianjin open to the public is similar to the situation in the country, usually open to the public stadiums are concentrated in the basketball court, tennis court, track and field, etc., indoor stadiums are seldom open to the public, even in the summer and winter holidays open to the public of the university is also very few. Such a status quo leads to a relative scarcity of overall resources and a large number of existing resources in an idle state. With the continuous development of the economy, people's consumption level and fitness needs are getting higher and higher, and the demand for stadiums is also getting bigger and bigger. Therefore, the use of existing University stadium resources has become an urgent need for reform. The function of university stadiums is not only limited to the university teachers and students for daily study, fitness exercise and used to carry out various competitions. It also has its own unique superiority to society, because it occupies a high proportion of urban stadiums, compared with the professional investment in social stadiums with lower operating costs, and not only is the public fitness entertainment and leisure a good choice, but also has a unique competitive advantage (Liu et al., 2018)

During the period from 2018 to 2023 Tianjin athletes have made outstanding contributions to building China into a sports powerhouse in world and domestic sports competitions. During this period, it also carried out the construction of national fitness stadiums and facilities and actively popularized and organized mass snow and ice sports, which shows that the development of the stadiums is also conducive to the breakthrough of the stadium. As the main place for organizing and holding important events and mass fitness, university stadiums are constantly in line with the market economy and play a significant role in improving China's economic and social benefits as well as ecological benefits. Therefore, the integration of university stadiums into Industrialization is an inevitable product of the development of market economy (Liang et al., 2019).

Tianjin has very strong economic strength, and there are a large number of high-tech enterprises and financial enterprises stationed. At present, its economy and sports are developing continuously, and as a city with 53 universities, led by the market demand, it should vigorously exert the resource advantages of university stadiums to promote the development of sports stadiums.

The statutory public information of Tianjin Sports Bureau shows that: as of the end of 2022, there were 31,100 stadiums in Tianjin, the area of stadiums was 38,776,900 square meters, and the per capita area of stadiums in Tianjin was 2.84 square meters. Among them, the area of institutional stadiums is 15,262,900 square meters, accounting for 39.36% of the city's sports area (Tianjin Municipal Bureau of Statistics,2022). And most of the area of this part of the site is composed of university stadiums. It can be seen that the stadium resources of university stadiums are of great significance for the people of the city to participate in the national fitness ranks.

According to the data: "University stadium exists in a small scale, weak foundation, imperfect management system or other problems"(Lu,2021). The "14th Five-Year Plan" sports development plan pointed out that in 2025, the total scale of China's stadiums will reach 500 million yuan, and launched various new policies to encourage the reform of the stadium and the development of the sports stadium(General Administration of Sport,2021). Thus, attracting social capital into the stadium. The Tianjin Municipal People's Congress of the seventeenth session of the third meeting of the Tianjin Municipal Sports Bureau put forward the No. 0514 recommendations, which also attaches particular importance to the comprehensive use of large-scale stadiums in Tianjin, Tianjin Municipal Sports Bureau for the recommendations also made the corresponding response to the stadiums to enhance the

functionality of diversified operations and the sports stadium, such as professional training of talents pointed out the feasibility of the development of the path.<<Tianjin Sports Bureau on the issuance of Tianjin on the promotion of national fitness and sports consumption to promote the high-quality development of the stadiums of a number of measures notice>> to encourage public stadiums, enterprises and public institutions and social capital construction and operation of stadiums to open to the community to meet the morning and evening peak hour fitness demand, the implementation of large stadiums free and low-fee opening subsidy funds(Tianjin Municipal Sports Bureau ,2020). From this point of view University stadiums to take the path of industrial development in line with the overall requirements of the current policy environment in Tianjin, to improve economic development, to promote the fitness of the people, the integration of sports consumption and stadium, and to renew the concept of management of great significance.

University stadiums play an increasingly important role in China's sports industry and social culture. However, despite the rich resources and potential social value of university stadiums, there are still a series of problems that need to be solved in their management models and functional optimization. With the continuous progress of society and the changing market demands, we are faced with the challenge of how to better integrate, innovate and develop university stadiums resources.

This study aims to conduct an in-depth investigation of the current management status of university stadiums in Tianjin and discover potential problems and room for improvement. Fill the knowledge gap in the current research field and provide new theoretical and practical support for the sustainable development of university sports venues. Therefore, the novelty of the research will lie in the in-depth exploration of the multifunctional management of university stadiums and the unique perspective of promoting their industrialization development under market economy conditions. Through our research, we expect to provide strategic guidance and practical recommendations for the future development of university stadiums in Tianjin. In particular, we will focus on the full use of university sports venues for mass fitness, entertainment and social interaction while providing competitive services.

Question

What is the current situation of the management of university stadiums in Tianjin, China?

OBJECTIVE

To study the current situation of the management of university stadiums in Tianjin, China.

LITERATURE REVIEW

Theoretical basis

1. The concept of target market strategy theory

Enterprises regard the whole market of the product as a target market, analyze its position in the market, and make good use of the enterprise's own resource advantages to carry out marketing management of strategic decision-making theory (Fred,1998).

2. Decision-making process of target market strategy theory

This decision-making process is composed of three links: market segmentation, target market selection and market positioning, which are interrelated and indispensable (David,2004). Market segmentation that is, according to the differences in consumer demand in the market, the overall market for more detailed division, to facilitate the implementation of the corresponding marketing strategy (Ren,2021). According to the degree of attractiveness of the market segments, select one or more segments of the

market that is the second link of the target market selection (Wang,2021).And the third part of the market positioning mainly focuses on the four aspects of the product, enterprise, competition and consumers to clarify the competitive advantage of the enterprise, select the competitive advantage and show the competitive advantage (Bolnnie,2003).

3. Significance of target market strategy theory

First: according to the specific market segmentation can be a detailed understanding of consumer purchasing behavior and habits, is conducive to the discovery of market opportunities and characteristics, and the development of related marketing mix strategy, improve the competitiveness of enterprises (Han et al.,2022).

Second: The theory of differential targeting strategy can meet the needs of different customer groups (Gao et al., 2019).

Thirdly, market positioning can help enterprises to set up special products and open new market areas (Wu et al., 2018).

Definition of university stadium

There are many viewpoints on university stadiums, and the relevant viewpoints are derived by searching and summarizing the relevant literature, as shown in the following table:

Table 1 Definition of university stadium

Research/Time	The main points
Qiu (2019)	University stadium refers to meet the schoolteachers and students to study as well as exercise and construction of stadiums and supporting sports teaching facilities, stadiums, and other tangible material resources of the general term.
Guo et al (2018)	From the positioning and function of university stadiums, it is a place to provide excellent physical education teaching, extracurricular sports activities, after-school training and competitions, and the implementation of the <<National Student Physical Fitness Standard>> and other work for teachers and students on campus.
Huang (2018)	University stadiums refer to the higher education institutions under the jurisdiction of the activities used to meet the needs of university students sports teaching and exercise, which includes gymnasiums, soccer fields, athletic fields and various types of stadiums.

By summarizing the views of experts and scholars, this paper argues that university stadiums are important places to meet the daily exercise needs of teachers and students in schools, to serve the physical education teaching in universities and universities, and to implement various basic services, and at the same time, it is also a place that can provide services for the community with and without payment.

2.3The current situation of the management of university stadiums in China

According to the data of the 2022 National Stadiums Statistical Survey: there are 4,226,800stadiums across the country, with a stadiums area of 3,702 million square meters, and a per capita stadiums area of 2.62 square meters, up 0.21 square meters from 2.41 square meters in 2021. And the size of basic major stadiums s, ball games stadiums, as well as ice and snow stadiums and fitness stadiums for all have increased. The area of institutional stadiums accounts for 41 per cent of the national stadiums area. And university stadiums as an important part of the institution stadiums, not only is an important place for national fitness, but also carries the development of education, sports and the heavy responsibility. Therefore, it plays an important role in China's economic and social development.

The current domestic research on the operation and management of university stadiums is relatively rich, through the current situation of the research can better find the problems existing in the stadium, so as to seize the main contradictions to design the corresponding management countermeasures.

The results of the study show that the rules and regulations governing the management of most stadiums need to be further strengthened, and that opening to the public is plagued by multifaceted dilemmas such as safety risks, management systems, legal liabilities, and stadium conditions.

METHODOLOGY

This study explores the current situation of the management of university stadiums in Tianjin, China. This research is a mixed-methods study, that is, a combination of qualitative research and quantitative research. This research is conducted based on the research objectives where the researcher identifies the research process, population and sample, research tools, data collection and data analysis.

1. Sub-Section 1 Research population

According to data from the Tianjin Municipal Education Commission, there are 53 universities in Tianjin, and 10 were selected as research objects, namely Tianjin University, Tianjin University of Technology, Tianjin University of Finance and Economics, Tianjin Vocational and Technical Normal University, Tianjin University of Commerce, Civil Aviation University of China, and Tianjin Normal University. Universities, Tianjin Urban Construction University, Tianjin University of Science and Technology, Tianjin Agricultural university.

2. Sub-Section 2 Research method

1.Field investigation method

Through actual visits to the university stadiums studied in this article, we have a preliminary understanding of their real situation in terms of resource allocation and opening to the outside world. Provide reference for setting up questionnaire questions for this article.

2. Documentation method

This article mainly provides theoretical support for the research of this article by consulting books on sports venue management in the library and collecting relevant content and data from websites such as China National Knowledge Infrastructure, National Bureau of Statistics, and Tianjin Sports Bureau.

3. Questionnaire method

During the investigation, 119 questionnaires were distributed to the managers and physical education teachers of the 10 selected universities, with a recovery rate of 100% and an effective rate of 100%. Finally, the results of the questionnaires were organized and analyzed.

4.Expert interview method

This article randomly selects 5 physical education teachers with the title of associate professor or above in universities and universities and 5 managers of university stadiums to conduct interviews to understand the main content of the university sports venue management industry and the main reasons affecting the industrial development of university sports stadiums and proposes to promote university sports Relevant suggestions for the industrial development of stadiums.

3.2.5Mathematical statistics

Use mathematical statistics to collect statistics on the resource allocation of 10 randomly selected university stadiums in Tianjin, and fully understand the types and quantities of indoor and outdoor

stadiums in university sports stadiums, opening hours and methods, and business models. and industrial layout and other conditions.

RESULTS

Tianjin has a wide range of university sports facilities, including indoor stadiums such as military badminton halls and indoor gyms, as well as outdoor stadiums such as basketball courts, volleyball courts, and tennis courts. While these stadiums meet teaching needs, they also have the potential to be opened to society to meet the needs of a wider range of sports activities.

However, the investigation found that most university stadiums have some problems in opening to the outside world. Among them, only four universities are relatively open to the outside world, and the other stadiums are mainly used for students' daily teaching and training, resulting in abundant overall resources but many idle resources. Possible reasons include insufficient financial support, low enthusiasm for opening up, and tight security and resource allocation, resulting in relatively weak awareness of opening services to residents in surrounding communities.

In terms of the management of university sports stadiums, there are multiple management models, including sports department management, individual contracting, multi-department collaboration, and full property management. In terms of expenditures, they are generally managed uniformly by the school's sports department or finance department.

In the form of opening up to the outside world, most universities and universities adopt a single fee method, and some also implement a fitness card system, mainly targeting on-campus students, faculty and staff, and social sports consumers. In addition, there are also membership-based methods to obtain revenue through commercial operations such as hosting competitions and renting stadiums.

Generally speaking, there are potential development opportunities for university stadiums in opening up to the outside world, but they also need to overcome some management and financial support challenges to better serve the sports needs of the public.

CONCLUSION AND FUTURE WORK

Conclusion

Through research, it is found that the current situation of industrialized management of college stadiums in Tianjin is as follows: (1) Insufficient resource integration and multi-functionality: Currently, there are certain deficiencies in resource integration and multi-functionality in Tianjin college sports venues. (2) The management model is relatively lagging: The management model of some college sports venues is relatively lagging and fails to fully adapt to the diversified needs of the current society. (3) Insufficient market development: There are certain deficiencies in market development of university sports venues. (4) Low social participation: Most university sports venues have relatively low social participation. By improving and optimizing the above issues, Tianjin university sports venues can better adapt to the needs of today's society, improve management levels, and achieve more comprehensive and diversified industrial management.

The professional level of university stadium management needs to be improved. The operation and management of sports stadiums is a comprehensive job, but the current management personnel of university stadiums are relatively single in terms of knowledge structure and management experience. Lack of market development practice and experience, lack of comprehensive understanding of sports

venue management and operation knowledge. Therefore, it is necessary to improve the professional level of management personnel so that they can better adapt to the diversified operating environment and better meet the needs of a wide range of sports consumer groups.

Future Work

University stadiums need to get rid of the concept of simply renting out venue facilities, focus on introducing market economy concepts, and meet the needs of sports consumers in a more flexible way. On the premise of satisfying physical education teaching and competition training, the remaining venue time should be actively opened, and the concept of market-oriented operation should be introduced. In addition to renting out venue facilities, it can also provide various related services, such as undertaking various events, performances, and exhibitions, providing sports consulting, training, fitness and other services, bringing university sports venue resources to the market, and realizing multi-functional comprehensive Place for collective activities.

In the operation and management process of university sports stadiums, schedule management is crucial. First of all, it is necessary to ensure that the venue usage needs for physical education, teaching and competition training are met, and then the target market and customer source objects are carefully selected based on the reception capacity of the venue. Reasonably arrange projects, strengthen risk management awareness, appropriately undertake various events, performances, exhibitions and other activities, and provide sports consulting, training, fitness and other services.

At present, there is a lack of professional and technical personnel with certain experience in sports venue operation and management in universities and universities. Therefore, it is necessary to strengthen the training, cultivation, and introduction of professionals in this area to improve the operation and management of sports stadiums. These professionals should have the ability to use computer ticketing systems and sports competition scoring systems and understand the use and maintenance of venue lighting and sound systems. Learn and master site planning, scoring and other aspects through relevant channels, cultivate application-oriented talents, and promote the social operation of university sports stadiums.

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