

## Research on the Forms, Difficulties and Countermeasures of Socialized Service of Sports Resources in colleges and universities

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**Abstract:** To alleviate the contradiction between public sports demand and the relative scarcity of sports resources, and in response to the call by the State Council and the Ministry of Education to open the sports resources of colleges and universities to the public, colleges and universities can serve the public from stadium resources, sports talent resources, and sports science and technology information resources. But there are a series of problems in implementation, such as conflicts in venues use, campus safety, site management and maintenance, paid service standards, and service quality supervision. Under the premise of taking into account the normal order of colleges and universities, analyzing and solving the practical dilemma, providing high-quality services for the society, realizing the sharing of sports resources, and taking the road of "school-society integration" development are of great significance to serving the national fitness strategy.

### Introduction

General Secretary Xi pointed out: Without the health of the whole people, there would be no overall well-off. The Party Central Committee and the State Council attach great importance to the health of the people, regard nationwide fitness as the basis and guarantee for people to enhance their physique and healthy life, and elevate nationwide fitness into a national strategy. National fitness is an important way and means to achieve national health, and is the basic guarantee for all people to enhance their physique and live a happy life. With the rapid development of China's economy and society and the improvement of people's quality of life, people have reached a consensus on a healthy sports lifestyle. Sports fitness has become an indispensable part of people's life. The number of sports population is increasing rapidly. At the same time, people's demand for sports resources is increasing and the demand is also increasing. This will inevitably lead to the contradiction between the supply and demand of sports resources. At present, China's social sports resources are mainly concentrated in colleges and universities. In order to alleviate the contradiction between the public demand for sports and the relative shortage of sports resources, the State Council and the Ministry of Education have put forward the call for colleges and universities to open sports resources to the public. The 77th executive meeting of the State Council stressed that schools can charge the public using sports facilities the necessary fees according to the needs of maintaining the operation of facilities. In order to further promote national fitness, the Ministry of Education further proposed to allow and encourage universities to open up surplus sports facilities to citizens. University sports resources serve the society is the requirement of the times for higher education. It is imperative to realize the socialization service of university sports resources. However, the service objects of college sports resources are mainly college teachers and students, which are open to the public and easy to affect teaching activities. At the same time, there are some difficulties in campus safety, site management and maintenance. How to objectively analyze and solve the realistic dilemma of socialized service of university sports resources and provide high-quality service for the society under the premise of taking into account the normal order of universities are urgent issues to be solved.

### The Forms of Socialized Service of College Sports Resources

## **Socialization of University Sports Venues and Facilities Resources**

Sports facilities are the main places for residents to take part in physical exercises. With the growth of people's demand for fitness, social fitness venues are relatively tense. Secondly, people's fitness quality is also constantly improving. The facilities and the environment of the venue affect people's enthusiasm to participate in exercise to some extent. In order to satisfy students' daily teaching, colleges and universities generally have first-class stadiums and sports facilities. However, the work and rest time in colleges and universities is very clear. Students usually attend classes during the daytime from Monday to Friday, and the utilization time is relatively concentrated, while the evenings and weekends are generally idle. However, people in the society are also at work when students are attending classes, which can just avoid the peak period of student sports. Therefore, on the premise of not affecting teaching, reasonably arranging the opening time to the outside world and realizing paid services can make up for the shortage of maintenance funds, at the same time, it can also stimulate the improvement of venue operation management and service quality, and make the use of resources more reasonable.

## **Socialization of College Sports Talent Resources**

Colleges and universities have many professionals with rich experience in physical fitness, including a large number of physical education teachers and students with comprehensive skills and high cultural level, many of whom are social sports instructors. They have strong organizational and management capabilities and high technical level, but they stay in colleges and universities most of the time, mainly to give physical education guidance to students and teachers in colleges and universities, and rarely have the opportunity to give scientific guidance to social groups. Therefore, we can make full use of the advantages of college physical education teachers and students majoring in physical education, create opportunities for social practice, combine personal practice, vigorously publicize the benefits of fitness, teach scientific fitness methods, and carefully guide to realize their own values. Research shows that technological progress and mastery of skills greatly affect the number of times people continue to come to stadiums. Teachers and students in colleges and universities can hold various kinds of sports training courses according to the fitness needs of the public to achieve mutual benefit and win-win and make their own contributions to promote the socialization of sports resources in colleges and universities.

## **Socialization of University Sports Science and Technology Information Resources**

With the development of modern information technology, the social process has been accelerated. Science and technology information is often asymmetric, and the information and technology mastered by different regions and different groups are quite different. Many sports experts and scholars in colleges and universities have rich subject knowledge, fruitful sports scientific research results and extensive sports information. Therefore, we should make full use of and give full play to the advantages of university sports information resources, mobilize the initiative of scientific researchers and managers, actively explore scientific fitness methods suitable for different social groups, scientifically combine different types of fitness content, carry out extensive investigation and research on the physical health of the masses, and set up a special national fitness information service organization to provide rich theoretical basis and scientific research information resources for the development of community sports. In addition, the two-way communication and exchange between scientific researchers and social groups is helpful for the update and transmission of science and technology and information to achieve the purpose of promoting service through scientific research.

## **The realistic predicament of socialized service of college sports resources**

### **Lack of System for Socialized Service of College Sports Resources**

In order to promote the national fitness campaign and ease the contradiction between the social demand for sports and the relative shortage of sports resources, the State Council and the Ministry

of Education have put forward the call for universities to open sports resources to the public. For example, the "National Fitness Regulations" which will come into effect on October 1, 2009 points out that public sports facilities should be opened free of charge to the public on the national fitness day, and public schools should actively create conditions to open sports facilities to the public. On October 20, 2014, "Several Opinions of the State Council on Speeding up the Development of Sports Industry and Promoting Sports Consumption" (Guo Fa [2014] No.46) pointed out: Accelerate the opening of sports facilities such as enterprises and institutions to the society, open school sports venues to students after school hours, and take effective measures to strengthen safety and security, accelerate the opening of school sports venues to the society, and regularly open the opening situation to the society. On October 25, 2016, the CPC Central Committee and the State Council issued the Outline of "Healthy China 2030" Plan, which points out that public sports facilities should be opened free of charge or at a low cost to ensure that all public sports facilities and those of enterprises and institutions that meet the opening conditions are open to the public. Subsequently, the "Implementation Opinions of the State Sports Administration of the Ministry of Education on Promoting the Opening of School Sports Venues to the Society" (Jiao Ti Yi [2017] No.1) also clearly pointed out: Actively promoting the opening of school sports venues to students and society, effectively easing the contradiction between the growing demand for sports and fitness by the majority of young people and the masses and the insufficient supply of sports venues resources, and promoting the prosperity and development of the national fitness cause. These policy guidelines show that opening up university sports resources to serve the national fitness is an inevitable requirement for social development, but at the same time we also find that most of these policies are only a kind of call guidance documents, lack of specific implementation plans and systems, and there are still some difficulties in the concrete implementation of universities.

### **Exercise Conflict and Safety Issues in Socialized Service of College Sports Resources**

The work and rest time in colleges and universities is generally fixed, and the daily physical education teaching and training time is generally arranged in 3-4 (10:00-11:40) and 5-6 (14:30-16:10) sections from Monday to Friday, which is also the working time of social groups. The two serve their respective duties and do not interfere with each other. Early morning and evening are the periods when the utilization rate of university sports venues is relatively low, and this period is often the peak period for the public to take physical exercise. At this time, opening university stadiums and gymnasiums to the public will not only improve the utilization rate of stadiums and gymnasiums, but also create a strong atmosphere for nationwide fitness. More importantly, it will not have too great an impact on university physical education and training. Secondly, the promotion of nationwide fitness needs a display space and a platform for communication. Sports fitness should not only display oneself, delight body and mind, hope to be affirmed and encouraged, but also communicate with each other, learn skills and pursue common progress. Colleges and universities can use sports facilities and teachers to hold corresponding fitness training, competitions and other activities to provide a space for the public to display and a platform for communication and serve the national fitness. University stadiums and facilities are open to the outside world, and even non-teaching hours may occupy the spare time for university teachers and students. The entrance of social vehicles is bound to cause hidden dangers to campus safety. The utilization rate of venues has improved significantly, but it has greatly shortened the service life of venues and caused difficulties in the management and maintenance of venues. Physical education teachers provide technical guidance and competition organization for the society, but there are more or less practical difficulties in defining social workload (non-teaching workload) and formulating charging policies and details, supervising funds and monitoring service quality in the service mode of combining free and paid services.

### **Compensation for Socialized Service of College Sports Resources**

Under the background of national fitness rising to national strategy, a healthy sports lifestyle has gained people's consensus, aggravating the contradiction between public sports demand and the relative shortage of sports resources. The State Council and the Ministry of Education have put

forward the call to open university sports resources to the public, but no specific documents have been issued, and universities have no specific experience to learn from and reference. The socialization service of college sports resources will inevitably involve the relationship between cost and economic benefits, especially the related compensation issues. First, there is a certain life span in the use of venues. Excessive use will inevitably shorten the service life of venues. Maintenance and renovation of venues will involve a large amount of funds. Second, if the stadiums and gymnasiums are to be opened to the public for a long time, they must have the hard work of stadium administrators, health workers, coaches and other personnel. These personnel should be properly compensated for their extra workload. In order to keep the stadiums and gymnasiums serving the public for a long time, it is necessary to have appropriate maintenance funds to maintain the normal operation of social services. However, at present, there is no clear indication as to where such compensation funds come from, the government lacks stable preferential support policies, the government has not yet established a management organization for socialized service of university sports resources, and the market system for socialized service is not mature enough. Some universities have formulated relevant supporting service systems such as charging standards for paid services, use of funds and supervision of service quality according to prices, and charge reasonable funds to cover staff salaries and venue maintenance costs. This kind of practice has not been supported and protected by relevant documents and policies at present. In order to distinguish the difference between the public and profit-making nature of university sports venues, education departments need to formulate corresponding policies and documents to support the normal operation of the socialization of university sports resources.

### **Countermeasures for Socialized Service of College Sports Resources**

#### **Take "National Fitness" As the Starting Point to Enhance the Awareness of Socialized Service of Sports Resources**

The strategies of "fitness for all" and "healthy China" are important contents for the party and government to guide fitness for all from the height of national strategy. University leaders are the makers and decision makers of university sports development plans. They have absolute leadership in the socialization of sports resources. At present, some colleges and universities in our country have done a very good job in the social service of sports resources. School stadiums and gymnasiums are regularly opened to the public, and school sports equipment is rented to the public. A series of work has won public recognition and approval, which have significantly improved the popularity and reputation of colleges and universities. The reason why this effect has been achieved is that the leaders of these colleges and universities have deepened the strategies of "fitness for all" and "healthy China" into the bone marrow and made them an important part of school physical education.

#### **Scientific Implementation of Socialized Service of Sports Resources on the Basis of Meeting Students' Needs for Physical Fitness**

Socialized service of college sports resources is not blind service. At present, in order to "actively respond" to the policy call for socialized service of university sports resources, some universities in our country blindly socialized their sports resources. In these colleges and universities, the main players involved in sports fitness are no longer the students of the school, but the residents around the school, lower limb teenagers and children, the middle-aged and the elderly, the school sports venues and sports equipment are occupied and used by these people every day, which greatly hinders the sports fitness activities of the students of the school. Students are the main participants in college physical education, which college leaders should always keep in mind. For the socialization service of sports resources in our school, we should first consider meeting the sports fitness needs of our students, and then formulate the socialization service plan of sports resources. University leaders should avoid face-saving projects and put the cart before the horse.

## **Strengthen the Construction of Stadiums and Gymnasiums, the Allocation and Management of Sports Facilities and Equipment, and Provide Guarantee for Social Services**

Sports venues, sports implementation and equipment are important contents of socialization service of sports resources in colleges and universities. At present, China's university stadiums, sports facilities and equipment are open to the public, often causing headaches for safety, maintenance funds and use management. Among them, safety is mainly the accidental injury of the public in the process of physical fitness, or the damage and loss of sports equipment; Maintenance funds are mainly the expenditures of the daily maintenance personnel of sports venues, sports facilities and equipment; Usage management mainly refers to the uncivilized exercise, non-compliance exercise, and language or body conflicts with school management personnel, etc. In view of this, colleges and universities should seek the support of the local government, and the government should purchase public liability insurance to solve the safety, maintenance funds and use management problems existing in the public opening process of stadiums, sports facilities and equipment.

### **Conclusion**

Socialized service of college sports resources is an important way to promote the development of public sports fitness. Based on the new era, colleges and universities should have the overall situation consciousness, with the concept of "serving the people", strengthen the social service consciousness of sports resources, and effectively carry out the social service work of sports resources on the premise of meeting the needs of the healthy development of schools. Based on the new era, colleges and universities should actively respond to the party and government's call for socialized service of sports resources in colleges and universities, conform to the new situation of the development of "fitness for all" and "healthy China", comprehensively optimize the allocation of their own sports resources structure, face the public, serve the society, and look forward to the future.

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