

# The Current Situation and Countermeasure Research of Construction and Operation Management of Sports Park in Shanxi Province

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**Abstract:** Through literature analysis method, questionnaire survey method, investigation method and other research methods, the paper analyses the current situation and operation management of sports park in Shanxi province, summarizes the deficiencies in the construction and operation of the management process, puts forward the feasible countermeasure for the development of Shanxi's sports park. Recommendations: (1) Integrate into the city culture; (2) Accelerate the reform of the management system, adhere to seek government power and social power; (3) Change the concept of development, make the social benefit and individual benefit coordinated; (4) Introduce management talents and strengthen the cultivation of talents.

**Keywords:** Shanxi sports park; construction; operation management

## I. Preface

Public sports is an important part of China's socialist construction, in order to widely carry out public sports activities and enhance the people's physique, promote China's socialist modernization development, the State Council promulgated the "Outline of the nationwide body-building plan" in June 20, 1995, puts national fitness into the overall planning of the national economy and the social development<sup>[1]</sup>. In Shanxi Province, the government's support and coordination of the policy set off a boom of the national fitness activities. The appearance of the sports park provides more opportunities and potential for the development of public sports, gives new vitality to the fitness and entertainment of the general public.

## II. The Status And Problems Of Sports Park Construction And Operation In Shanxi Province

### A. Basic situation

**Table 1** Statistical table of the basic situation of sports parks in Shanxi Province

Sport park	Area(mu)	Start time	Green coverage(%)	Sports events
Taiyuan Fenhe River Sports Park	1950	2005	80	Kick, BMX, skating, basketball, volleyball, tennis, badminton
Jinzhong Sports Park	418	2007	75	Athletics, football, basketball, table tennis, martial arts, taekwondo, Chinese sports, tennis
Changzhi Sports Park	518	2006	65	Basketball, handball, volleyball, badminton, table tennis, gymnastics, swimming, rock climbing
Datong Sports Park	1500	2009	65	Basketball, football, track and field, tennis, badminton, skating
Linfen Fenhe River Sports Park	24750	2011	90	Basketball, table tennis, swimming, badminton, tennis

### B. Construction status and problems

**Table 2** The purpose of building the park concept statistics

Comprehensive idea	Population	Percent(%)	Rank
Provide first-class venues and facilities	38	82.6	2
Creating comfortable living environment	40	86.9	1
Provide a full range of best services	21	45.7	5
Enjoy high quality sports experience	32	69.6	3
Meet the different needs of all kinds of people	29	63.0	4
Others	15	32.6	6

Closely related to the construction and economic development, sports park developed fast in affluent area, in underdeveloped area ,the construction and scale of the sports park is relatively poor. Shanxi province belongs to the undeveloped provinces, the construction of Sports Park is still in initial stage, only has a few sports park. Under the principle of Scientific Outlook on Development, the construction of the sports park in Shanxi province must adhere to the people-oriented, ecological development and outstanding characteristics. The construction of the sports park must perfectly combine ecology and sports, constantly improve the cultural quality, rich leisure activities. Shanxi Province’s nature, cultural history, and its features should be incorporated into the design and construction of the sports park, such as regional culture, business culture, coal and other elements. On this aspect, Linfen Fenhe Sports Park and Taiyuan city sports park’s landscape construction have integrated into their local cultural elements, but Datong Sports Park, Jinzhong sports park and Changzhi Sports Park didn’t put much consideration to the characteristics of culture and history construction. The survey also found that the park managers’ awareness is not strong.

**C. Current situation and existing problems of operation management**

**Table 3** Statistical table of operation mode of Sports Park in Shanxi Province

	Autonomous	Contract	Tenancy
Jinzhong Sports Park	√	√	
Changzhi Sports Park	√		
Taiyuan Sports Park	√		√
Datong Sports Park		√	√
Linfen sports park	√	√	

**D. The current situation and problems of funds management of Shanxi province’s sports park management mode**

**Table 4** Statistical table of the fund management form of Sports Park in Shanxi Province

	Self-supporting	Full budget	Independent accounting	Balance budget
Jinzhong Sports Park				√
Changzhi Sports Park		√		
Taiyuan Sports Park			√	
Datong Sports Park		√		
Linfen sports park	√			

The traditional business unit management mode is the full budget allocation, this mechanism caused by "Wait" thought, is not conducive to the market, impact the normal operation of sports park. In the management of the enterprise, the enterprise takes the economic benefit as the first, weakens the social benefit of the sports park, it is easy to appear problems. Sports park is the national construction projects, fulls both social and economic benefits, it should keep its institution, at the same time, it uses enterprise management, in order to reduce the financial burden on the state--- the internal enterprise management institutions. Taiyuan Sports Park is using this high efficiency management mode.

**III. The Current Situation Of Fitness Activities Of Sports Park In Shanxi Province**

**A. Investigation and Analysis on the fitness personnel of Sports Park in Shanxi Province**

**Table 5** Table of age structure of sports fitness in Shanxi Province

Age range	Population	Total percent(%)
Under 18	106	18.8
18-30	82	14.5
31-45	95	16.8
46-60	118	20.9
Over 61	164	29.0

**Table 6** Table of age sex structure of Sports Park in Shanxi Province

Age range	Women	Percent (%)	Men	Percent (%)
Under 18	64	60.4	42	39.6
18-30	43	52.4	39	47.6
31-45	59	62.1	36	37.9
46-60	74	62.7	44	37.3
Over 61	106	64.6	58	35.4

The elderly and minors are the main body of participants in sports activities. Data show that nearly half of the participants are elderly and minors in Shanxi Province’s Sports Park. Because the environment is pleasant, suitable for sports, sports park is the place where they aspire to. The parks not only provide them physical exercise places and facilities, but also let them go hand in hand with friends. In the process of exercise,they get

psychological and physical pleasure. There are many reasons for this phenomenon, the first reason is that the age of 18-60 people devote too much attention to work and life, they do not have much time to put into practice. People who exercise in the sports park is mostly women, this is caused by social division of labor--- men generally assume family responsibilities heavier, they have less spare time to participate in the exercise. When have few time, these people want to rest, losing the opportunity to participate in physical exercise. Secondly, for people over 61 years old, the sports parks have a special significance---other old people together with fitness, this is an important place for the elderly physical and psychological conditioning.

**B. Investigation and Analysis of frequency and times of residents' fitness in the sports park**

**Table 7** Frequency statistics of residents' participation in fitness

Frequency(times)	Population	Percent (%)	Rank
0-1	14	2.5	4
2-3	186	32.9	2
4-5	312	55.2	1
Over 5	53	9.4	3

Most residents are willing to go to the sports park to exercise. Sports parks have not only elegant environment, fresh air, pleasant scenery, but also a variety of sports facilities for residents to exercise. On the other hand, sports parks play a certain role in public sports.

**Table 8** Times of participation in physical fitness activities of residents

Time of activity	Population	Percent (%)	Rank
5:00-8:00	289	51.2	1
9:00-12:00	23	4	4
13:00-17:00	93	16.5	3
Over 18:00	160	28.3	2

How to exercise could produce scientific and reasonable output is a problem waiting to research. From the point of view of sports physiology, only when the last exercise effect has not completely disappeared the next exercise is appropriate. This can make the effect of exercise extended, after a long time of exercise we can enhance physical fitness effect. Exercise time should have a certain regularity, everyone's life and work environment is not the same. To determine the regular exercise time according to their own circumstances is important. Regular exercise, can make the body's basic quality improved, such as flexibility, sensitivity, and body's ability to resist.

**C. Investigation and Analysis on the income of fitness in Sports Park**

**Table 9** Table of income statistics of sports constructors of Shanxi's Sports Park

Salary range	Population	Percent (%)
Under 1500yuan	189	33.4
1500-3000yuan	224	39.8
3000-4500yuan	77	13.6
4500-6000yuan	46	8.1
Over 6000yuan	29	5.1

To the residents' income, under 3000 yuan accounted for 73.2%, which shows that people in the sports park is the bottom of income groups. The reason why low-income people become the main force of the sports park is that they can enjoy free charge. People with higher incomes, will go to the gym or take part in other sports items of higher consumption. To residents in the sports park, simple sports equipment is enough.

**D. Investigation and Analysis on the motivation of participants in physical exercise**

**Table 10** A statistical table of the motivation of residents in Sports Park

Content	Population	Percent (%)	Rank
Guard one's health	314	55.5	1
Entertainment	127	22.5	2
Develop friendship	71	12.5	3
Challenge yourself	44	7.9	4
Other reasons	9	1.6	5

Motivation is the internal power that pushes people to engage in some kinds of activity. Its essence is the cause of action for a certain purpose. Motivation is the internal process of the individual, and behavior is the expression of this kind of internal process. The intrinsic condition of the motivation is the need and the external condition of the motivation is the inducement [2]. In the investigation of the fitness of the sports park in Shanxi Province, the motivations of residents' fitness activities are divided into 5 types. Shanxi province's residents' exercise motivation is right--- maintaining health, enhancing physical fitness, expressing emotions, relieving

stress, in order to achieve the purpose of entertainment.

#### **IV. Countermeasures Of Construction And Operation Of Sports Park In Shanxi Province**

##### **A. Integrate into the city culture**

As the product of human civilization, urban culture is not only the symbol of the process of urbanization, but also the inner embodiment of the competitiveness of the city. In the present city life, sports have gradually become a part of life, and have been integrated into the urban culture. Therefore, in the space layout of the sports park, we should consider the long-term aim, we shouldn't pay much attention to the immediate benefits of the facilities which do not meet the city's culture. We must consider the cultural characteristics of the region. Datong was the capital of Bei Wei Dynasty, in the construction of the sports park, we can integrate it into local culture, such as Yungang Grottoes. Linfen city, which has Dingcun culture, Yao cultural, is one of the earliest birthplace of China; Taiyuan is a historic city, has 2500 years of history, in such a long history, variety of historical allusions till exist; the local opera in Shanxi province. These are just the tip of the iceberg in the history and culture of Shanxi, which can be reflected in the construction of sports parks, so that people could enjoy the profound Chinese culture in the process of exercise and rest<sup>[3]</sup>.

##### **B. Speed the reform of the management system, keep the cooperation of government and social forces**

Sports Park bears a lot of social welfare activities, the reform process should be classified, step by step. The province's cities and the economic level is different, to developed city, such as Taiyuan ---the provincial capital, should complete the internal reform of enterprises running system; for underdeveloped City, we should actively promote the reform, create the conditions and opportunities for reform, in order to achieve the goal of improving efficiency, and improve the social and economic benefits of sports parks<sup>[4]</sup>. At the same time, the Shanxi sports park has also adopted the mode of contract management and leasing operation to improve the economic benefits of sports parks, easing the financial pressure on the stadium. Discovery and the introduction of a variety of operational models for the sports park revenue are essential.

##### **C. Change the concept of development, coordinate social benefits and individual benefits**

In order to better create economic benefits and maintain the operation of the park, the exploration of other functions of the park is particularly important. The Shanxi Province's Sports Park multifunctional comprehensive development is following main aspects: sports, athletic training, fitness entertainment, art display etc. Multifunctional integrated development, not only for the rational allocation of resources to the park, but also for the residents to bring more convenience and fun. Sports parks are public goods, the first attribute is pursuit of social benefits, but this does not mean that there is no pursuit of economic benefits, here the so-called economic benefits, not to say to take out money from residents' pocket, but to raise funds for the normal operation of the park, to protect the smooth development of the park. The main way to generate revenue is to vigorously develop the service economy.

##### **D. The introduction of management personnel and strengthening the training of talents**

The introduction of management personnel and strengthening the training of talents are the key to the development of Shanxi Sports Park<sup>[5]</sup>. In order to build and develop the sports park, it is imperative to speed up the training of professional talents. The continuing education and training of employees is a long-term investment, and it is a necessary way to build a contingent of high quality. Sports programs need professional organizers and service providers, only through professional training can they start to work, and continuously strengthen the training in the work is essential. Foreign sports park management has matured, we can carry out international exchanges and cooperation, learn and research advanced management experience, shape a number of senior management personnel and intermediate management personnel in a short period of time.

#### **V. Conclusion**

The current situation of the construction and operation management of the sports park in Shanxi province is studied. Suggestions: (1) Integrate into the city culture; (2) Speed the reform of the management system, keep the cooperation of government and social forces; (3) Change the concept of development, coordinate social benefits and individual benefits; (4) The introduction of management personnel and strengthening the training of talents.

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