

Research on Sports Service Supply Mechanism and Realization Countermeasures of Yancheng Sports Venues

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Abstract: With the deepening of China's national fitness program, the people's sports needs are increasing, and the effective supply of stadiums and gymnasiums has been brought into full play. Using a method of literature data method, interview method, field investigation method, mathematical statistics and other research methods to analyze the current situation of sports service supply mechanism in Yancheng stadiums and gymnasiums. The study shows that the supply of sports services is insufficient; the supply subject is single and lacks market competition; the supply efficiency provides non-public choice. Based on this, the supply mechanism optimization and guarantee measures: introduce diversified supply subjects to realize the efficiency of multiple supply; establish the relationship between supply and demand activities, smooth the balance between supply and demand; guarantee measures: transform the government functions, strengthen the coordination of the subjects, improve the service system, facilitate consultation and participation; optimize the evaluation system, and strengthen the service meaning.

Keywords: Sports Venues, Sports Service, Current Supply Situation, Optimization Mechanism, Safeguard Measure.

1. Introduction

In 2020, the Opinions of The General Office of the State Council on Strengthening the Construction of National Fitness Facilities and Developing Mass Sports clearly proposed that the innovation of stadiums should be promoted through "the transformation function and reform mechanism" and other projects. In 2022, the Opinions on Building a Higher Level of Public Service System for National Fitness clearly proposed to promote the reform of the system and mechanism, innovate the way of supply, and meet the diverse sports needs of the people. At present, there are still some problems and deficiencies in the supply of sports service in Yancheng Stadium, which restrict the healthy development of sports undertakings. This study aims to explore the current situation of sports service supply mechanism in Yancheng city, put forward operational optimization strategies and safeguard measures, and provide reference for the improvement of sports service supply mechanism in Yancheng city. To provide scientific basis for the government decision-making and promote the healthy development of sports in Yancheng.

2. Study Subjects and Methods

2.1. Study Subjects

This study in the national fitness center of Yancheng city, Yancheng national fitness center swimming pool, salt district gymnasium, salt district swimming pool, dafeng district Olympic sports center stadium, dafeng district stadium, dafeng district natatorium, dafeng district national fitness center, salt dragon sports park, yan dance fitness square sports service supply mechanism as the research object.

2.2. Study Methods

2.2.1. Literature and Data Method

In these databases, "stadiums", "public sports service", "supply" mechanism "and" multiple supply subject " were

searched to provide relevant theoretical support for this study.

2.2.2. Interview Method

(1) Expert interview method

First of Yancheng city national fitness center, Yancheng national fitness center swimming pool, yandu district gymnasium, dafeng district Olympic sports center stadium, the national fitness center, yan dance fitness square sports venues operating body, in market organization and social organizations, stadiums main supply mechanism and content and residents demand in-depth communication.

Secondly, interview and exchange experts from relevant functional departments such as the Sports Bureau, the stadium Association and other relevant functional departments on the type of supply and relevant policies and regulations. In addition, experts and scholars from Yancheng Institute of Technology, Yancheng Normal University, Yangzhou University, Nanjing Institute of Physical Education, Shanghai Sport University, Guangzhou Institute of Physical Education and other experts were interviewed on improving the efficiency of sports service supply mechanism of stadiums and solving the supply dilemma. See Table 1.

Table 1. Part the expert interview list

unit	Title / position
Shanghai Sport University	adjunct professor
Yancheng Institute of Technology	professor
Yancheng Normal University	adjunct professor
Yangzhou University	professor
Nanjing Institute of Physical Education	professor
Guangzhou Institute of Physical Education	professor
Yancheng National Fitness Center	director
Yancheng National Fitness Center Natatorium	director
Yandu District Gymnasium	director
Dafeng District Olympic Sports Center Gymnasium	director
Dafeng District National Fitness Center	director
Yan dance fitness square	manager

(2) Resident interview

According to the design visit outline, further Yancheng

sports venues, mainly for sports venues fitness facilities, fitness guidance, physical monitoring, supply sports organization service content, the content of the supply of sports services, supply of various services, sports services and residents interactive channels and opinions and Suggestions and venues in the exercise of in-depth exchanges, understand the present situation of Yancheng stadium sports service supply mechanism, and to collect interview records.

2.3. Field Investigation Method

In order to more directly and effectively understand the supply mechanism and realize the countermeasures of Yancheng sports venues, the field research was conducted on 10 sports venues. Understand the supply mechanism and the current situation of residents demand, and provide a practical basis for this research.

2.4. Mathematical and Statistical Method

SPSS 2.4 and EXCEL were used to organize and analyze the obtained information and data.

3. Current Situation of Sports Service Supply Mechanism of Yancheng Sports Venues

3.1. Lack of Supply and Content, and Insufficient Competition Resources

From the perspective of market competition, the content and type distribution of sports service supply in Yancheng stadiums are uneven, the sports activity service is few, and the market activity is low. According to the collected sports service content provided by 10 Yancheng stadiums and gymnasiums, it is found that there are great differences in the proposed service content. Among the venues surveyed, more than 80% did not provide physical fitness monitoring services and sports science education services, while 70% of the venues provided social sports instructor services. The demand for fitness guidance services for residents is also increasing, but more than 50% of the venues do not provide fitness guidance services. It is found that in the supply of sports activity services, sports activity services are less carried out, mainly in the venue rental service. Most sports venues only organize sports events during holidays, and lack of regional sports event organization and communication. Moreover, the forms of sports events are novel and outdated, resulting in the low dimension of residents participation. More personalized and novel sports activity services and events supply should be carried out, and the publicity of activities should be strengthened to give more surrounding residents to participate.

3.2. Single Supply Subject, Lack of Market Competition

At present, the main body of Yancheng stadium service supply is still undertaken by the government organization. In the supply of government organizations, they not only participate in the management and organization in the macro aspect, but also in the micro aspect, playing a leading role. 80% of the stadiums and gymnasiums in Yancheng belong to public institutions, and the allocated funds mainly come from the government finance, so that the venues lack the initiative to create economic effect. Due to the staffing problems of the public institutions under the government organization structure, the enthusiasm of the venue managers was

suppressed. The visit revealed that 85% of the stadiums were open for a short time, or even closed at 8 PM from the public, and 70% of the stadiums were open for about 70 hours a week. It mainly undertakes the training of basketball, football, tennis, swimming and other projects, which leads to the small quantity and low quality of sports services provided, which cannot meet the diversified sports needs of the surrounding residents. However, the venues completely dominated by market organization and management, purely consider economic benefits, are rarely open to residents for free or low charge, and cannot give full play to the social sports benefits and essence of stadiums and gymnasiums. The single supply subject leads to the continuous decline of the quantity and quality of sports services in stadiums and gymnasiums, so multiple subjects should be introduced to supply and participate in the supply of sports services to increase the market competitiveness.

3.3. Supply Efficiency is Not High, so the Supply of Non-resident Choice

The survey found that most stadiums and gymnasiums do not suggest a long-term mechanism to obtain residents sports needs, while the residents actual sports needs and potential fitness needs are difficult to be effectively expressed, and can only be passively accepted, resulting in the reduction of residents enthusiasm for stadiums and gymnasiums and the loss of sports rights and interests. For a long time, the difficulty of the balance between venue investment and income has been a concrete embodiment of the disharmony of venue supply[1]. However, Yancheng stadiums are entrusted with institutions to carry out daily management of stadiums, resulting in unclear division of powers. The mechanism of profit distribution, supply performance appraisal and supervision and feedback is lost, which shows the normalization of "supply after supply", "supply or not supply" and "good supply or bad supply", leading to low efficiency of venue supply. In order to improve the supply efficiency of stadiums and gymnasiums, we should appropriately introduce the diversified subject supply mechanism, improve the supply of sports services, provide the supply efficiency of stadiums and gymnasiums, set up the unified assessment standard of supply performance, implement the people-centered development concept, and enhance the residents sense of gain from sports[2]. Sports venues service supply should be a kind of dynamic regulation process with social development and demand, the first to demand will oriented, service supply as the core, by residents feedback, optimize the adjustment of supply process, so as to achieve supply content and residents sports demand dynamic balance, thus present "for", "for both", improve supply efficiency.

4. Optimization of Sports Service Supply Mechanism of Yancheng Sports Venues

4.1. Introduce Diversified Supply Subjects to Realize the Efficiency of Diversified Supply

With the management of multiple subject governance center, combined with the existing supply situation of sports services in Yancheng sports venues, market organizations and social organizations are introduced to participate in the supply

of sports services in Yancheng stadiums.1. Re-divide the sports service attributes of stadiums and gymnasiums, classify the services according to the functional positioning and construction configuration, according to the characteristics of pure public service, quasi-public service and non-public service, and select the supplied subject accordingly.2. Establish the division of service and role of the main providers. As the policy maker and supervisor of stadiums and gymnasiums, the government should make clear the rights, responsibilities and interests of the subjects, give appropriate support and rewards, and strengthen supervision, so as to prevent the suppliers from providing or lowering the service quality standards in order to pursue more interests.3. Market organization can fill the government and the institution in the absence of sports service supply, because the market organization mainly consider the economic benefit, in the sports service supply will independently personalized and difference of sports service production and sales, to meet the demand of different groups, different classes of sports service, improve resource utilization efficiency.4. The purpose of social organizations is to pursue public interests and make up for the lack of the supply of sports services by the government and the market. According to their own professional characteristics of the targeted, flexible participation and Enrich the sports service content of venues and meet the different sports service needs of different people. Through the construction of diversified subject coordinated supply unity, enhance the social market activity

4.2. Establish the Relationship between Supply and Demand Activities, and Smooth the Balance between Supply and Demand

In the gymnasium of Yancheng, a diversified dynamic supply system should be established, and on this basis, feedback should be obtained to the sports needs of residents through regular communication. The supply content of sports

services improves the supply efficiency of sports services.1. Build a sports service information platform. Based on this work, this paper proposes three different types of "common interests" based on "effective expression", "equal participation" and "public opinion integration". Through the Internet for sports, fitness and other aspects of the publicity, to understand the fitness needs of the community residents.2. Tutoring. Through public opinion research, public meetings, residents jury and other methods, we solicit residents opinions on the planning and planning, such as publishing a sports service or planning a major fitness activity, so as to optimize the supply and service of each subject.3. Participate in. Through experts, scholars, residents and venue operators, to better understand the development and supply of the venue.4. Synergy. The so-called coordination is to realize the joint construction, sharing and sharing of sports resources. For example, to promote the cooperation between colleges and universities in Yancheng and gymnasium bases, strengthen the training of professionals in the operation and management of stadiums, and universities in Yancheng Use local sports venues construction practice and scientific research institutions. By inviting experts from well-known medical institutions to carry out physical education and health education for residents, to provide scientific physical exercise for students. Thus, the one-way service provided by the gymnasium is changed, and the real-time communication and communication between the two sides are realized, more information is obtained, and the effective supply is improved

4.3. Establish a Diversified Dynamic Supply Mechanism of Sports Services

In the mechanism of sports service supply in Yancheng stadiums, diversified supply subjects are introduced and diversified dynamic mechanism of sports service supply is established (see Figure 1).

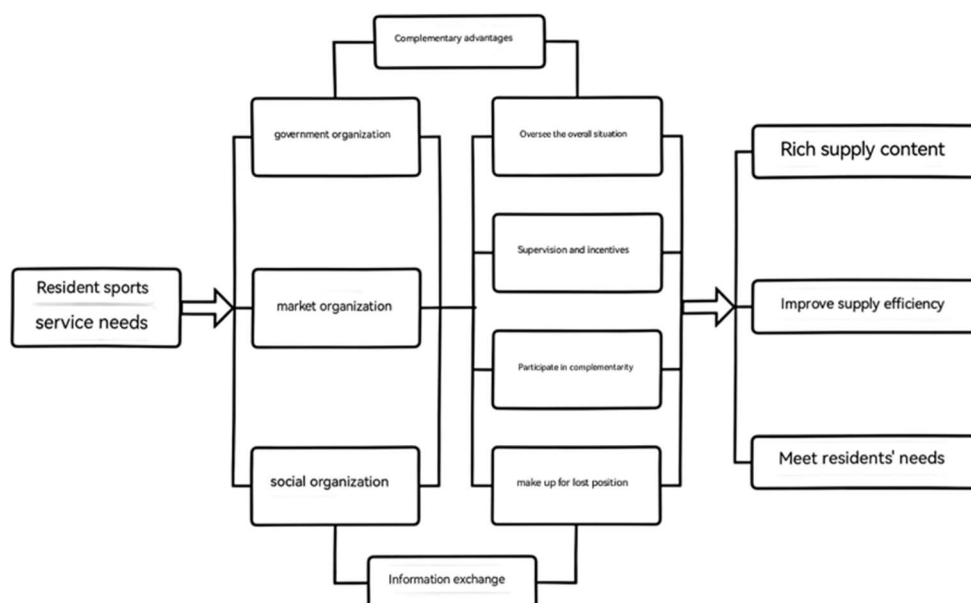


Figure 1. Dynamic mechanism of diversified supply of sports services in stadiums and gymnasiums

In China, due to the continuous development and adjustment of the urban social and economic pattern, the sports services of sports venues have been diversified.

Because the market organizations and social organizations in the provision of sports facilities have their own characteristics and their own characteristics. To this end, in order to further

enrich the connotation of the stadium service, meet the needs of the growing diversity and differentiated sports, the government and the entrusted management of institutions, market organizations, social organizations provider cannot be, but to the needs of consumers as the center, build diversified and efficient sports service provide mechanism. In terms of the dynamic mechanism of sports facilities supply, various residents of supply subjects and social classes are introduced. Under the cooperative mode of information exchange, demand expression and resource sharing and joint construction, the supply content of each subject is constantly enriched, and the supply efficiency is improved to meet the needs of residents sports services.

5. Operation Guarantee of Diversified Dynamic Supply Mechanism of Sports Services in Yancheng Stadium

5.1. Change Government Functions and Strengthen Subject Coordination

We will accelerate the transformation of government functions, transform a managements-oriented government into a service-oriented government, and realize a dynamic mechanism for supplying diversified subjects[4]. The government shall, in accordance with the actual situation of the Municipality, formulate policies and regulations that meet the needs of the market and the residents.1. Strengthen the support of laws, regulations and policies, and clarify the rights and interests of all suppliers. The government highlights the leading position, controls and guides the equality and cooperation with the means of policies and regulations, strengthens the functions of supervision, evaluation and management, and realizes the benign relationship between the supply subject and the demand.2. Promote information disclosure of subjects. Information disclosure is the basis of collaborative supply, ensuring the introduction of relevant supporting policies, and promoting the rationality of the operation process and the scientific decision-making of supply[4].

5.2. Improve the Service System and Help the Consultation and Participation

With the help of digital technology, establish the integration of stadium resources, realize the overall, linkage, remote and efficient sports services, and form a new form of diversified digital sports services with residents as the center, venues as the platform and business innovation as the feature[5]. Firstly, strengthen the orderly participation of residents, expand the channels of participation, and open up offline and online communication channels; secondly, strengthen information sharing, realize informed consultation; scientifically quantify public demand, and select the coordination mechanism of multi-department participation. To realize the scientific level of subject decision-making and sports service supply interest collection.

5.3. Optimize the Evaluation System and Strengthen the Service Meaning

Optimize the evaluation system, strengthen the meaning of

service, strengthen the performance evaluation system to guide and correct the behavior of the supplier, and realize the efficiency of sports service supply. First of all, strengthen the main body of sports service awareness. Under the people-oriented concept, it highlights the service consciousness of each subject and the choice of residents sports rights, establish perfect administrative regulations and regulations according to the responsibilities of the supply subject and the sports rights of residents, improve the supply supervision and feedback of the demand of diversified subjects, prevent the waste of resources in invalid supply, timely and effectively meet the diversified sports service demands of different residents, and improve the service quality of sports venues. Finally, residents are introduced to participate in the evaluation to participate in the whole evaluation process, and at the same time, a third-party evaluation agency is introduced to ensure the authenticity, objectivity and standardization of the supply performance evaluation of each subject.

6. Epilogue

The government should actively explore the stadiums sports service supply mechanism innovation development mode, to peoples demand guide supply, into the stadium sports service multiple supply subject dynamic process, optimize supply subject, supply content, improve the supply efficiency and performance evaluation system, open interactive channels to realize the balance between supply and demand. We will improve and optimize the channels for residents to participate in demand, meet their diversified sports needs, improve the supply efficiency of sports services in stadiums and gymnasiums, and realize peoples vision for a better life.

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