

## **Problems and countermeasures in socialized development of school sports venues**

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### **ABSTRACT**

*Sports venues is an important part of the sports industry and an important material guarantee for the development of sports industry. Along with the understanding of people to the concept of health, the number of sports population is increasing, followed by the phenomenon of the venues shortage and waste. The school has enough gymnasiums, but the opening of the school gymnasiums is still not common, thus, the school venues opening to the outside world can be regarded as an important means to make up the shortage of venues in the society. In this paper, people analyze the problems of restricting the opening of the school gymnasium, and explore the ways to develop school gymnasiums.*

**Key words:** School sports, Venues resource, Socialization

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### **INTRODUCTION**

In the narrow sense, the resources of the school sports venues are the general name for the specific places for the sports education such as teaching, training, competition and physical activities. And the so-called socialization of school venues is the socialization of the venues which are regarded as individuals in the society. In the social interaction, the venues in the school can gradually acquire the social value standard and develop the characteristics of own education and public property. In the view of resources, school sports venues resources are part of social resources with its own characteristics and functions. It is not only unique to education, and should serve to the society. This means that the socialization of the school sports venues resource is the inevitable result of social development [1,2].

After Beijing Olympic Games, General Secretary Hu Jintao put forward strategic objectives in Chinese sports from a big sports country to a sports power. In order to promote the strategic goal, people should not only enhance the awareness of the masses on the people's fitness, but also meet various needs in doing exercise. Nevertheless, the construction of sports venues can not meet the needs of the national sports, so the problem is presented in the society to solve [3].

However, according to the fifth census on sports venues: the venues for education system accounted for 65.6% of the total number of sites, in which part time opening and incomplete open accounted for 85.1%, leading to sports venues area per capita less than 1 square meters. This gives school sports venues the mission of socialization. In 2006, the State Sports General Administration and the Ministry of education formulated relevant policies and regulations like *Implementation Approach for National School Gym Opening to the Society* which gave the affirmation to social sharing ideas on school sports venues resources [4]. For four years the implementation has covered 27 provinces (district, city, and corps), 62 areas (city), 531 schools and public stadium, and the state has invested a total of nearly 20 million Yuan to promote sharing of the school gymnasium resources and public gym, and constantly meet the growing demand for health [5].

Under the guidance of the policy, the research and implementation of sharing on school sports resources have gained

the legal and political security, but in the process of policy implementation, problems bring some constraints and restrictions to the socialization of sports field resource, so that there is a gap between target and the expected state. Thus, making up for this gap has become a profound issue people need to study.

## MATERIALS AND METHODS

### 2.1 Factors restrict the socialization of school sports venues

#### 2.1.1 The contradiction between venues maintenance and resource operation

Sports venues maintenance requires a lot of regular investment, but the funds allocation to each school can not make up for the cost of venue loss, the daily maintenance, wages of management staff and other expenses. Even if meet their current spending, from a long-term perspective, life-shortened venue service brings school a heavy burden for the future cost, which is also a question worried by school leadership.

#### 2.1.2 The contradiction between security issues and school responsibility

Although State General Administration of Sports has formulated a set program of risk management and liability insurance for the school sports facilities opening to the public. If there is personal accident, schools do not have to bear the corresponding responsibility, but school venues institutions still have to set up a relevant department to coordinate the parties between insurance company and related people. Furthermore, there are differences between people society and students in school. Once in the school appear students' injuries or thoughts derivation, it will bring negative impact to school, which has brought the hindrance to the socialization of school venues.

#### 2.1.3 The contradiction between multiple opening and school management

The opening of the school venues and facilities resources is undoubtedly in a diversified mode. The service target changes from the students and teachers to the students, teaching staff and the public in the society. In the process, school management will have a big change. The joint management on social service facing the public will emerge, such as discipline management on the public in the school, social vehicle management, the extended campus security work, which all bring a heavy burden to the school management. Some leaders even put forward that schools are educational institutions, and the school management is for the management of education. When promoting socialization of school venues, it will affect the basic job of school.

### 2.2. The significance of the socialization of school venues

#### 2.2.1 The socialization of the school venues is helpful to the development of education function

According to the requirements of education and educational development, school education is the educator exerts the planned and organized influence on the students and expects the educated people to have the expected changes in the activity. The value of physical education is to improve the health of the body, improve the level of mental health, and enhance the ability to adapt the society and access to knowledge and skills of sports and health. Obviously, physical education is a part of school education and is the basic guarantee for the educational goals. Only students with physical and mental health, strengthened ability of social adaptation, students enable to be better talents. The school education needs be combined with family education and social education to play a better role. Therefore, the function of physical education needs not only the attention of educators and the educated, but also the understanding of the public. The socialization of school sports venues is a communication platform between school physical education and parents. It will be helpful for the rapid development of physical education. In addition, From the campus to the community, it reflects the value of education belongs to a social value, which can play a vital role in education.

#### 2.2.2 The socialization of school sports resource is to build a platform for the current national physical exercise

To achieve the goal from the education power to the sports power and realize the national fitness awareness and behavior belongs to one of the most important part. At present, people's health awareness has entered a new stage, but the lack of sports venues can not meet people's fitness needs, forming a contradiction between sports venues and people's fitness. School sports stadium accounts for 65.6% of the total national stadiums, in addition to the sports gym, other sports stadium for mass fitness are relatively less. In the special period, if the school sports facilities and venues are open to the public, it can provide a broader platform for people's fitness which is undoubtedly the best way to solve the problem.

## RESULTS AND DISCUSSION

### 3.1 The Exploration of the socialization on the school venues should be started from the perspective of multi subjects.

Socialization of school venues and resources should focus on the professional service concept, well-improved the management system and the site planning and construction, scientific and economic operations and professional

sports guidance. So both theoretical research and the development of the practice need from a multidisciplinary perspective to combine physical education with architecture, management science, economics together, so as to be more effectively and scientifically promote the improvement and sustainable development.

### 3.2 To strengthen system security construction, pay attention to the construction of service system

The government must not attach importance to examination and approval but ignore service and policy formulation, can not attach importance to the implementation of specific policies but ignore the continuous improvement. The schools should not take the same measures to open the school venues rigidly, but should, according to the specific circumstances of the school, take one's measures to local conditions. The government should take many considerations, take advantage of other countries to make up for our shortcomings, encourage experts and scholars to explore new channels for the socialization of the school sports venues, so as to make it more systematic and perfect.

### 3.3 To learn from the management experience of large-scale sports stadiums, develop school sports venues

In recent years, it can be seen that professional stadium management company or stadium operations consulting institutions emerge in the society, and the sale of stadium naming rights, the sale of sports sponsorship and management are used throughout the country. 2008 Olympic Games in China, sports activities are much paid attention to. Take this opportunity, school sports can also set up a special management department to take fully use of the efficiency of venues, and give full function of its social benefits. For example using naming rights does not affect teaching, and not need capital investment, but also can bring considerable income to solve the loss of sports facilities. Actively sponsored or hosted various sports activities can also be named or attract sports sponsorship, such as "x x Cup" football games, basketball game or printing the sponsor name in the contest costume. In addition, people can make the establishment of outdoor advertising by using the space around the school stadium to establish billboards. The middle size urban schools usually have the number of students around a few thousands, attached to the parents and the surrounding residents, which is a not small potential consumer group. Most of them are students who are lack of social contact, so these ads for them are a new stimulation. I think the smart businessmen will not miss this opportunity. What's more, if the school has certain conditions, it can get some business activities involved, such as product sales, loan sports equipment, etc. With all kinds of activities to generate income, it can effectively promote the school sports activities and improve the formation and development of the school sports market.

### 3.4 To improve the awareness of the socialization of the school sports venues

To better implement the *Outline of Nationwide Body-building Plan* and promote the all-round development of teenagers to become the successor of knowledge, ability and quality, people must further raise the awareness of socialization on school stadiums, which can not only enhance people's physical quality, but also meet the needs for young people to understand of the society in advance. The healthy development of young generation has important meaning for improving the overall quality of the whole nation. The school should undertake a part of the task of developing the quality of the members in the local region, which can further enhance the influence of the school in the society, enrich and develop the people's social life and improve the level of health.

## CONCLUSION

Whether it is from the perspective of social significance or from the school education value, the socialization of school sports venues resource is in accord with the current background of Chinese history and the goal of sports power. But in the process of implementation, there are still some restrictive factors, which require people to sum up in time, and gradually improve, so as to make effective long-term development strategy.

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