

Research on the mechanism of college sports facilities opening to society under the background of great health

Chunhua Li

School of Public Finance and Management, Yunnan University of Finance and Economics, Kunming, Yunnan, 650221

ABSTRACT

With the advancement of the "great health" strategy, the opening of university sports facilities faces new opportunities and challenges. This paper takes the opening of university sports facilities to society under the background of the great health strategy as the research object, analyzing its value implications, current mechanisms, and optimization paths. In terms of value, it explores the positive impact of university sports facilities on promoting national health, increasing social sports participation, and resource sharing. In terms of mechanisms, it analyzes the current implementation status, management system, and policy support of university sports facilities opening. Finally, in response to the shortcomings of the existing mechanisms, it proposes optimization paths, including improving policies and regulations, innovating management models, and deepening multi-party cooperation. This study aims to analyze the current status and challenges faced by university sports facilities in opening to society, propose an opening mechanism suitable for the great health strategy, and provide theoretical basis and practical guidance for promoting social sports participation, improving national health levels, and optimizing the allocation of university sports resources.

KEYWORDS

great health; University Sports Facilities; Social Opening; Mechanism Optimization

With the in-depth implementation of the "great health" strategy, health has become an important issue of social development and people's livelihood. great health not only focuses on physical health but also emphasizes comprehensive health promotion, including mental health and social health. In this context, sports, as an important means of promoting health, have received unprecedented attention. University sports facilities, as public facilities with high-quality resources, have unique advantages in promoting national health and developing social sports culture. In recent years, many universities have begun to explore ways to open their sports facilities to society to fully utilize the social benefits of these facilities. Therefore, researching the mechanisms of opening university sports facilities to society and exploring their sustainable development paths is of significant practical importance for realizing sports resource sharing, promoting social health, and improving national fitness levels.

1 The Value Implications of Opening University Sports Facilities to Society in the Context of the great health Strategy

1.1 Promoting National Health: The Role of University Sports Facilities in the great health Strategy

The opening of university sports facilities holds significant importance in the great health strategy, directly contributing to the improvement of national health. The great health strategy not only focuses on enhancing physical health but also emphasizes promoting mental and social health. University sports facilities, with their high-quality sports venues and equipment, are well-positioned to meet the large-scale fitness needs of the public. By opening these facilities to society, universities can offer specialized sports services to people of various ages and backgrounds, fulfilling their daily fitness needs and improving overall health levels. This is particularly important in urban areas where some communities lack professional sports facilities, as the opening of university sports facilities fills this gap. More importantly, the opening of university sports facilities helps to spread the concept of scientific fitness, raises public awareness of healthy lifestyles, further promotes the national fitness program, and enhances the quality of life for residents.

1.2 Increasing Social Sports Participation: Promoting the Popularization and Development of Sports Culture

The opening of university sports facilities to society has great value in increasing social sports participation. Sports activities not only improve individual physical fitness but also strengthen social cohesion and vitality. By opening university sports facilities, social members, especially young people and the elderly, can more easily engage in various sports activities, thus stimulating their interest and enthusiasm for physical exercise. Particularly in the current transformation of lifestyles, many people in modern society have a low participation rate in sports due to busy work and

life pressures. The opening of university sports facilities provides these groups with convenient exercise spaces, allowing them to more easily immerse themselves in a healthy sports environment, helping to relieve stress and enhance physical fitness.

1.3 Resource Sharing and Social Benefits: Maximizing the Utilization of University Sports Resources

University sports facilities, as important social resources, have great social benefits and resource-sharing value when opened to society. Many universities have invested substantial funds in the construction of advanced sports venues and facilities, which have long served the campus community. However, with the growing demand for sports resources in society, how to maximize the use of these facilities has become a pressing issue. Opening university sports facilities to society can achieve the optimal use of sports resources. Not only does it help address the shortage of sports facilities in urban communities, but it also reduces the phenomenon of resource underutilization. Through this sharing mechanism, social members can access high-quality sports venues and equipment, while universities can improve the economic benefits of these facilities by charging usage fees, organizing commercial events, and other means.

2 Current Mechanisms for Opening University Sports Facilities to Society

2.1 Opening Models and Implementation Status: A Comparative Analysis of Different Universities' Opening Methods

At present, the practice of opening university sports facilities to society in China presents a variety of models, mainly including limited-time free access, paid rental services, membership management, and market-oriented operations. For example, some universities adopt a "time-sharing opening" strategy, differentiating arrangements between weekdays, weekends, and holidays: on weekdays, priority is given to teaching needs, with access limited to university staff and students; on weekends and holidays, the facilities are open to community residents. Outdoor facilities, such as athletics fields, are often freely accessible, while indoor venues operate on a paid rental or monthly pass basis. In terms of implementation, there are significant regional differences. Universities in economically developed areas tend to adopt a more professional management model due to stronger policy support and greater funding, such as establishing venue management centers and introducing third-party operation companies for market-oriented management. On the other hand, universities in central and western regions often rely on self-management by the university, with relatively simple forms of opening, primarily based on basic venue rental.

2.2 Management Systems and Operating Models: Management and Operation Mechanisms for University Sports Facilities

The management systems for university sports facilities mainly fall into three categories: self-management by the university, third-party entrusted management, and government-university cooperative management. In the self-management model, the sports department directly handles venue operations. Its advantages include strong flexibility and controllable costs, but it generally faces issues such as a lack of professional management talent and insufficient market experience, leading to inefficient venue maintenance. For example, some universities, lacking incentive mechanisms, require that all income from the venues be turned over to the school's finances, discouraging management personnel and ultimately leading to venue underuse. The third-party entrusted management model, by introducing professional operating companies, significantly improves management efficiency. For instance, the swimming pool at South China Normal University operates under a specialized team that ensures teaching requirements are met while using a "controlled opening" strategy (such as limiting access hours) for efficient venue utilization. They also generate income through hosting events and offering training services. However, this model needs to address profit-sharing issues. If the contractual terms are unclear, it can lead to disputes over responsibilities and rights between the university and the operating entity.

2.3 Policy, Regulations, and Support Systems: Policy-Level Guarantees and Legal Norms

Policies and regulations are the core guarantees for the opening of university sports facilities, but policy implementation still faces multiple challenges. First, there is a lack of clarity in legal responsibilities. Although the Sports Law of the People's Republic of China mandates that venues must be open, it does not specify who holds the responsibility for safety, leading universities to hesitate in fear of accident risks. Second, there is insufficient funding support. Most universities rely on their own funds to maintain the facilities, and government subsidies are limited, making it difficult to cover the incremental costs associated with opening the facilities to the public. Third, regional policy

differences exist. Economically developed regions can raise funds through multiple channels, such as public welfare lottery funds and social capital investment, while less-developed regions face financial constraints and slower progress in opening these facilities.

3 Optimization Research on the Mechanism of Opening University Sports Facilities to Society

3.1 Improvement of Policies and Regulations: Promoting Policy Innovation and Systemic Guarantees

Firstly, a multi-level regulatory system should be established. At the national level, the Sports Law of the People's Republic of China should be revised to clarify the public welfare nature of opening university sports facilities, specifying safety responsibilities. For example, universities should require users to sign a "Safety Responsibility Commitment," and legal definitions should be provided for the proportion of responsibility in the event of accidents (e.g., users bearing 70% and universities bearing 30%). At the local level, cities like Changzhou can follow the example of implementing the School Sports Facility Open Management Measures, which stipulate opening hours, a real-name admission system, and the reservation process. Government documents should be used to enforce public universities to open according to these standards.

Secondly, the funding support mechanism should be improved. A diversified financing model of "government subsidies + social capital + user fees" should be established. For example, Beijing provides annual reward subsidies to universities that achieve significant results in opening their sports facilities. Changzhou offers a special subsidy of 30,000 yuan from the public welfare lottery fund to each university that opens its facilities, to be used for facility maintenance and staff management.

Thirdly, policy execution and supervision should be strengthened. Third-party evaluation agencies should be introduced to assess the opening status of universities annually, with results linked to financial allocations. For example, Changzhou requires local education bureaus to publish a list of open schools and facility details annually, and these are incorporated into the "Changyou Health" city evaluation system.

3.2 Innovation in Management Models: Introducing Intelligent and Informational Management Tools

Firstly, an intelligent management platform should be built. A dedicated APP for university sports facility opening (such as Changzhou's "Changxiangdong") should be developed, integrating reservation, payment, and evaluation functions. Users must register with real names and verify through facial recognition. The system automatically assigns time slots and controls the flow of people (e.g., limiting 300 people per time slot).

Secondly, a graded and categorized management system should be implemented based on facility types: outdoor venues (athletics fields, basketball courts) should be open for free, using "QR code entry + electronic fences" technology to prevent overcrowding; indoor venues (gyms, swimming pools) should operate on a membership system, using smart wristbands to record usage time and automatically charge fees. For high-risk activities (such as rock climbing), users should sign an online waiver agreement and purchase short-term accident insurance.

Thirdly, an optimized operation and maintenance response mechanism should be established. An "AI + human" inspection system should be set up, using cameras and sensors to detect facility damage (e.g., abnormal tilt of a basketball hoop). The system should automatically generate maintenance work orders and send them to third-party service providers, ensuring repairs are completed within 48 hours. Additionally, big data analysis should be used to monitor user behavior (e.g., peak hours, popular activities) and dynamically adjust opening hours and resource allocation, such as extending swimming pool hours in winter or increasing nighttime lighting for courts in summer.

3.3 Deepening Cooperation Models: Strengthening Multi-party Cooperation between Government, Universities, and Society

A single entity cannot resolve the challenges of facility opening, so a "government-led – university-responsible – society-collaborative" linkage mechanism needs to be established. Firstly, government-university cooperation should be deepened. The government should include university sports facilities in the city's "15-minute fitness circle" plan. For example, in Shanghai, land exchange policies support universities in expanding their facilities, and universities are entrusted with hosting community sports events through service purchase agreements. The education department could collaborate with the sports bureau to set up an "Open Special Fund" to provide facility renovation subsidies (e.g., 500,000 yuan per university) to universities that meet the evaluation standards.

Secondly, social professional forces should be introduced. The "entrusted operation" model should be promoted, with universities signing 10-year contracts with professional sports companies, who are responsible for venue operation, training services, and commercial development. The university receives a revenue share (e.g., 20%–30%). At the same

time, retired athletes and fitness coaches should be encouraged to offer public training at universities, with the government providing a monthly stipend of 2,000 yuan per person.

Thirdly, community involvement should be activated. A "University-Community" co-construction committee should be established, where community organizations set up autonomous groups of residents to assist the university in maintaining order and resolving disputes. For example, Wuhan University has signed agreements with surrounding communities, where community residents can exchange "fitness points" for venue usage rights (points earned through volunteer activities).

4 Conclusion

In conclusion, although there has been some progress in opening university sports facilities, there is still room for optimization in areas such as management mechanisms and policy support. To better utilize the social value of university sports resources, future efforts should focus on improving policies and regulations, innovating management models, and deepening cooperation between the government, universities, and society. By continuously optimizing the mechanism for opening university sports facilities, we will promote the development of public health, advance the overall progress of the national sports, and contribute to the goal of building a socialist modernized country.

Funding

General Project of Pedagogy of National Social Science Foundation of China "Research on Paid and Unpaid Development of Sports Facilities in Colleges and Universities under the Background of great health", Project Approval No. BLA200215

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