

Research on the Operation Mode and Innovative Path of Urban Sports Service Complexes

Bing Han

Liaoning University of International Business and Economics, Dalian, Liaoning, 116052, China

ABSTRACT

As a product of modern society, urban sports service complexes play a very positive role in promoting the development of sports in China, optimizing the allocation of sports resources, and meeting the diversified sports consumption demands in the new era. Starting from the connotation of urban sports service complexes, this article explores the functional positioning and operation mode of urban sports service complexes. Finally, it proposes innovative development paths for urban sports service complexes, including increasing the development efforts of urban sports service complexes, innovating management models, and guiding urban residents to actively participate in sports and fitness. To provide references for promoting the sustainable and healthy development of urban sports service complexes.

KEYWORDS

Urban sports service complex; Operation mode; Innovative development path

1 Introduction

The "China Sports Industry Blue Book" reveals that there have long been problems of insufficient number and idleness of sports venues in our country. On the one hand, the number of sports venues is insufficient, and the per capita area of sports fields is far less than that of developed Western countries. On the other hand, most large venues remain idle for a long time after hosting major events. How to address the shortage and idleness of sports venues is the key issue that our country needs to solve at the present stage. In recent years, The State Council of China has put forward a series of opinions on the development of urban sports service complexes, such as accurately positioning the functions of urban sports service complexes, establishing a scientific and complete service mechanism for the services provided by urban sports service complexes to various entities, and providing strong support for urban sports service complexes, etc., to promote the development of urban sports service complexes. Create a good opportunity. Overall, however, as a product of modern society, urban sports service complexes still face many difficulties in their development. Therefore, this article will conduct research and analysis on the functional positioning and development of urban sports service complexes.

2 Overview of urban sports service complexes

According to the "14th Five-Year Plan for Sports Development", an urban sports service complex mainly refers to the integration of urban sports venue facilities with urban commercial, leisure, residential and other business forms, providing supporting services for groups participating in sports competitions, mass fitness and sports training, and extending the service chain. Develop sports venues and facilities into service-oriented entities with sports as the theme, diverse and rich functions, complete supporting facilities and outstanding operability. As an important form of expression in modern urban space, urban sports service complexes should be effectively integrated with urban construction and development. Adhering to the urban development concept and relying on advanced development technologies, they should promote the comprehensive integration of a series of industries, services, buildings, etc., thereby creating the overall image of the complex. Integrate a series of service functions such as business, art and culture, and catering into the complex to enable it to achieve diversified service functions. Based on this, the urban sports service complex is a product that integrates the development of multiple business forms with venue facilities as the carrier. In terms of connotation, it emphasizes the establishment of a scientific and complete service system to provide urban residents with comprehensive sports services and promote the development of the urban sports service industry. Meanwhile, the urban sports service complex emphasizes the joint participation of other industries in the construction of on-site facilities, integrates various commercial resources, provides the public with better services, safeguards people's legitimate rights and interests, establishes a healthy competitive relationship with other merchants, further promotes the orderly and healthy development of the urban economy, and achieves the ideal development results of the urban sports service complex.

3 The functional positioning of urban sports service complexes

3.1 Functions of urban sports service complexes

For the functions that urban sports service complexes possess, they can mainly be classified into basic functions, supporting functions and extended functions, etc. Among them, the basic functions of urban sports service complexes aim to meet the demands of urban residents for sports, entertainment, leisure, and sports consumption, and mainly involve providing competition venues, fitness facilities, and sports, leisure and entertainment venues. Nowadays, most of the venues that have initially taken on the form of complexes possess the above functions and mainly achieve them through forms such as complex gymnasiums, indoor venues, and outdoor venues. The supporting functions of urban sports service complexes mainly include enhancing the satisfaction of the audience, expanding the service coverage of the complex, and involving the provision of leisure and entertainment services, commercial retail venues, catering venues, business office Spaces and other functions. According to relevant surveys, the current construction of supporting facilities in urban sports service complexes mostly fails to meet the requirements of supporting functions. The involved business types are mainly commercial, office and catering, etc. A small number of complexes, based on their own development needs, incorporate leisure and entertainment business types such as cinemas and KTVs. The extended functions of urban sports service complexes are the related functions realized on the basis of ensuring the realization of their basic functions, mainly including providing exhibition and performance venues, providing tourism and sightseeing venues, and providing sports technology innovation venues, etc. Nowadays, the complexes renovated and constructed from large sports venues mainly extend their business forms such as performances, exhibitions and education and training, while those built based on humanistic or natural resources mainly extend their business forms such as health care and sports tourism.

3.2 Functional positioning of urban sports service complexes

The functional positioning of urban sports service complexes can be approached from different perspectives such as their own functions, regional development levels, and resource conditions. Firstly, from the perspective of the functions of urban sports service complexes themselves, as an organic whole capable of achieving multiple functions, the functional positioning of urban sports service complexes should closely revolve around their basic functions to promote a scientific and reasonable functional positioning. In light of the current development status of urban sports service complexes, whether they are large-scale sports venue complexes or characteristic resource-based complexes, their supporting functions and extended functions are all adjusted accordingly based on the basic functions. Therefore, the supporting and extended functions of a complex cannot be realized independently of its basic functions; they have a relationship of mutual influence and penetration. Secondly, from the perspective of regional development level, in order to achieve a scientific positioning of the functions of urban sports service complexes, it is necessary to conduct a comprehensive analysis of the economic development, industrial foundation and other regional development levels of the area where the complex is located. On the one hand, during the process of functional positioning of the complex, a comprehensive and in-depth analysis of the regional economic development status should be conducted. This is because the development of the complex requires a large amount of human and material resources, and the regional economic development status is obviously an important prerequisite for determining the success of the complex construction and the realization of its functions. On the other hand, the level of regional development also affects the local population size, consumption level, etc. In the practice of functional positioning of complexes, based on indicators such as regional population size and consumption capacity, through comprehensive and systematic research and analysis, the diverse demands of the public should be effectively clarified, thereby ensuring that the positioned functions match the food consumption demands. Finally, from the perspective of resource conditions, the positioning of urban sports service complexes cannot do without the strong support of corresponding resource endowments. Only by following the principle of adapting measures to local conditions can urban sports service complexes optimize and integrate various resources, control costs, and achieve their own effective development. For instance, from the perspective of integrating and utilizing existing venue facilities, the functional positioning of the complex can be advanced by optimizing the allocation of existing venues and supporting facilities, and taking advantage of the location and conditions of the venues themselves. For instance, from the perspective of natural resources, by developing and utilizing distinctive natural resources such as beautiful cultural landscapes and excellent ecological environments, the functions of the complex can be positioned in areas like sports and leisure, sports tourism, and health care and wellness. In conclusion, the functional positioning of urban sports service complexes should not be blindly copied but should be based on the actual natural resource conditions to promote a scientific and reasonable positioning.

4 The innovative development path of urban sports service complexes

4.1 Intensify the development of urban sports service complexes

First of all, create an environment and guide development. On the one hand, actively develop and establish guiding and investment funds for complexes to provide strong financial support for their development. During this process, a guiding fund for the complex can be established through government grants, sports lottery revenue and other means. The financial departments at all levels adjust the proportion of grants and the total amount of funds based on the regional economic development level. Based on government guidance, a complex investment and development fund with social forces as the main body can also be established to further provide reliable financial support for the development of complexes. On the other hand, it is necessary to guide social forces to join the ranks of complex development and establish a complex development mechanism of cooperation between the government and society. In this way, social forces can not only provide financial support for the development of the complex, relieve the government's financial pressure, and share risks and benefits with the government, but also offer professional operation and management team support for the development of the complex, thereby providing a more powerful guarantee for the orderly and healthy development of the complex. Secondly, develop urban sports service complexes through multiple channels. On the one hand, efforts should be intensified to revitalize all kinds of resources. It is possible to upgrade and renovate the existing sports venues, improve the supporting functions, extend the service chain and develop a complex. Local natural resources, cultural resources, old factories and other resources can also be redeveloped and utilized to improve their functions such as sports services and commercial services, and develop a complex. On the other hand, efforts should be intensified to build new types of complexes. Under the circumstances where the national fitness campaign is constantly being carried out and the public's awareness of fitness is gradually increasing, each region should, in light of its own actual situation, intensify the construction of new types of complexes to meet the public's demand for physical exercise.

4.2 Innovate the operation mode

For urban sports service complexes to achieve sustainable and healthy development, they should promote effective innovation in management models, improve the previous operation and management mechanisms, follow the laws of market development, conduct research and study on the operation and management methods of different industry fields in the market, and adopt appropriate market operation and management means in combination with their own actual needs. For instance, in the development of a complex, the approach of entrusted operation and management can be adopted. The regional operation and management can be entrusted to professional teams, and they can cooperate with them to operate related projects of the complex. At the same time, the contracted operation mode can also be adopted, leasing the site to individuals, effectively dividing the ownership and operation rights of the complex, establishing a scientific and complete management mechanism, further establishing an autonomous management model, and enhancing the development effectiveness of the complex. In addition, for the development of the complex, attention should be paid to highlighting its own characteristics and avoiding uniformity. That is to say, each region should, in light of its own resource characteristics and social demands, build distinctive complexes around the development models of mass fitness, leisure and entertainment, and large-scale events, determine their development directions, and prevent homogenized competition. In addition, in response to the increasingly diverse sports and fitness demands raised by people, it is also necessary to strengthen the construction of smart sports complexes. That is, by leveraging Internet technology, taking the related business forms of urban sports service complexes as the carrier, and with the support of big data-related technologies, provide intelligent services for the operation and management of complexes, mass fitness, commercial services, etc., so as to meet people's diverse needs.

4.3 Guide urban residents to actively participate in fitness through multiple channels

First of all, create a good fitness environment. Actively organize sports and fitness activities in schools, communities, enterprises and other related activities to enhance people's mastery of relevant sports and fitness programs and deepen their effective understanding of the importance of sports and fitness. At the same time, we should adhere to the correct orientation of sports public opinion and create a harmonious atmosphere in society where all citizens participate in sports and fitness. Secondly, implement preferential measures for sports consumption. Promote sports preferential measures for government purchase of public services, reduce people's sports consumption costs, cultivate people's awareness of sports fitness, and help the public establish good sports consumption habits. For instance, by distributing sports and fitness coupons to people, the government can sign coupon usage agreements and rights distribution agreements with the operators, allowing people to use the coupons to participate in sports exercises or watch sports games at relevant complexes. In addition, relevant government departments should also encourage financial institutions

to promote the innovative development of consumption expenditure products related to sports service complexes, establish effective connections between financial institutions and complexes, launch consumer credit products based on complexes, and ensure the convenience and economy of the sports consumption process. For instance, financial institutions and urban sports service complexes have jointly launched sports credit cards for consumption related to sports and fitness.

5 Conclusion

In conclusion, as a product of modern society, urban sports service complexes play a very positive role in promoting the development of China's sports industry, optimizing the allocation of sports resources, and meeting the diversified sports consumption demands in the new era. In view of this, relevant personnel should constantly study and summarize experiences, clarify the connotation and value of urban sports service complexes, and based on the functional positioning of urban sports service complexes, approach from multiple aspects such as increasing the development efforts of urban sports service complexes, innovating management models, and guiding urban residents to actively participate in sports and fitness. Actively promote the sustainable and healthy development of urban sports service complexes.

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About the Author

Bing Han, male, Han ethnicity, from Harbin, Heilongjiang Province. He holds a master's degree and is the director of the Physical Education Department of Liaoning University of International Business and Economics. He is a professor specializing in Physical Education and Training.

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