

Original Research Article

Dilemmas and optimization paths for the operation and management of micro sports parks—Taking YL sports park in R city as an example*Qiuyue Du¹, Jiaxin Li², Keliang Li³, Wei Du⁴**1 Graduate-School, Harbin Sport University, Harbin city, Heilongjiang Province, 150000, China**2 Graduate-School, Harbin Sport University, Harbin city, Heilongjiang Province, 150000, China**3 Physical Education Training-School, Harbin Sport University, Harbin city, Heilongjiang Province, 150000, China**4 Sports and Art-School, Harbin Sport University, Harbin city, Heilongjiang Province, 150000, China*

Abstract: Research background: In recent years, as people's living standards rise, the concept of healthy life takes root. Demand for sports and fitness grows, and a national fitness atmosphere forms. The State Council's plans point to developing urban parks as sports parks to serve fitness and drive their development. Urban sports parks are expected to meet residents' needs but face difficulties.

Research Methods: Taking YL Sports Park in R city as the object, this paper uses literature, field research, and logical analysis methods to analyze consumption structure, sports resources, and related industries. It proposes development directions and paths in aspects like sports consumption, operation, service optimization, industry fusion, and diversified participation.

Findings: Analyzes operational difficulties of YL sports park in R city. From quantitative distribution, there's a shortage of mainstream venues and single types of fitness facilities with few integrated with nature and living space. From spatial distribution, overall sports and leisure space development is insufficient. Analyzes consumption structure of surrounding population. Sports consumption is transitioning to advanced level. Participatory sports consumption for recreation and socialization is becoming mainstream. Spectator sports consumption is low and not mass consumption yet. Future participatory sports consumption has potential. People over 50 focus on physical consumption. 18-49 pay more attention to participatory consumption. Ornamental consumption is low but 18-29 has a relatively high proportion. When optimizing sports consumption structure, consider age differences for targeted sports services and marketing to enhance consumer satisfaction.

Optimization Path: 1. Optimizing the service scene is the key to cultivating sports consumption, and it is necessary to start from facilities, products, intelligence, activities, quality and cooperation between government and enterprises to create a high-quality consumption environment for development. 2. Strengthening tournament attraction and guiding the flow of traffic to cash. 3. By optimizing the publicity and promotion of the event, attracting more audience attention, accurately positioning the demand, and innovating the profit model, we can realize the efficient transformation of traffic into economic benefits. 3. Strengthening the application of science and technology, and giving vitality to development. 4. Establishing a closed-loop ecosystem, and forming the consumption agglomeration. Build a complete ecosystem covering multiple segments, integrate resources, provide rich consumption choices, attract traffic, promote consumption aggregation, and maximize commercial value. 5. Hold public welfare activities, and pay attention to social benefits.

CONCLUSION: In conclusion, this study aims to provide useful references and lessons for the operation of other urban sports parks, to promote the urban sports parks to play a greater role in the cultivation of urban sports talents, and to promote the prosperous development of urban sports.

Keywords: National fitness; Sports park; Fitness facility operation; Operation management; Sports personnel training

1. Introduction

In 2021 and 2022, the State Council and relevant offices issued documents proposing the construction of sports parks and increasing fitness venue supply. Sports parks are green public spaces with sports as an important element, integrating with nature and having multiple functions. Sports parks are important for promoting fitness and addressing issues like “human-land conflict” and fitness bottlenecks. They are significant for “Healthy China” and “Sports Powerful Country” construction. However, as China’s sports park construction is in the early exploration stage, problems like insufficient numbers, regional imbalance, and low land utilization are serious, and the contradiction with growing better-life needs is emerging. On the basis of the field study of YL Park in R city, this paper analyzes the planning analysis, and dilemma of promoting the construction of sports parks in China, and puts forward targeted optimization paths, with a view to providing references for promoting the implementation of the national fitness plan and perfecting a higher level of public service system for national fitness.

2. Analysis of the current status of YL park operations in R

2.1. YL park planning layout

2.1.1. Quantitative distribution characteristics

There are currently 20 sports and leisure spaces in L Street, covering seven different types. However, the number of mainstream venues, such as soccer, basketball, badminton and table tennis, is insufficient to meet the diverse needs of residents. In addition, the types of fitness facilities in the street are relatively homogeneous, lacking in richness and diversity. At the same time, the integration of these sports and leisure spaces with the natural ecology and living space is relatively small, failing to form an organic whole, which to a certain extent affects the residents’ experience and the harmony of the overall environment.

2.1.2. Spatial distribution characteristics

YL Park has two high-density distribution points of sports facilities in a patchy pattern with core concentration. Neither cluster covers mainstream sports. The park’s sports and leisure spaces are unbalanced, with differences in facility provision and use. Due to lack of planning and integration, a large-scale influential sports industry hasn’t formed, and the potential value of facilities and spaces isn’t fully utilized.

2.2. Development and utilization of YL Park

2.2.1. Some sports grounds and facilities are idle

Specialized or emerging sports venues in YL parks like rock-climbing arenas and skateboarding rinks are seldom used due to low popularity. Over-specialized sports venues are only used occasionally by a few professionals. Seasonal restrictions and poor maintenance also lead to inactivity and safety hazards, causing some venues to be shunned.

R City often introduces foreign sports like golf courses and rugby fields in YL Park which don’t match citizens’ preferences and habits. Small counties lack training personnel. It’s hard to arouse citizens’ enthusiasm to participate. For group sports, it’s difficult to organize enough participants, resulting in unused facilities.

2.2.2. Lack of distinctive activities and projects

In R City’s YL Park, there are common fitness equipment and standardized sports venues but lack combination with local culture and unique projects, so it’s hard to arouse strong interest. R City has unique oil

resources but doesn't integrate cultural elements. YL Park's activities are relatively single, lacking innovation and interactivity. Its flow of people is not as good as Wanda Plaza's sports and entertainment facilities like inflatable castles, rainbow slides, and trampolines which are more appealing to all ages.

2.3. Management and maintenance of LY Park

YL Park lacks management and maintenance of fitness field facilities. Residents can't give timely feedback. Single function is a problem with inadequate publicity, insufficient cooperation, no effective synergy for talent training, and ineffective resource integration. Low public awareness and participation limit its role in sports talent cultivation.^[2]

3. Analysis of the consumption structure of the population around the base site

3.1. Overall characteristics of the sports consumption structure

The region's sports consumption is moving towards an advanced stage. Participatory sports consumption for recreation and socialization is becoming the mainstream. Fitness demand and "double-decrease" policy boost related consumption. Participatory sports consumption has potential. Spectator sports consumption is low. Sports consumption structure is homogeneous. Attention should be paid to participatory consumption to promote the sports industry.

3.2. Characteristics of sports consumption structure of different age groups

For youth (13-29), they tend to buy professional sports equipment and participate in training courses. They may also choose emerging sports programs. Middle-aged group (40-50) focuses on fitness memberships and sports/health products. They do regular fitness and outdoor sports to relieve pressure. The elderly group (over 50) is thrifty in sports consumption, mainly buying simple fitness equipment and participating in free public activities. Family groups in YL parks spend on parent-child sports programs and equipment. Sports enthusiast groups invest in professional event tickets and high-end sports equipment.

4. Analysis of the causes of operational difficulties at YL Park in R city

4.1. Inadequate policy support and "end-over-end" implementation

Policy support is crucial for park development. In YL park operation, policy-level support is weak, with limited financial allocations leading to insufficient funds for infrastructure. Aging and damaged facilities aren't addressed, affecting visitor experience and reducing attractiveness. Planning and guidance policies fail to consider long-term needs, lacking scientific planning on functional positioning, character building and integration, leaving the park without a clear direction and goals.

Policy implementation "not taking care of the end" seriously affects park operation. For example, children's playground facilities lack maintenance and have safety hazards; rare flowers and trees lack support measures and wither; new paths lack cleaning and maintenance. This leads to lack of continuity and stability in park development, wastes resources, reduces aesthetics, and makes park operation disorderly and inefficient.

4.2. Lack of market operation mechanism

4.2.1. Failure to identify public needs and lack of service innovation

Parks fail to understand and meet target audience needs, resulting in a gap between services and public

expectations. Inaccurate planning for different groups makes parks less attractive. YL parks lag in service content and program innovation due to lack of market operation guidance. They can't keep up with market trends and public needs, with single activity forms and slow facility updates. Unable to provide unique experiences, they struggle to stand out in the competitive leisure market.

4.2.2. Insufficient marketing promotion and publicity and imperfect financial coordination mechanism

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5. Optimization path for YL park operations

5.1. Creating a quality consumer environment for development

We must pay attention to optimizing the internal microscopic sports scene through rational planning for a beautiful environment, popularize sports groups, and make sports projects more recreational. We also need to attach importance to the connection between sports scenes and other consumption scenes, explore integration points with culture, tourism, catering, etc., and build a consumption ecosystem for diversified needs, market vitality, and consumption upgrading.

5.2. Strengthen the tournament to attract traffic and guide the traffic to realize the cash

Optimize event's publicity and promotion strategy through diversified channels and innovative means. Attract wider audiences, accurately position market and audience demand, understand expectations and preferences. Innovate profitability beyond traditional means to realize efficient transformation of traffic to economic benefits and release event's commercial value.

First, promote popularization by holding various national fitness events, encourage broad participation, lower the threshold, and enhance inclusiveness and popularity to create a good sports atmosphere. Second, strengthen synergistic operation, value inter-embeddedness and symbiosis with surrounding industries, promote integration with tourism, catering, accommodation, etc., build a development pattern for resource sharing and mutual reinforcement, and build a vibrant and competitive industrial ecological chain.

6. Conclusion

The construction and operation of YL Sports Park in R city face dilemmas like aging facilities, poor maintenance, imbalanced flow of people, lack of professional guidance, and limited financial investment. Relevant departments have taken optimization measures and achieved results.^[5]The implementation of the optimization path for R city's YL Park has shortcomings: new facility distribution is not reasonable, activity publicity needs strengthening, professional service time and frequency don't meet public needs. In the future, increase investment, innovate management, improve service quality, and build it into a better sports and leisure resort. Looking ahead, it will be a core symbol of the city's sports culture, attract enthusiasts and athletes, and may introduce advanced virtual sports experiences and immersive training systems. The surrounding supporting facilities of YL Park will improve to form a sports-themed community and drive economic prosperity. With continuous innovation and optimization, it will become a bright urban business card for R City, bringing health

and happiness to citizens and providing a model for other sports parks.^[6]

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