

On the Development and Management of Fitness Clubs in Private Colleges and Universities

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ABSTRACT. According to a survey of relevant materials, the body constitution of college students in China has shown a gradual decline in recent years. The traditional fitness mode fails to solve the problem of continuous decline of college students' physique. At the same time, fitness clubs have gradually developed in private colleges and universities. This paper mainly analyzes the issues related to the development and management of fitness clubs in private colleges and universities with the purpose of promoting the innovation of the management mode of fitness clubs in private colleges and universities and improving college students' physique.

KEYWORDS: Private colleges and universities, Fitness clubs, Management mode

1. Introduction

Promoting the construction of sports power is the development goal clearly put forward at the 19th National Congress of China. Especially in recent years, sports work has been highly concerned by the government departments, and the construction plan of sports power has been implemented in an orderly manner. Under the comprehensive fitness program, students are required to have no less than one hour of physical activity every day in school, and the sports venues in colleges and universities should be open to all students in their spare time. The fact that national fitness has become a national development strategy provides a good opportunity for the development of fitness clubs in private colleges and universities. According to the relevant data survey, the physique of college students in China has shown an obvious downward trend, which is mainly reflected in the continuous decline of students' strength, speed, vital capacity and other physical indicators. The proportion of obese students in colleges and universities is increasing, and the myopia rate of students is also increasing. The above are the manifestations of the decline of college Students' physique. After analysis, it is found that the decline of college students' physique is mainly related to two factors. One is that college students lack the enthusiasm to participate in physical exercise, and they have not constructed a scientific and reasonable fitness plan due to the influence of wrong living habits and sports habits; the other is that some colleges and universities' sports training facilities need to be improved, and the sports venues are insufficient to meet the needs of students. The above reasons affect the enhancement of college Students' physique.

2. The Current Situation of the Development of Fitness Clubs in Private Colleges and Universities

2.1 Introduction of University Fitness Clubs

Fitness clubs in private colleges and universities are established based on the original sports facilities and sports venues of the colleges and universities, belonging to special organization of colleges and universities. They satisfy the needs of college teachers and students for fitness and sports with the favor of the existing sports and fitness resources of colleges and universities. In addition, university fitness clubs can also provide fitness services for the surrounding sports enthusiasts, being very interesting and entertaining.

2.2 Analysis on the Factors Related to the Fitness Clubs' Development in Private Colleges and Universities

First, private college students spend a lot of time on the Internet and learning, having little time to participate in fitness activities. This is because that college students have great learning pressure. Though having a high demand for fitness and entertainment, they would find it difficult to participate in fitness activities due to the limitation of fitness

venues and time. For a long time, they lose their interest in sports and fitness; second, according to relevant data and survey, most college students in China are in a sub-health state, facing the pressure of learning and employment, and they can hardly find an effective channel to ease their emotions. In addition, some college students are excessively addicted to the Internet and lack of interest in sports and fitness. The positive construction of fitness clubs in private colleges and universities can help college students come out of the virtual world and great pressure, which is of great significance for college students to develop positive and healthy living and learning habits; third, according to relevant data, the purpose of college boys participating in sports and fitness is to strengthen their physique, enrich their own life, and the purpose of girls participating in sports and fitness is to shape a beautiful body, lose weight and fat, and prepare for physical examination. The above factors have created favorable conditions for private colleges to develop fitness clubs^[1].

3. Problems in the Development and Management of Fitness Clubs in Private Colleges and Universities

3.1 The Facilities Need to Be Improved

The development of fitness clubs in private colleges and universities is inseparable from complete sports equipment and sufficient sports venues. However, it is very common in the fitness clubs' development in private colleges and universities that sports equipment is lacked and sports venues are insufficient. For example, the construction area of indoor venues and outdoor venues is not enough, so it is difficult to provide good sports and fitness conditions for teachers and students.

3.2 The Management Mode of Fitness Clubs in Private Colleges and Universities is Relatively Backward

At present, the management mode of fitness clubs in private colleges and universities is still in the stage of continuous exploration. But on the whole, the management mode of fitness clubs in private colleges and universities is relatively backward and the management level is not high. This is because that the current management mode of fitness clubs in colleges and universities is not suitable for the management of fitness clubs under the market-oriented system. Since universities and colleges are the main administrative department of the fitness club in colleges and universities. There are many restrictive factors in the operation process of the clubs, which results in the low level of service, the low utilization rate of the venue, and the insufficient sense of responsibility of the coach, impacting the clubs' long-term development^[2].

4. The Factors Influencing the Development of Fitness Clubs in Private Colleges and Universities

4.1 Publicity and Infrastructure

The long-term development of fitness clubs in private colleges is directly related to its publicity and infrastructure. To increase publicity and improve the infrastructure can promote the long-term development of fitness clubs in private colleges and improve their competitiveness. However, the current management of fitness clubs in private colleges generally has problems such as a lack of correct recognition of their market positioning and incomplete analysis of market conditions. Which directly affects their long-term development. In addition, their single publicity method would fail to attract consumers. Fitness clubs in private colleges rely on the college's original fitness venues and sports equipment. College students are restricted by study time, and they usually do fitness activities in a specific time period. If college students do not have sufficient sports facilities during the peak period of fitness exercises, it will lead to a failure of meeting students' need for the fitness clubs. In addition, in the case of insufficient coaches and incomplete facilities it is also difficult for the private fitness clubs to meet the needs of students. In response to such problems, efforts need to be made to increase the number of coaches in fitness clubs in private colleges and universities and based on the growth of the teaching staff, bring in complete sports equipment, expand the sports venues, and further improve the management level of the fitness clubs in private colleges and universities.

4.2 Management Factors

An effective management model can promote the connection between the fitness clubs in private colleges and other various departments, which plays an important role in further clarifying and implementing the responsibilities of each department. It can also improve the service level of the fitness clubs, which is of great significance to the long-term development of them. However, despite the background of continuous market-oriented reforms, fitness clubs in private colleges have not yet truly achieved marketization. The reason for this situation is related to the lack of management

talents and lack of management experience. For example, their coach assessment system needs to be improved, their members have some complaints, and feedback channels are single. Besides, some fitness clubs in private colleges have not established their own management system. Even if the management system is drawn up, there are still problems such as insufficient enforcement. The above factors directly reduce the management level of these fitness clubs^[3].

5. Effective Measures to Improve the Management Level of Fitness Clubs in Private Universities

5.1 Improve the Infrastructure of the Fitness Clubs

Fitness clubs in private universities need to be well equipped, teaching venues and equipment in universities need to be further improved to ensure the necessary conditions to develop fitness clubs. Sound and complete infrastructure can promote the smooth development of fitness clubs in private colleges and universities. especially under the circumstance that national fitness strategy is actively advocated by the state, it requires private colleges and universities to improve their physical education infrastructure, increase the investment in physical education and ensure that the fitness club can be carried out orderly.

5.2 Optimize the Course Selection Mechanism of Fitness Clubs

Private colleges and universities can make use of the campus broadcasting station or the WeChat official account of the Youth League Committee to publicize the reform situation of the fitness clubs in colleges and universities, introduce their activities, characteristics and teachers to students, so as to help students build a preliminary understanding of the teaching contents and forms of the fitness clubs. In addition, it will make it convenient for students to select courses based on their own condition if the fitness clubs make a course selection guideline on which there is detailed introduction of their teachers' background, the teaching contents, class time, class place and their evaluation methods etc. Last but not least, private colleges and universities also need to build a network-based course selection system, and put the fitness club facilities, the launch of sports projects, physical education teachers and the number of students into the network course selection system, so as to ensure the rationality and scientificity of class division^[4]

5.3 Promote the Combination of Extracurricular Sports Management and College Physical Education Management

To improve the management level of fitness clubs in private colleges and universities, it is necessary to actively promote the combination of extracurricular sports management and college sports teaching management, expand the teaching team of physical education, and gradually enhance students' self-management consciousness under the guidance of physical education teachers. This can gradually enhance the effect of students' participation in the fitness clubs. Teachers of fitness clubs in private colleges and universities also need to strengthen the guidance of students' skills and theory, so as to ensure the standardization and systematicness of extracurricular sports activities, and gradually build a sound organization and management mode of extracurricular sports activities.

5.4 Make Sure the Accurate Market Positioning of Fitness Clubs in Private Colleges and Universities

Managers and runners of fitness clubs in private colleges and universities need to accurately position themselves in the market, formulate publicity strategies consistent with their long-term development, and expand the publicity scope. For example, managers and runners of fitness clubs in private colleges can build their own publicity websites and official account with the help of the network platform and upload some photos or short videos clubs to the websites and official account to increase the publicity effect^[5-6].

6. Conclusion

To sum up, the development of fitness clubs in private colleges and universities is consistent with the comprehensive fitness strategy actively advocated by the state. In view of the problems existing in the development of such fitness clubs, the formulation of effective management measures can further promote their orderly development in private colleges and universities in China.

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