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RESULTS OF APPLYING MEASURES TO ATTRACT AND IMPROVE EFFICIENCY OF SPORT SERVICES ORGANIZATION AND EXPLOITATION AT HUE UNIVERSITY

Nguyen The Tinh⁽¹⁾; Nguyen Dinh Duy Nghia⁽²⁾
Hoang Trung Kien⁽³⁾

Summary:

The topic has employed document analysis + synthesis, interview, experiment, observation and statistical methods in order to evaluate the results of applying 11 measures to attract and improve efficiency of sport services organization and exploitation at Hue University in 7 months at the football field of the Faculty of Physical Education - Hue University. The evaluation has been done through the following criteria: services satisfaction of consumers; number of exchange competitions; number of people participating in sports training and competitions; exploitation efficiency of sports services and sponsorship results. All evaluation criteria show significant growth; especially, consumer's satisfaction with sport services and the number of people participating in exercise has increased markedly.

Keywords: Measures, effectiveness of organization and exploitation of sport services.

QUESTION

In recent years, the exploitation and business organization of sport services is a common trend all around the world and has significantly contributed to the socio-economic development of many countries. In the market economy, sport services create products, which not only can satisfy the demand of entertainment and enjoyment, but also conduct health and spiritual values. The sport services business is ruled by the laws of the market economy. In addition to cultural-and-social-purposed activities, sport has had many activities that are considered profitable service businesses. The change in perspective has blown a new wind, which makes sport services become rich and diverse, and can satisfy the increasing needs of different social classes.

Following the general development trend of society, Hue University is gradually making drastic changes in management mechanism, policy and development orientation in order to take advantage and upgrade existing conditions and establish new directions, which can meet the development requirements in the new situation. Therefore, it is urgent and necessary to organize, exploit and develop sport services

to satisfy the needs of society as well as generate revenue for Hue University. In fact, some units have been exploiting the existing facilities but have not achieved the expected efficiency. We have conducted research and proposals and evaluated the results of applying measures to attract and improve efficiency of sport services organization and exploitation at Hue University.

RESEARCH METHODOLOGY

The study has applied the following research methods: Document synthesis and analysis, interview method, experimental method, observation method and statistical method.

The chosen location to implement measures: football field of Faculty of Physical Education - Hue University

Research period: conducted in 7 months (from January 2021 to July 2021).

RESEARCH RESULTS

1. Organize and apply measures to attract and improve efficiency of sport services organization and exploitation at Hue University

The selection of the experimental site was conducted on the basis of assessing the current situation, analyzing objective-assuring factors,

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⁽³⁾ThS, Hue University

and the scope of research of units launching sport services business. The research has decided to choose the football field of the Faculty of Physical Education - Hue University to conduct experimental application of the selected measures and develop content to verify the effectiveness in practice.

The experimental period was conducted in 7 months (from January 1, 2021 to July 7, 2021).

The selected application measures include:

1. Training management team, service staff and building a team of collaborators in sports activities;
2. Categorizing the potential customers and loyal customer;
3. Linking with facilities of other university member to organize sport events;
4. Proposing to renovate, upgrade and supplement facilities and equipment for annual sports training and competition;
5. Providing human resources for sports activities: experts, coaches, guides, referees...;
6. Diversifying services in sports training and competition activities;
7. Flexibly adjusting prices according to the actual situation of sports training and competition activities;

8. Applying promotions that are suitable for the accurate audience and at the right time;

9. Promoting and advertising via social networks, internet communication;

10. Organizing charity sports activities to enhance brand and reputation;

11. Actively seeking sponsorship for tournaments of units, organizations, individuals...

2. Results of applying measures to attract and improve efficiency of sport services organization and exploitation at Hue University

2.1. Satisfaction with sport services at Hue University

In order to assess the level of satisfaction with sport services at Hue University, we have built a 4-level rating scale: Very satisfied, satisfied, not satisfied and very dissatisfied, which corresponds to 4 ranks of score: 4-3-2-1. The assessment was conducted through randomly interviewing 214 people who practiced regularly at the football stadium - Faculty of Physical Education at 02 time points: before the experiment (December 2020) and after the experiment (August 2021). The results are presented in Tables 1, 2 and 3.

Table 1. Satisfaction level of participants with sport services at Hue University before the experiment (n=214, maximum total score 856)

No.	Evaluation criteria	Satisfaction level				Total score	Percentage (%)
		Very satisfied (m)	Satisfied (m)	Not satisfied (m)	Very dissatisfied (m)		
1	Training site	220	183	152	22	577	67.41
2	Training frequency and queuing-time in a training session	224	138	170	27	559	65.3
3	Time of participating, training and competing	220	111	144	50	525	61.33
4	Drink and beverage supply	188	135	138	53	514	60.05
5	Training facilities and equipment supply	136	144	174	45	499	58.29
6	Service price	176	132	146	53	507	59.23
7	Light, air quality at the training site	168	168	152	40	528	61.68
8	Condition of hygiene, seating, fitting room	168	153	150	46	517	60.40
9	Attitude of manager and staffs	208	171	152	29	560	65.42
10	Information connection with customers	216	159	164	25	564	65.89

In general, the level of satisfaction with sport services at Hue University before the experiment was only average, the total score in the criteria only ranged from 499/856 (58.29%) to 577/856 (67.41%).

In which, some criteria got a low rating. "Training facilities and equipment supply" criteria is the lowest-rated one. And the reason is that, before implementation, the training facilities and equipment had not been invested yet such as: ball, marker, bib, goal nets, ... and all facilities are at average quality. Next, the service price is also considered unattractive; especially, the price is quite "stiff" due to price policy, which applies one price at all times and applies to all kinds of customers. Besides, "Drink and beverage supply" criteria is also not highly rated with 514 points (60.05%). Because, at the stadium, the beverage service is only provided in the match and there is no beverage service provided in the tournament; so, customers find it inconvenient to organize beverage service for athletes after the game. In addition, the conditions of hygiene, seating, fitting room... at the training site also got dissatisfied feedback by many customers, which accounted for only 60.40% of the total score. The reason is that the football field

is not invested in sitting, no direction to the fitting area and the unclean surrounding environment, which does not make customers really satisfied.

The group of criteria got better satisfaction. The "training site" criteria got the highest score (577/856, accounting for 67.41%). This is also very consistent with the fact that the football field at the Faculty of Physical Education is made of artificial grass and a standard size. It is a pity that the yard has shown signs of deterioration and many damaged places are not renovated, repaired, ... "The information connection with customers" criteria is also noticed and rated at a good level (564 points). However, the connection was mainly via phone, and the feedback of customers about the service is not paid enough attention and lacks information-exchanging channels. In addition, the "attitude of manager and staff" criteria is also rated at a good level with 560 points (65.42%). It also shows that the management team, service staff at the yard are quite good, but still have not really satisfied customers. As a result, it's an urgent job to change the management system and customer-approaching policy in order to highly satisfy the customers using sport services.

Table 2. Satisfaction level of participants with sport services at Hue University after the experiment (n=214, maximum total score 856)

No	Evaluation criteria	Satisfaction level				Total score	Percentage (%)
		Very satisfied (m ₁)	Satisfied (m ₂)	Not satisfied (m ₃)	Very dissatisfied (m ₄)		
1	Training site	328	219	90	14	651	76.05
2	Training frequency and queuing-time in a training session	316	261	68	14	659	76.99
3	Time of participating, training and competing	292	243	36	42	613	71.61
4	Drink and beverage supply	344	285	46	10	685	80.02
5	Training facilities and equipment supply	336	237	54	24	651	76.05
6	Service price	316	252	68	17	653	76.29
7	Light, air quality at the training site	352	228	54	23	657	76.75
8	Condition of hygiene, seating, fitting room	292	267	48	28	635	74.18
9	Attitude of manager and staffs	356	261	62	7	686	80.14
10	Information connection with customers	324	297	46	11	678	79.21

Table 3. Growth rate in satisfaction with sport services at Hue University before and after the experiment (n=214, maximum score 856)

No.	Evaluation criteria	Before experiment	After experiment	W%
1	Training site	577	651	12.05
2	Training frequency and queuing-time in a training session	559	659	16.42
3	Time of participating, training and competing	525	613	15.47
4	Drink and beverage supply	514	685	28.52
5	Training facilities and equipment supply	499	651	26.43
6	Service price	507	653	25.17
7	Light, air quality at the training site	528	657	21.77
8	Condition of hygiene, seating, fitting room	517	635	20.49
9	Attitude of manager and staffs	560	686	20.22
10	Information connection with customers	564	678	18.36

To see the development more clearly, we have calculated the growth rate before and after the experiment for each evaluation criteria (Table 3).

In general, the evaluation criteria tend to increase, the growth rate of the criteria reaches from 12.05% to 28.52%. The "Attitude of manager and staffs" criteria were the most satisfied with 686/856 points (80.14%) and had a growth rate of 20.22%. The management team, the service staff had undergone a 2-day training course on managing, customer approaching and serving through which, the service staff had worked more professionally, more enthusiastically, supporting customers more. And at the same time, we have built a team of collaborators in sports activities, such as students from universities, staff working in agencies and enterprises in order to create a convenient connection network in promoting, arranging training and competition schedules for customers. Next is the customer-oriented beverage service, which has been deployed, is assessed as satisfied with 685 points (80.2%) and the growth rate is 28.52% and that is the highest growth rate. The "Information connection with customers" criteria has improved significantly after the experiment because we have employed social networks in management such as: Zalo, Facebook, Fanpage, messenger groups, ... We have also implemented service advertisements and promotions on

online social media platforms; as a result, customers' access is quite convenient and customers can respond to information in an easy, convenient and cost-effective way. the growth rate of criteria reached 18.36%. In addition, the service price criteria have also been improved significantly (up 25.17%). Through customer categorization, we have built promotions for each customer, the price applied to tournaments, which are organized outside the rush hour, and also have appropriate adjustments in real time. In addition, the "Light and air quality at training site" criteria were also better evaluated, with a significant increase of 21.77%.

However, the "Time of participating, training and competing" criteria still got several unsatisfied feedbacks from customers, which reached only 613/856 points (71.61%) and a growth rate of 15.47%. It is reasonable in a practical situation because the main activity time is in the late afternoon of the day when customers come home from work quite late, the break time between matches is also changed, the practice time for each match is also changed. Consequently, it is difficult to guarantee the time spent for a match, so many customers are still not really satisfied with this criterion.

Thus, after the experiment, customer satisfaction has changed in the direction of better thanks to the application of the measures selected by the research.



In recent years, the exploitation and business organization of sport services is a common trend all around the world and has significantly contributed to the socio-economic development of many countries

2.2. Number of exchange competitions and number of people participating in sports training and competitions at Hue University

We have made statistics, synthesized and analyzed the number of exchange competitions and the number of people participating in sports

training and competitions at Hue University in different periods: before the experiment (data from January-July 2020) and after the experiment (data from January-July 2021) (7 months in the same period of 2020 and 2021). The results are shown in Table 4.

Table 4. Number of exchange competitions and number of people participating in sports training and competitions at Hue University

No.	Evaluation criteria	Before experiment	After experiment	W%
1	Number of teams participating in training and competing	15	21	33.33
2	Number of exchange tournaments	3	5	50.00
3	Number of tournaments held by school and faculty	2	3	40.00
4	Number of participants	13209	15876	18.34
5	Number of matches in a session	3.7	4.2	12.66

From Table 4, it can be seen that the evaluation criteria have increased significantly. In which, the number of exchange tournaments has increased by 50% and the number of tournaments organized by school and faculty has increased by 40%. We can achieve these results due to the propaganda, promotion, and appropriate customer approach. We also take advantage of less-crowded time to

organize the tournaments, and also assist in finding sponsors for the events, tournaments, especially student tournaments organized by school, faculty, councils. It has helped teams reduce the cost of organizing the tournament, the cost of buying champion trophies, flags, and medals. Simultaneously with the increase of tournaments, we have a promotion policy to increase the number

of matches, increase the number of people coming to the field, thereby increase revenue. In particular, we started introducing "collaboration matches" among different members, which they will form into a team to compete in order to increase the number of matches and increase the revenue from the yard fee.

2.3. Efficiency in exploiting sport services at Hue University

In order to evaluate the applied measures' effectiveness, we have evaluated the efficiency in exploiting sport services at Hue University through summarizing revenue sources, expenses and net profit. The before-experiment data is the data from January-July 2020 and the after-experiment data is the data from January-July 2021 (7 months of the same period of 2020 and 2021). The results are shown in Tables 5, 6 and 7.

Table 5. Revenue from sport services at Hue University (Unit: thousand dong)

No.	Evaluation criteria	Before experiment	After experiment
1	Site hiring fee	233.100	283.500
2	Beverage	15.500	27.380
3	Referee hiring fee	2.500	4.000
4	Sport clothes hiring fee	0	7.890
5	Coaching fee	0	1.200
6	Tournament organizing fee	0	3.500
7	Champion cup and medal ordering fee	0	2.400
8	Billboard placing fee	0	1.600
	Total	251.100	331.470

Table 6. Expenses for launching business of sport services at Hue University (Unit: thousand dong)

No.	Evaluation criteria	Before experiment	After experiment
1	Ground fee and other fees (electricity, water...)	172.000	178.000
2	Ground maintenance	3.000	37.000
3	Training facilities and equipment investment	3.500	6.700
4	Management and employee	42.000	56.000
5	Advertisement and media	0	7.000
6	Other expenses	5.500	5.746
	Total	226.000	290.446

Table 7. Profit from business of sport services at Hue University (Unit: thousand dong)

No.	Evaluation criteria	Before experiment	After experiment	W%
1	Total revenue	251.100	331.470	27,59
2	Total expense	226.000	290.446	24,96
3	Profit in 7 months	25.1	41.024	48,16
4	Average profit in 1 month	3.586	5.861	48,16

LÝ LUẬN VÀ THỰC TIỄN THỂ DỤC THỂ THAO

Through the results of Tables 5,6,7, it can be seen that the after-experiment profit has increased significantly, but the expenses also increased due to investment spending on equipment, facilities, management, employees

and advertisement expenses. However, thanks to the good income, it partly compensated and had a certain effect that the net profit increased to 48.16%, which is considered an impressive number for 7 months of 2021.

Table 8. Sponsorship Campaign Results

No.	Sponsor activities	Before experiment	After experiment
1	Cash	0	7.000
2	Souvenir flags (unit)	15	45
3	Medals (unit)	36	108
4	Champion cups (unit)	2	8
5	Sport clothes (unit)	0	50
6	Shoes and socks (pair)	0	12
7	Other training equipment (product)	0	75
8	Beverage drink (bottle)	60	480

2.4. Sponsorship campaign results

In order to evaluate the results of the sponsorship campaign, the topic has synthesized and analyzed the data collected before and after the experiment in 7 months of the same period of 2020 and 2021.

The results of sponsorship before and after the experiment have also changed significantly. Most of this sponsorship is directly sponsored for tournaments held at the stadium. For instance, students' tournaments organized by faculty and schools are sponsored with sets of trophies, flags, medals; the Fan tournaments are sponsored with sportswear, shoes, socks, ...; Student Council tournaments are sponsored with cash, trophies, flags, medals and drinks.

SUMMARY

Through 7 months of applying 11 measures to attract and improve efficiency of sport services organization and exploitation at Hue University, we have got promised results. The participant's satisfaction level of sport services increased. And the number of exchange competitions and the number of people participating in sports training and competitions increased. Finally, the efficiency in exploiting sport services and the results of sponsorship campaigns have had positive changes and has grown significantly.

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Results of applying measures to attract and improve efficiency of sport services organization and exploitation at Hue University

48. Nguyễn Thế Tinh; Nguyễn Đình Duy Nghĩa; Hoàng Trung Kiên

Kết quả ứng dụng các biện pháp thu hút và nâng cao hiệu quả tổ chức, khai thác dịch vụ thể dục thể thao tại Đại học Huế