

The study Current Situation of Sustainable Development Model of University Sports Club Satisfaction in Sichuan Province, China

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Abstract

This study focuses on the current situation of the sustainable development model of college sports club satisfaction in Sichuan Province, China. Through the interview method, the sports clubs in many universities in the province were investigated. The results show that Sichuan University Student Sports Club has achieved remarkable results in enriching students' extracurricular life and promoting physical exercise. The diversity of the projects basically meets the interest needs of students, and the allocation of professional instructors has also been recognized by some students, which improves students' satisfaction to a certain extent. But at the same time, the development of the club faces many challenges. The shortage of funds leads to the slow renewal of facilities, which affects the sports experience; the shortage of site resources limits the development of activities; the inadequate management mechanism and the lack of sustainable member participation. In addition, the integration of the club with social resources is insufficient to fully tap the external support. Based on this, in order to realize the sustainable development of the satisfaction of college student sports clubs in Sichuan Province, it is necessary to improve the service quality, site planning, expand capital channels and strengthen social cooperation.

Keywords: Current Situation , University sports club satisfaction, Sichuan Province

1.Introduction

Background introduction

In 2020, the General Office of the Communist Party of China Central Committee and the General Office of the State Council issued the "Opinions on Strengthening and Improving School Physical Education in the New Era", which placed school physical education in a more prominent position and built an education system that comprehensively cultivates morality, intelligence, physical fitness, aesthetics, and labor skills. Sichuan Province is located in southwestern China, with a total area of 486000 square kilometers. In today's constantly developing higher education, the comprehensive quality cultivation of college students is increasingly valued. Sports, as an important component of education, play a crucial role in the physical and mental health, social skills, teamwork spirit, and comprehensive development of college students. As an important carrier of campus sports activities, college sports club provide students with diverse ways to participate in sports. The research on the sustainable development model of satisfaction with college sports club aims to gain a deeper understanding of the factors that affect students' satisfaction with sports club, as well as how to achieve long-term stability

and improvement of satisfaction. This has important theoretical and practical value for promoting the development of physical education in universities and enhancing students' participation in sports experiences.

1.1 Theoretical significance of research on sustainable development of satisfaction with college sports club

1.1.1 Improving the theoretical system of physical education: Enriching the research content on student satisfaction in the field of physical education in universities, introducing the concept of sustainable development into the satisfaction research of sports club, and expanding the boundaries of physical education theory. By deeply analyzing the relationship between perceived service quality, service expectations, perceived value, and satisfaction for sustainable development, this provides empirical evidence for constructing a more comprehensive and systematic theoretical framework for physical education in universities.

1.1.2 Deepening the Theory of Service Quality and Satisfaction: In the specific context of sports club, studying the impact of perceived service quality and service expectations on satisfaction can help deepen our understanding of service quality theory and customer satisfaction theory. As a special service organization, sports club have the characteristics of intangibility, simultaneous production and consumption in their services. By studying them, we can further verify and improve the application of traditional service quality and satisfaction theories in special service scenarios.

1.2 The practical significance of the research on the satisfaction and sustainable development of college sports club

1.2.1 Improving the operation and management level of sports club: By studying the factors that affect the satisfaction and sustainable development of college sports club, managers of college sports club can identify their strengths and weaknesses in service quality, meeting student expectations, and other aspects, and thus formulate targeted improvement strategies.

1.2.2 Promoting comprehensive development of students: High satisfaction sports club can attract students to actively participate in sports activities, help them develop good exercise habits, and improve their physical fitness. At the same time, team collaboration, competitive challenges, and other aspects of sports activities can also cultivate students' social skills, team spirit, willpower, and promote their comprehensive development. By improving the satisfaction of sports club and promoting sustainable development, we aim to provide students with a better sports education environment and help them grow and succeed.

In summary, the research on the sustainable development model of satisfaction with college sports club has important problem orientation and multi-faceted research significance. Therefore, studying the factors that affect the Sustainable Development Model of University Sports satisfaction aims to provide reference for the Sustainable Development Model of Sichuan provincial University Sports Satisfaction.

2 Literature Review

2.1 University sports club

A university sports club is a sports cultural phenomenon within universities. It is a self-organized sports entity formed by university sports enthusiasts with common needs and interests through the free selection of sports activities. It is composed mainly of enrolled

university students, based on a shared passion for sports, and supported by the university's sports resources. The club is established within the university through an application process, with the goal of improving members' overall sports abilities, meeting students' diverse cultural needs, and promoting the comprehensive development of students' moral, intellectual, physical, and aesthetic qualities.

2.2 Sustainable development model of satisfaction

The sustainable development model of satisfaction is a comprehensive analytical framework built upon multidisciplinary theories, including psychology, statistics, and management. Centered on customer satisfaction, it integrates customer-related variables—such as customer expectations, perceived quality, perceived value, satisfaction, and loyalty—with key elements of sustainable development, including economic sustainability, social sustainability, and environmental sustainability. By establishing complex interrelationships among these variables, the model quantifies and explains the degree of customer satisfaction with products, services, or projects in both the present and future development processes.

2.3 Customer satisfaction theory

Customer Satisfaction Theory is a theory about the relationship between customers' expectations and actual perceptions of a product or service. It is used to measure the overall satisfaction of customers with the products or services provided by the enterprise, and is an important concept in marketing and customer management. The level of customer satisfaction directly affects customer loyalty, brand image, and the market competitiveness of the enterprise. According to the definition of American scholar Oliver (1980), customer satisfaction is a psychological state formed by comparing the gap between their expectations and actual perceptions after experiencing a product or service.

2.4 Perceived value theory

In a fiercely competitive market environment, a deep understanding of customer needs and behaviors is the key to business success. The theory of customer perceived value, as one of the core theories in the field of marketing, provides important theoretical support and practical guidance for enterprises to understand customer psychology, meet customer needs, and enhance market competitiveness. Customer perceived value is the subjective evaluation of the utility of a product or service formed by customers after comprehensively considering the benefits they perceive and the costs they pay in the process of acquiring and using the product or service.

3. Study current situation

The study current situation of sustainable development model of university sports club satisfaction in Sichuan Province, China by documentary research method/ interview experts and stakeholders analyze with content analysis.

The current status of sustainable development model of university sports club satisfaction in Sichuan Province, China

1. Existing Management Models

Construct multidimensional indicators: Construct a comprehensive evaluation index system from multiple dimensions such as club management level, faculty strength, facility

conditions, curriculum design, activity organization, member services, and cultural construction. The management level involves the club's rules and regulations, organizational structure, decision-making process, etc; The teaching staff includes coaches' professional qualifications, teaching experience, teaching attitude, etc; The facility conditions include the size of the venue, the quantity and quality of equipment, etc; The course design takes into account the types, difficulty levels, and update frequency of the courses; Event organizations pay attention to the diversity, fun, and participation of activities; Membership services involve member management, communication feedback, and protection of rights and interests; Cultural construction includes the club's values, team atmosphere, brand image, etc.

2. Management process

Table1 Development process of university sports Club in China

Stage	Year	Process
Start exploration stag	1949-1980	In the early days of the founding of new China, university sports activities were dominated by course teaching and campus sports meetings, and the form of sports club had not yet been formed. The organization mode of sports activities takes administrative dominance as the core, emphasizes collectivism and patriotism education, and sports club do not appear as independent organizations.
Budding stage	1980-1990	With the advancement of reform and opening up, as well as the reform of university sports, the demand for sports activities among college students has become increasingly diversified. Some universities have begun to try to establish interest based sports club or associations. At this stage, club are mostly led by schools or student organizations, with relatively single activity content, mainly focusing on traditional sports such as basketball, football, volleyball.
Development stage	1990-2000	In the 1990s, the country implemented the "National Fitness Plan Outline" and explicitly stated that university sports should promote the development of extracurricular activities for students, and promote the establishment and popularization of university sports club. During this period, the number of university sports club gradually increased, and the types of events gradually became more diverse, including aerobics, table tennis, badminton, and so on. Some university club have begun to experiment with market-oriented operations, such as organizing intercollegiate events and collaborating with social sports organizations.
Standardization stage	2000-Present	In the 21st century, the government has introduced policies to support the development of university sports club, such as the Regulations on School Sports Work and the Opinions on Further Strengthening Sports Work in Higher Education

Stage	Year	Process
		Institutions. These policies explicitly state that sports club are an important supplementary form of physical education and student sports in universities. During this period, university sports club gradually developed toward organizational standardization, activity diversification, and market-oriented operations. Many club have collaborated with both internal and external resources to organize more professional and specialized sports activities. Some universities have even experimented with establishing professionalized club aligned with collegiate sports competitions. For example, sports like football and basketball have participated in events organized by the Federation of University Sports of China to enhance their competitive level.
Diversified development and information stage	In recent years	In the context of the new era, university sports club are integrating modern technology, leveraging digital platforms and social media to promote and manage activities, thereby enhancing participation and influence. These sports club are increasingly aligning with societal needs, not only meeting students' extracurricular fitness demands but also contributing to the promotion of national fitness and community service. Moreover, emerging sports activities, such as e-sports and yoga, have entered university campuses, further diversifying the forms and content of club and attracting more student participation. With the advancement of the "Healthy China" strategy, university sports club will continue to develop toward greater professionalism, socialization, and internationalization. The coordination mechanism among universities, society, and the market will become more refined, and sports club will play a more prominent role in improving students' physical fitness, enhancing their overall quality, and contributing to campus culture.

3. The current status of sustainable development model of university sports club satisfaction in Sichuan Province, China

3.1 Customer expectations

3.1.1 Strong expectations for diversified courses and activities: Students expect the club to provide more niche, fashionable, and challenging sports courses and activities, such as parkour, squash, etc. They also hope for more cross school exchange events, sports culture festivals, and other characteristic activities.

3.1.2 The demand for personalized and specialized services has increased: Students hope that the club can provide personalized exercise plans, rehabilitation guidance, and other services, and also expect coaches and staff to have higher professional qualities and service levels.

3.2 In terms of perceived quality

3.2.1 Facilities and Environment: The overall facilities have improved, but there are significant differences among different universities. Some universities have invested heavily, with advanced and well maintained venues and equipment; Some universities have problems such as limited venues and outdated equipment shortages, such as some outdoor venues being unusable on rainy days and poor ventilation in indoor venues.

3.2.2 Teaching and guidance: Some club coaching teams are professional and serious in teaching, which can stimulate students' interest and improve their skills; However, there are also club where the level of coaches varies, teaching methods lack innovation, guidance is not detailed and comprehensive enough, and it is difficult to meet the needs of students.

3.3 Perceived value aspect

3.3.1 Price and service matching need to be optimized: Some students believe that the membership fee does not match the service they receive, and feel that the price is high but the service content and quality are insufficient; Although some club have reasonable membership fees, they lack in service details and value-added services, resulting in low perceived value among students.

3.3.2 Insufficient exploration of intangible value: The club's work in cultivating students' sportsmanship, social skills, and other aspects is insufficient. Students' perception of the intangible gains brought by participating in club activities is not obvious, and they do not fully recognize the importance of club for personal growth.

3.4 Customer satisfaction and loyalty

3.4.1 There is room for improvement in overall satisfaction: Overall satisfaction has not reached the ideal level, and students are dissatisfied with the club's curriculum, facility maintenance, and activity organization, which has lowered overall satisfaction.

3.4.2 Low loyalty: Due to the above issues, students have a weak willingness to participate repeatedly and recommend, and membership turnover is common, which is not conducive to the long-term stable development of the club.

4. Conclusion

In the process of exploring the sustainable development mode of satisfaction, Sichuan College Student Sports Club presents a multi-faceted nature, which meets students' diversified sports needs to a certain extent and improves students' participation and satisfaction. Some clubs are also equipped with professional instructors to provide scientific training and guidance for students and enhance students' sports experience. However, there are some problems with the current situation and limited funding sources, which limits the club's facility renewal and the scale of activities. In general, Sichuan University Student Sports Club has achieved some results in improving student satisfaction, but the problems in service quality, site, fund and management need to be solved urgently in order to build a more perfect sustainable development model

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