

THE SPORT FACILITIES MANAGEMENT IN THE SPORT INDUSTRY

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Abstract

The development of sport in Indonesia for the past ten years has turned into a significant decline. Almost all of the international sport events have flopped that it did not reach its ultimate targets. In addition, the Indonesian sport events, that used to be equal with its neighbor countries, now have been left behind.

The adequate sport facilities are the main key success for the establishment of the sport in one country. With a good, establish, and modern sport facilities, the establishment of the athlete can run smoothly according to the consistence program, that the major goal of improving the achievement of the athlete can be attained. Unfortunately, the fact shows that the Indonesian situation less than being perfect. The conflict of interest toward the sport facilities creates the non-conducive situation that ignoring the main function of the area as the sport facilities.

Key words: sport facilities, management

Sport Facilities

Indonesia has three major problems on its sport establishment. First, the lack of money support. Second, the lack of the frequency of the competition joining by the athlete, and the third, lack of the adequate of sport facilities. Especially for the last problem, it needs a work from all of the counterparts and the community to open up their eyes and to take action in order to understand that the major problem of the Indonesian sport world now a day is the lack of the adequate sport facilities.

Take for examples the last sport competitions, i.e. the Sea Games 2005 in Philippine, the Asian Games 2006 in Qatar, and the Olympic in Greek. Indonesian levels of achievements are so disappointing that it declines dramatically. Not only in the performance of the athletes, but also in the winning of the medal as well as the last rank level. What are actually the causes of the failure that Indonesia has in the international sport competition?

The well, establish, and modern facilities can also influence the community to participate in sport itself. The better the sport facilities are, the higher the community

interests to joining the sport event. According to development index of the sport development in Indonesia, 35% of Indonesian people are actively involved in the sport event in the sport area, and 65% of them are not actively participating in sport.

It shows the symptom of the decline of the Indonesian sport. People are less and less interested to do sport. One of the reasons is the change that happened on the function of the sport facilities that now turned into commercial activities instead of sport. In order not to make it worse, all the people related to the sport and their counterparts should find the best solutions for the improvement of the Indonesian sport achievements, especially those that related to the sport facilities.

Below are some steps that can be used as the guide to improve the sport achievement in Indonesia: first of all, the management of sport facilities is needed to be a concern. The needs of the sport activities should be a major concern in which it should put the sport activities as the priority rather than the non-sport activities. The management board of the sport facilities needs to set up a special area that can be used as the non-sport activities area. Never less, the needs of the non-sport commercial activities are still in demand to help on improving an area or city economy, such as the MICE activity (Meeting, incentive, Conference and Exhibition) that can be used to develop the tourism industry. Further more, the big income from the commercial activities should be used to develop the sport world and to built the green-spot area in the city. Second of all, the central government needs to instruct the local government to have good, appropriate, and modern sport facilities. It is time for our country to have the qualified sport facilities that can support the improvement of the sport achievement. Thus, it will make the Indonesian sport achievement un-left behind the other country. The current facilities are also needed to be renewed to make it appropriate to use, or to build new sport facilities.

The parties involved on the Indonesian sport worlds should make concrete and correct steps as soon as possible. They need to think about the management of the sport facilities in Indonesia in order to bring back the glorious time of Indonesian sport success. This is really urgent because Indonesia is going to be a host for the Sea Games 2011.

Sport activity have brought some values for human being, i.e. the ideology, politics, economy, social and culture values. These sport values affecting the success of

the national development, including the economic development and the human resources quality. Nevertheless, it can be said that the management system and sport establishment are the integral parts of the human resources development. Unfortunately, some people still think that the sport activities (including the physical and sport activities) are having lack contribution on the national development. Whereas, at the same time, sport has an economical value. It can develop the human productivity as the human development resources.

The adequate physical health is able to develop the work optimally as well as able to save the money spend for the health care. The mature sport establishment in the future will contribute to the improvement of somebody's prosperity. It can be seen, for example, from the abundant bonus given to Taufik Hidayat after winning the Olympic gold medal.

We can also develop a business and activity that are related to sport. Sport can triggering new business, such as tourism businesses, entertainments businesses (recreation), hotels, restaurants, and developing a small scale businesses (food and beverages, and also other culinary businesses). Finally, the business derivation will create the new job opportunities.

Now a day, people in Indonesia are found themselves hard to find fitness centre, bowling alleys, courses, club, and sport organizations, as well as the sport competitions, tournaments, and sport facilities that operated through business. The intensification and extensification are needed to be done and it is also one of the business opportunities for somebody with the entrepreneur heart.

The people and the experts on sport should have the awareness that the role of sport on creating a business is actually needed and affordable. They can not walking alone on doing the sport industry. It is why, then, they need to hold a partnership with the people who have the money, so that finally, they can work hand in hand to develop the mature and reliable business plans.

In this case, the knowledge of business and management are needed in order to develop and improve the sport business. It is really important especially because the improvement and the development of business will develop research and improvement, improve the education quality and development of science and technology of sport, improve the achievement, and create more work fields.

Every game needs audiences and in the end, it should be able to attract audiences to come. A game without audiences must be really boring. The athlete motives to win will decline if the game is lack of audiences. It can not be denied that the audiences' scream and cheers is the trigger for the athletes who are competing in a game. The game without the crowd it self can be guaranteed to broke the committee. Not only that it will reduce the income from the tickets significantly, but it also will reduce the enthusiasm of the company or entrepreneurs to sponsor the game itself. This condition will trigger the lower of the prosperity level of the sport actors (especially the athlete and the trainers) as well as the lack of the sport facilities and constructions.

If this situation keeps on growing, it will definitely create the satanic chains. The athletes quality will decrease that will create the bad achievement and the unqualified game. The result, then, it will lower the people appreciation toward the sport, that it will hesitate them to come to see the game. Since it is developing the sport, it also develops the people participation and appreciation, the sport business and achievement, that all are interrelated and supported each other.

The Requirements

The business of sport facilities management can yield profit (income). But, it needs to be noticed that the profit will depend on the quality of the product, the facilities, the sold games or service. Those should have the magnetic value to attract people and should be performed at the perfect timing and perfect locations (Christine M. Brooks. 1994). There are some requirements that needed to make the sport activities turn into business. First, the people should have a higher awareness of sport. They should realize that sport can improve the health condition of their body and soul, improve their intelligence (intelligence and emotional), improve their work productivity, and also reduce the health care cost. The socialization of the role and functions of sport like this should be a major program for the sport actors.

Second, the improvement of the people prosperity is high that they are not only struggling themselves on fulfilling the primary needs (food needs) but also able to fulfill their third needs, such as the recreation and entertainments needs (sport games). It is why, then, a country (the government, private sector, and citizens) should work smartly to improve the community's prosperity.

Third, the businessmen already realize the business potentials and opportunities from the sport sector. The government, by then, has an obligatory role to promote and convince the businessmen that the sport holds big inner potentials and opportunities for business. It is especially for the business of sport activities derivation itself, such as the transportation, tourism, the sport area services, and sport equipments traits.

Fourth, the financial owner and the organizations board as well as other sports actors should be able, not only loving the sport that they are able to sacrifice their materials and power, but also having an entrepreneurship soul.

The actors of the sport are not only thinking about spending the money used for the sport itself, but also, at the same time, should be able to work on making the sport activities, that they held and conducted, able to produce money. The organization board and the club owners or sport organizations are forced to have a certain competency in which the special sports events and/or sport games can yield the financial profits (money). It is why, then, it is an obligatory for them to master the selling competency. Not to mention that today, the selling of the products of a certain event and the sport competitions do not need the presence of the consumers to go directly to the sport fields, or, in another word, they do not have to come to where the events are taking place and the game fields, but they can hear the game through radio or television. The chance for the selling is becoming bigger and bigger after more and more radio and television are established today. It can not also be denied that the competency on doing a negotiation and contract with radio and television stations are becoming really important.

The Arrangement of Sports and Fitness Facilities

The quality of facilities should be increased because of the competition among fitness center and sport program. Multifunction facilities, which are designed for coping various kinds of activities, are needed by every sport organization. Quality facilities, such as qualified program, started with the careful planning. There is a general criteria that has to be fulfilled in planning, developing, and maintaining.

General Criteria in Planning Sport Facilities

1. Serving identified need: fulfilling the need of the member that will use the facilities is the first priority in the list of the criteria.

2. Qualified construction and safety consideration: The service is worthies the price that paid. Build the facilities that suitable with the money that we spend. Do not decrease the budget at all, that the result give the customer's comfortibility and safety.
3. Multifunction
The facilities can be used for various kinds of sport activities, also for the exhibition, seminar, and any other in door activities.
4. Strategic location
choose the sports location that do not disturb other activities that require composure.
5. Reachable
6. Effective price
we have to consider that the facilities are equal to the money that we spent.
7. Easily supervised
supervision is an important consideration for the consumen savety. So most of the sports facilities has a broad room and rarely limited by wall.
8. Efficient maintenance
in the planning process we need to consider this criteria so the sport mangment can save money.
9. Enlargeable
management need to design building and facilities that can be enlarged in the future.
10. Management need to have esthetics consideration

Facilities Design

Multifunction facilities is the most suitable facilities that are used by most of sports organization. The field should be designed that can be used for various kinds of sports. It is also for the in door facility. The most important consideration is that all of the facilities should be designed for increasing the health and safety, also increasing sports activities for everybody. These are the things that has to e considered in designing facilities: sources of idea, limiting factors, construction materials.

a. Who design facilities

It is better to involve more person in designing fitness and sport facilities. We need to involve experts in sport, then discuss with the architect and the contractor, that can develop a design that considered by various kinds of experts.

b. Outdoor arena

Outdoor facilities are easily found in schools and urban area. Outdoor facilities has important function for sport activities. We have to consider parts of a outdoor arena as follows.

c. Fences

Since the outdoor activity participator performs high enthusiasm and energy, we need to consider fence as a security facility. We need to consider the security, privacy, safety, and the needed fund for the material of the fence.

d. Surfaces

There are various kinds of surfaces in sports facilities according to their function. A proper drainage facilities is needed that the facility's surface guarantee the safety and comfortibility of the user. Non-turf surfacing, natural turf, artificial turf are the kinds of surface that used in sports facilities.

e. Orientation

Outdoor facilities has to adjust its position with the sun shine, that the user will not against the sun shine in day activity. Basketball ad football field has to lie alongside with the sun shine. Sports facilities in school should not bother the classroom.

f. Lighting

The sport facility should be given lamp that can be used in the night. The night time activity proffered since it is avoided a sun heat and the high moisture level. One thing that has to be considered is that the light setting should not block the eyesight of the player during the game.

g. Indoor facility

The school indoor facility for the Physical education subject, or the indoor facility of the government and private that can be used by public need to consider some aspects as follows:

1. Facility's surface need to consider the safety and the comfortability of the user. Surfaces that need to be considered are: a) flooring: concrete, carpet, wood, floor tile, and linoleum; b) walls; c) ceilings;
2. Lighting need to consider natural light and the electric light;
3. Air quality control. Air quality is one of facility design aspects that should highly considered. The room heater and cooling system, and ventilation has to be well functioned that the temperature is maintained comfortable for exercising.
4. Corridor and veranda should be provided that the handicap able to get in the area, the emergency door is needed and it is necessary to put the clear sign on it.
5. Storage and office areas. The storage and office facility should be place in the location that easily found and easily reach from the exercise area. Supervisor room has to have a wide window.
6. Rest room and wardrobe. we need to consider the number of the team that will use the rest room , we need also provide the discussion room. The locker room and the wet area are also important.

h. Swimming pool

Swimming can be indoor and outdoor. We need to consider the kind of the activity to decide the depth of the pool. The following are some aspects that has to be considered:

- 1) Decks is the area around the pool. The decks floor has to be designed carefully that save for the swimmer. The floor should not be slippery and easily maintained.
- 2) Lighting. It is important for us to consider the lighting for the indoor and outdoor.
- 3) Maintenance. The proper maintenance for the hygiene of the pool is by giving the disinfectant and water acidity.

i. Food service

We need to provide drinking fountains whether there is a cafeteria or not. if available, the food court and the drinking court should be located in a reachable place.

SPORTS FACILITY MARKETING

A sport management is a business that act on behalf of sport property. This sport property can be a person, a corporation, an event, a team, or even a place. The action undertaken on behalf on the property may include one or more of following: representation, negotiation, sales, licensing, marketing, or management (Christine M. Brooks. 1994).The sport facility management were formed primary to represent athletes in contract negotiation and to seek endorsement and other revenue streams for this athletes. Managing sport facilities in which these activities occur requires many skills and competencies. Individuals who administer facilities use many skills and competencies managers in other professions need.

There are many types of sport facilities and ways to categorize them. In this paper, we classify facilities according to the types of events and activities. For example, a multipurpose university gymnasium might be designed for interuniversity sport practice and competition, physical education classes, and graduation ceremonies. A fitness center might provide activity spaces for gymnastics, swimming, tennis, jogging, and cardiovascular area that includes fitness machines and free weights.

Another serious area of concern challenging sport management industries is providing equal management opportunities for minorities. Most minority job statistics that have been reported in the provisional sport franchise industries have indicated large discrepancies between whites and black in managements. The marketing ethics of the corporate world have long been under fire from society and not only for the conflict of interest issues mentioned above. List several other areas of concern held by consumers in general. These include: high prices, high pressure selling, marketing shoddy or unsafe product, planned obsolescence, cultural pollution, and political power.

A. Societal Marketing

Coincidental to improvements in marketing ethics, there has been the trend by corporations to refocus marketing strategies. Enlightened marketing, or societal marketing, focuses in on product value to the consumer's and the long run benefit to the consumer.

Ultimately, the burdens of decision about marketing and ethical practices rest with sport managers who oversee such operations. Following societal marketing

practices in your sport organization will not only bring in more customer complaints. Customers will know you have their best interest at heart or no pun intended (Ruben Acosta Hernandez. 2002).

B. Facility Management

Facility management is process of planning, administering, coordinating, and evaluating the day to day operations of a facility (Janet B Parks B& Zanger, Beverly R.K-1998). These duties encompass a wide array of responsibilities, including marketing the facility, promoting facility events, facility maintenance, and hiring and firing facility personal. Most sport facilities are manage by a personal manager or personal director. Directors are ultimately responsible for facility planning and administration. Often the director is appointed or hired by the city, so many of his or her duties will be political in nature. An additional duty will be negotiating major contract pertaining to the facility, sometimes including events being scheduled in the facility.

The direction of operations is the primary assistance to the facility director. This person is heavily involved in coordinating the day-to-day facility operations. His or her duties include certain the facility is keep clean, proper signage is posted, minor repairs are completed, and supplies and equipment are delivered as order. The operation director also evaluates many facility employees, including maintenance workers, ticket takers housekeepers, construction workers, and ushers. In addition, the operation directors usually oversees many functions pertaining to the facility itself.

As previously mentioned the event coordinator has the most direct responsibility for managing the individual events. Most facilities have their own event coordinator, and this individual will be the liaison between the event and the facility management. He or she manage the event for the facility: however, the director or operations is ultimately responsible.

Well arranged facilities is a key factor to attract customer. Facilities management is an important thing to maintain the facilities used well and efficient.

(1) Policy guide: we need to have a policy guide written in a document to run the the facilities. it is necessary to settle such requirements that arrange things as follows: (a) general policy, (b) procedure of scheduling and time of using

- facilities, (c) the facilities and tools availability, and (d) rental and agreement arrangement.
- (2) Facility's Supervision and Safety. For providing effective service for the personal and group customer, we should consider things such as a written rules that arrange the facilities usability and safety. This rules should be place on every door and on every strategic place. Supervisor and security team are easily recognize. Every member of these team should perform hospitality.
 - (3) Equipment maintenance. We need to do continue and constant maintenance lengthen the usage and to avoid repairmen of the equipment. We need to choose the right person in charge of this maintenance process.
 - (4) Inventory cont Equipment maintenance rol. Supervise carefully the facilities that belongs to the organization.
 - (5) Facilities scheduling. We have to arrange the schedule that give comfortibility to the customer. This is an example of priority list of the school equipment use:
(a) scheduled exercising subject (Pendidikan Jasmani), (b) sports training and game/competition, (c) recreation sports, (d) school academic group, (e) non academic group, and (f) campus outsiders group.

c. Types and Location of Facilities

There are many types of sport facilities and wise to categorize them. In this paper we classify facilities according to the types of events and activities held in them. In some situation, the purpose is broad and incorporates many sports activities. For example, a fitness center might provide activity spaces for gymnastics, swimming, tennis, jogging, and a cardiovascular area that include fitness machines and free weights.

It is difficult to decide location for a new sport facilities. There are some factors that as to be considered in this location setting. Those considerations are accessibility, environmental quality, sharing existing facilities, unconventional sites.

Summary

The sport facility management were formed primary to represent athletes in contract negotiation and to seek endorsement and other revenue streams for this athletes. Managing sport facilities in which these activities occur requires many skills and competencies. Individuals who administer facilities use many skills and competencies managers in other professions need. Sport Facility management includes the planning, coordinating, staging, and evaluation. Risk management is an important component for all personnel working in sport facilities. The duties owed to spectators and fans create the need for an individual who can anticipate potential areas off loss and injury and can take action to decrease them. Employing an individual to reduce these risk is a less expensive alternative than the potential litigation that exist without such a person.

Facility management is process of planning, administering, coordinating, and evaluating the day to day operations of a facility. These duties encompass a wide array of responsibilities, including marketing the facility, promoting facility events, facility maintenance, and hiring and firing facility personal. Most sport facilities are manage by a personal manager or personal director. Facility directors, operations managers, and evens coordinator is have specific responsibilities for facility. How these individual manage the facility will depend an whether it is owned by private citizen on the taxpayers.

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