

A Case Study of Sport Center Management Strategies on Taipei City Neihu Sport Center

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Abstract

The purpose of this study was to discuss the sport center management strategies on Taipei City Neihu sport center via six aspects: organizational construction, pricing, promotional strategies, marketing channels, human resources strategies, and public welfare services. It revealed that: First, in the aspect of organizational construction: the power and responsibility was divided excessively which caused works- execution blocked; Second, in the aspect of pricing: local residents can obtain a special discount of 10 percent for swimming. Third, in the aspect of promotion: selling many kinds of pre-paid fares, such as coupons, weekly tickets, monthly tickets, and holding promotional activities are in order to enhance Neihu citizen's willing to consume. Fourth, in the aspect of propaganda: the advertisement executed inactively in the channels of posters and publications, except of web advertising. Fifth, in the aspect of human resources management: a completed set of staffs training manual helped novices up to speed on their jobs in a short time. Sixth, in the aspect of public welfare services: it performed the core of Neihu sport center. Otherwise, the equipment and facilities were all free for over sixty-five-years-old elders from every Monday to Friday, as well as sport center held many public welfare activities with schools and charities nearby. In summing, I proposed several suggestions for managers of sport center: Location and situation should be in a hub of transportation to increase the regularly exercising population and must entrust to the professional sport teams in management. It is a must that developing mutually communication with communities and schools, and mapping out unique sport projects. It may also expand more facilities and hold parent-kid activities to attract much more consumers, and carry out the ultimate goal of enhancing physical fitness and quality of life.

Key words: Taipei City Sport Center, promotional strategies, current status of management, public welfare activities