

New Research Approach to Rebuild Sport Facilities

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Abstract: Problem statement: The game court of team sport, part of Sport Centre of Arturo Collana, was closed after structural accident in 2006 and the local administration is now designing the rebuilding of it. For this reason, it has already allocated economical resource to study a partial reconstruction of it to reutilize actual structure. The problem is how can satisfy the customers according to suggesting the old and new solutions. **Approach:** The aim is to recognize expected demand about the real choice of customers with the proposal for a various architectural aspects. A survey was carries out by using statistical model to correlate a demand of multi game sport relating to various hypotheses, already designed with a different solution. A sample of 100 customers that have submitted questionnaire with the specific parameters about the architecture and engine was taken to apply the qualitative research method to the market research. **Results and Conclusion:** The result of this study concludes that it is not possible to the partially construct but it is useful the plenty reconstruction of game court. The local organization of Coni (Italian National Olympic Committee) designed a new project according to a specific parameter that follows the same characteristic of old game court without searching the other engineer and architectural solutions. Thus the question is a mix of engine and architectural aspects, economical and functional elements of it. The data showed association between demand of multisport and new architectural hypothesis and the association between demand of single sport and old architectural structure. The percentage of multi sport demand is higher than single sport and this orientation has to follow to design a new sport facilities.

Key words: Market research, designing the rebuilding, sport facilities, pilot study, customer demand, architectural hypothesis, partial closure, structural accident, economical resource

INTRODUCTION

Day-to-day business of sports organizations requires successful management. Persons responsible for that process, among others, are sport managers, in particular in the field of architectural sport management in order to successfully conduct their functions sport managers need to possess certain knowledge (economic and engine) and skills in order architecture abilities, as well as various personal characteristics i.e. personality traits (Parks *et al.*, 1998). The business of all organizations, sports organizations as well, needs to be managed on day-to-day basis when it includes also the aspects of sport facilities. Responsible for this process are managers at all organizational levels into private and public sector. The process of management consists of conducting all management functions according to mission. It is therefore clear that the success of organizational management depends on managers, that is to say their knowledge and skills as well as various

personal characteristics. Thus management of sport is the primary attitude when it has to design a reconstruction of sport facilities. In this case it wants to examine a question relating the rebuild a piece of old sport centre.

The problem is what the solution is that can satisfy the customers according to suggest the old or the other solutions. The aim is to recognize the expected demand about the real choice of the customer with the proposal for various architectural aspects (i.e., periscope tribunes or stable tribune, wide disposition or long disposition), considering that "there were growing demands for sports facilities development both for hosting and smaller scale facilities" (Barghchi *et al.*, 2009)

The game court of team sport, part of Sport Centre of Arturo Collana, was closed after structural accident in 2006 and the local administration is now designing the rebuilding of it. For this reason, it has already allocated economical resource to study a partial reconstruction of it to reutilize optimally the actual

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structure. The result of this study can conclude that it is not possible the partial reconstruction without process of market research.

The local organization of Italian National Olympic Committee (CONI) designed a new project according to a specific parameter that follows the same characteristic of the old game court without searching the other engineer and architectural solutions. Thus the question is a mix of engine and architectural aspects, economical and functional elements of it.

The customers for day, before the partial closure, were 3000 and after 2200.

The Local Administration of Municipality is designing the rebuilding of Collana that was closed after structural accident in 2006 and, for the reconstruction, it allocated economical resource and for this reason it was studying a new design to build the sport facilities. So the public money should be well spent. The local Committee of Italian National Olympic Committee designed it according to a specific parameter that could include in the same space every team sport.

The regional Administration wants to establish a special commission for studying how it is better to rebuild the center. The talking about the question is a mix of engine and architectural aspects, economical parameter and full functionality of it. The closed part is

the game sport court of volleyball, basketball, handball and mini-soccer and for this reason the team sport customers decreased during the last years.

The customers for day before the partial closure were 3000 and 2200 after. The problem is what the solution that can satisfy the potential customers of sport service according to the other aspect. The aim is to recognize the expected demand about the real choice of the customer with the proposal for a various architectural aspects (i.e., periscope tribununes).

MATERIALS AND METHODS

The survey carries out the data by using statistical model to correlate a demand of multi game sport relating to various hypotheses, already designed and everyone with a different solution (De Luca, 2006).

The sample is a random of 100 customers, to whom is submitted the questionnaire. It is made by several questions, including the choice for new and old architectural facilities, associated at request of multisport or single sport demand. The old architectural design (Fig. 1) projected 60 years ago and mirrored the demand of sport service of that age. The new architectural design (Fig. 2) instead mirrored the actual orientation on demand of sport service from a previous pilot study.



Fig. 1: Old architectural design



Fig. 2: New architectural design

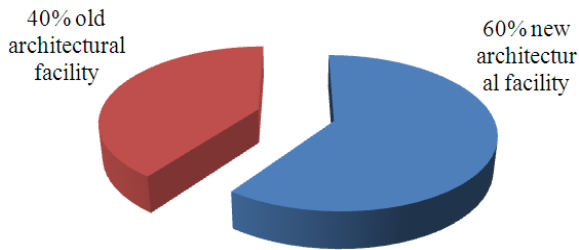


Fig. 3: Graphic architectural choice

RESULTS

The data show the strong orientation for a change of architectural design. Furthermore, the strict association between demand of multisport and new architectural hypothesis and the strict association between demand of single sport and old building. The percentage is almost 40% for old architectural structure and 60% for new architectural structure (Fig. 3).

DISCUSSION

The percentage of multi sport demand is higher than the single sport and the association on two architectural choices. The new methodological approach suggests satisfying the customer demand that shares the innovative hypothesis before realizing a project. For this reason, the local administration has to reflect before planning the project and listening accurately to the potential customers (Bartoluci, 2003).

The new methodological approach suggests satisfying the customer demand that shares the innovative hypothesis before the planning and design (De Luca, 2008). For the successful completion of all managerial functions adequate knowledge and skills, usually gained by education and experience are needed.

The specific of manager working in the field of sports is that they need to possess necessary knowledge on all managerial functions, as well as the knowledge on characteristics of sport they manage or the facilities that can designs or manages. The required competencies of managers are determined primarily by the centre of activities, secondarily by the type and thirdly by the size of the organization (De Sensi *et al.*, 1990).

Role and place of sport as a media of market communication in sport management is possibly perceived from social and business aspect. The percentage of multi sport demand is higher than the single sport and this orientation has to follow to design a new sport facilities.

CONCLUSION

The social aspect understands sport as one of generally accepted media and perceiving sport as an attractive market communicator that can possibly influence the public opinion.

Under the business aspect there is the use of sport as a communicator for the purpose of realizing certain business goals through the sport management. The basics of sport management relating the construction and rebuilding of sport facilities must be address to new way of new orientation of customer demand

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