

<b>Title</b>	Factors of Service Development in Sports Venues in Chengdu
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### **Abstract**

The objectives of this research were to study 1) the current situation of sports venues , and 2) develop service quality management in sports venues for new trends of sport in Chengdu. The population in this quantitative study was 83,756 people who used facilities in sports venues in Chengdu, the sampling size was 398 respondents which applied the Taro Yamane' formula. The research instrument was a questionnaire used for data collection. The convenient sampling approach was used to choose the respondents. The statistics used for analysis were percentage, mean, and standard deviation, statistics.

The research results revealed that 1) Chengdu's sports venues were critical to the city's cultural and economic landscape. The stakeholders identified strengths and areas for improvement in the strategic development of sports infrastructure and community engagement. 2) Factors to developing service quality sports venues effectively managed service quality and adapted to new trends in the sports industry consisting of enhancing customer experience, investing in technology, staff training, collaboration, and promotion were at a high level when the proactive approach enhanced the spectator experience and contribute to the overall growth.

**Keywords:** Influencing, the second venturing, WLAN market, strategy management