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# Performance Evaluation Indicators of Communalized Recreation Services for Public University Sports Facilities

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## Abstract

This study shows the performance of communalized recreation services of sports facilities in public universities. Participants of this study were expert scholars, sports facility managers of athletic departments in public universities, and community residents. This study used the Delphi method for the literature review to categorize a series of systematic evaluation indicators. These indicators were further applied to develop an instrument. A questionnaire was distributed to the respondents, sports facility managers (recovery rate was 86.5%), and community residents (recovery rate was 87.5%) to evaluate the performance of recreation services in public universities. The instrument used in this study was developed using the Fuzzy Analytic Hierarchy Process Questionnaire (FAHP) for evaluating the performance of recreation services in university athletic departments. The results are described as follows: (1) We found 6 major and 23 minor indicators regarding services offered and identified 5 major and 18 minor indicators on recreation services usage; (2) Loading for each hierarchy showed that the security of facility management and community resident satisfaction were the most important factors; (3) The order of indicators for the importance of recreation services was the same as the order for FAHP. This finding shows that participant responses for the importance of recreation services in actual situations are consistent with theoretical situations; and (4) The response of participants on the importance of recreation services in usage is higher than user satisfaction; this shows that improvement in recreation services is still needed. These results suggest that university athletic departments should promote recreation services

and focus on facility management security and professional development for personnel to improve recreation services.

**Keywords:** recreation service, sports facilities, Fuzzy Analytic Hierarchy Process (FAHP), performance evaluation

