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Discussion on the Improvement of Outsourcing Management of Cleaning Services in University Canteens under the Background of Logistics Socialization

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Abstract. In the backdrop of intensifying the socialization reform of university logistics, the market-oriented level of student canteens in colleges and universities is on a continuous upward trend. The emergence of outsourced management services for student canteens has brought the professional governance of canteen cleaning affairs, which encompasses the cleansing of tableware, to the attention of logistics administrators. Additionally, as the cleaning service segment within the property industry evolves, its reach has progressively expanded to cover university student canteens. This has led to the formation of cleaning enterprises that primarily target student canteens and offer standardized, regulated, and specialized cleaning solutions.

Keywords: Cleaning Services, High Quality, Key Control Points, Outsourcing, Satisfaction Degree, University Canteens.

1. INTRODUCTION

In the wake of the deepening socialization reform of university logistics and the growing focus of students on their campus life from the logistics perspective, the call for high-quality development of university canteens has become more conspicuous. Owing to scientific and technological advancements, the enrichment of material and cultural life, the unceasingly meticulous management work, and the expansion of the property cleaning industry, professional cleaning services in university canteens have progressively integrated into the canteen service framework (Ren Chenyang, 2024). What's more, with the influx of professional personnel, the service standards and quality have witnessed further elevation and evolution. Grounded on the existing outsourcing scenario of cleaning services in university canteens, this paper undertakes an initial exploration and weighs the pros and cons, with the intention of distilling experience and bolstering the management and service qualities of university canteens.

1.1. The Current Situation of Cleaning Services in University Canteens

Currently, the operational patterns of university canteens typically come in three forms: complete self-management, a combination of self-management and outsourced custodianship, and full outsourced custodianship. In line with these, the management of canteen cleaning services is adjusted adaptively. This gives rise to scenarios such as self-handling and outsourcing within self-management, centralized self-management and centralized outsourcing under the mixed model, as well as centralized or independent outsourcing when everything is outsourced.

In the aspect of operation and management, the cleaning service in canteens constitutes a segment of the overall canteen service. The management division formulates requisite cleaning service standards in light of the demands of canteen management and service, and enforces the stipulations of standardization and process flow to safeguard the quality of cleaning work. Nevertheless, during the actual operation in most schools, be it the self-run cleaning crew or the outsourced cleaning firms, the control over the service process, as well as the assessment of cleaning standards and outcomes, tend to lag behind the canteen's operational management to a certain extent.

1.2. The Main Problems Existing in the Cleaning Services of University Canteens

1)The management system is not quite sound. This is mainly shown in the following ways: Firstly, managers don't have a strong sense of cleaning services. Secondly, they fail to fully grasp the development trends of subdivided industries within the catering sector. Thirdly, in the course of management, the vagueness of responsibilities, rights, and interests results in indistinct duties and obligations.

2)The lack of professional talent seriously affects the service quality. The cleaning services in university canteens are no longer as simple as just washing dishes and sweeping the floor. With the continuous improvement of university infrastructure construction and the changes in the decoration environment of canteens, there have also been significant differences in the innovation of tableware compared to the past. To do a good job in canteen cleaning services under the new situation, new environment and new materials, professional techniques and personnel are required. Relatively speaking, the starting point of cleaning work is

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rather late, and its social status is relatively low. The overall age of service and management personnel entering this industry is relatively old, and their comprehensive qualities are not high, resulting in the service quality during the process failing to reach the level commensurate with modern university canteens.

3)The service standards are not standardized. On the one hand, the development history of cleaning services in China is not long. Even though there's a growing number of cleaning service companies nowadays, in terms of professional advancement, it's still at an early stage (Wang Yu & Zhang Shu, 2021). Consequently, there's a relative dearth of standards for such services. Particularly when it comes to the cleaning standards for university canteens, there are scarcely any. Secondly, service standards need to align with service facilities. In China, due to the uneven development among different regions and universities, there are substantial disparities in infrastructure construction. As a result, it's challenging to establish unified quantitative standards for canteen cleaning services.

4)There is a large gap in service levels. Firstly, the mechanization degree of cleaning services remains low. The basic equipment is either inadequately allocated or has poor operating efficiency. Problems like improper use and frequent breakdowns are commonplace. Secondly, there is a scarcity of learning and applying advanced cleaning tools and techniques (Lv Zhong & Chen Liang, 2017). Thirdly, considerable disparities exist in the service quality and level among different cleaning companies.

1.3. The Contradictions in the Outsourcing of Canteen Cleaning Services

From the perspective of the requirements for the development of the socialization reform of university logistics, the gradual opening up of the university logistics market is an irresistible trend. Given such a huge university logistics service market, in the direction of professional development, it is inevitable to require industry segmentation to respond. Moreover, from the point of view of social division of labor, the concept that "professional people do professional things" has gradually become a consensus. The cleaning services of university canteens will also develop towards marketization and specialization along with the overall market environment. In view of the current situation, in terms of the outsourcing of cleaning services in university canteens, the prominent contradictions mainly lie in the following aspects.

1) The contradictions of marketization. Generally speaking, the marketization of university canteen services is a precondition for outsourcing their cleaning services. Different universities have diverse logistics reform models, with differences in progress and scale. (Zheng Qianru, 2024). Currently, multiple models coexist in the operation and management of university canteens. To ensure the smooth operation and management of canteen cleaning services, it's essential to align with the overall canteen operation while also tailoring the cleaning service management to the school's actual circumstances. It's necessary to effectively utilize the management mechanism suitable for the current operation of university canteens and establish a corresponding cleaning service model to enhance service quality.

2) The issue of cost-effectiveness. Regardless of whether the canteen is self-run by the school or managed under the trusteeship of an enterprise, its ultimate operation will surely be assessed based on the outcomes. Hence, when it comes to canteen cleaning services, a comparison of the cost-effectiveness between self-operation and outsourcing is necessary. The key aspects to take into account involve: service quality, the level of cooperation from the outsourcing unit, safety control, as well as service price (Pandey Sujita et al., 2023). To evaluate the cost-effectiveness of canteen cleaning outsourcing services, a comprehensive comparison and profound analysis ought to be conducted from a broader perspective (encompassing total cost, risk prevention, enhancement of efficiency, and so on).

3) Professional supervision and professional services. As stated before, the decision on whether to outsource the cleaning services of university canteens aligns with the canteen management and control model adopted by the university. It can also be influenced by numerous other elements. Overall, in the realm of canteen cleaning management and service provision, professional supervision and services represent an inescapable trend and necessity. Even for in-house cleaning teams under the self-operation setup, management and service delivery ought to be approached from a professional vantage point and mindset. Furthermore, for the outsourcing model involving cleaning companies, reinforcement is even more crucial.

1.4. Key Control Points in the Outsourcing Management of Canteen Cleaning Services

Through the previous narration, it can be seen that the outsourcing of cleaning services in university canteens has shown a trend of gradual development and expansion. Each university conducts the management of canteen cleaning services according to the management mode and scale of the canteen. For the management and control of canteens with a certain scale, adopting outsourcing of cleaning services has also become a new mode of canteen management. To control and manage the outsourcing of cleaning services, the focus should be carried out from the following aspects:

1) Contents and Standards. The outsourcing of canteen cleaning services is a crucial part of canteen management that cannot be overlooked. When promoting this work, the first step is to clearly and meticulously define the content of the cleaning services. This involves many key elements. For example, the cleaning areas need to be clearly demarcated. Every corner of the canteen, whether it's the kitchen operation area, food storage area, or the public dining area where diners come and go frequently, should be listed one by one. At the same

time, the area corresponding to each cleaning area needs to be accurately calculated. This not only helps us accurately assess the amount of cleaning work but also provides an important basis for subsequent cost accounting. Particularly, the public dining area is the most densely populated place in the canteen. Its cleaning quality directly affects the dining experience of customers and the overall image of the canteen. Therefore, the cleaning scope and frequency of the public dining area should have stricter and clearer regulations than other areas. In addition to these regular areas, the cleaning and maintenance of tableware are also of great importance. During this process, we must be clear about the quantity and material of the tableware. Different quantities of tableware mean different amounts of cleaning work, and different materials of tableware, such as ceramic, glass, and plastic, have very different cleaning methods and precautions. Only by accurately grasping this information can we ensure that the cleaning work is carried out in a targeted manner, without missing any links or damaging the tableware due to improper methods.

Secondly, on the basis of clarifying the content of cleaning services, necessary standards requirements for the provided cleaning services should be put forward. These standards and requirements are important yardsticks for measuring the quality of cleaning services and are directly related to whether the cleaning work can achieve the expected results. For standards that can be quantified, we must be precise and detailed, and try to avoid using general and vague expressions. For example, in terms of floor cleaning, it can be stipulated that the dust residue per square meter should not exceed a certain value; in terms of tableware disinfection, clearly define the disinfection time, temperature, and the allowable range of bacterial residue after disinfection. In this way, cleaning staff have clear goals and operation specifications when working, and we also have clear bases for supervision and assessment, which can effectively improve the quality and efficiency of cleaning services.

2) Quality and Price. At present, for the outsourcing of canteen cleaning services, whether it is a self - run canteen in a school or a canteen operated by an enterprise, the outsourcing cooperation method of comparing quality and price is commonly adopted. This approach aims to screen out the most cost - effective partners through a comprehensive comparison of different suppliers in terms of service quality, price, and other aspects.

For universities, the bidding and procurement model is an effective way to find a suitable operating unit to be responsible for the cleaning services of the canteen. The bidding and procurement process follows strict standard procedures. From issuing the bidding announcement to attract many qualified cleaning service enterprises to participate in the bidding, to forming a professional evaluation team to carefully evaluate the qualifications, past performance, service plans, and quotations of each bidding unit, every link ensures fairness, impartiality, and openness. Through this method, schools can select units from among many potential partners that are not only reasonable in price but also able to meet the needs of the school canteen in terms of service quality.

When considering the price of cleaning services, two crucial aspects cannot be ignored. On one hand, the price should be closely aligned with the previously mentioned service content and service standards. The detailed service content encompasses the cleaning work of all areas in the canteen, from cleaning the tabletops and floors in the dining hall to washing the equipment in the kitchen and maintaining the hygiene of the food storage area. Each task incurs corresponding cost inputs. And the clear - cut service standards, such as the requirement that the floor should be free of obvious stains and water marks, and tableware disinfection should meet the hygiene standards. These high - standard requirements also determine the labor, material, and time costs required for the service. Therefore, a reasonable price must match these specific service contents and standards. If the price is too low, it may be impossible to ensure that the service quality meets the standards; if the price is too high, it may lead to waste of resources (Lucio Masserini et al.,2024).

Secondly, price and quality need to correspond to each other. The concept that "services create value" is particularly evident in cleaning services. High - quality cleaning services mean that the cleaning staff have professional skills and good professional qualities and can work strictly in accordance with high - standard operation procedures (Cho & Jin Ho, 2015). For example, when cleaning tableware, not only can the surface be ensured to be clean, but also through scientific disinfection processes, bacteria and viruses can be effectively killed to ensure the food safety of teachers and students. When cleaning the dining hall environment, the garbage can be cleared in a timely manner, and the air can be kept fresh, creating a comfortable and clean dining environment for teachers and students. The high - quality service results brought about by such high - quality service levels are the key factors in promoting the overall satisfaction of teachers and students with the canteen services. Moreover, there is certain potential value hidden in high - quality services. A good canteen environment can enhance the dining experience of teachers and students, indirectly improving their learning and work efficiency. At the same time, the clean and hygienic image of the canteen also helps to enhance the overall image and reputation of the school, attracting more excellent teachers, students, and partners.

3) Satisfaction (Customer Complaint Rate). The core objective of canteen cleaning services is to create a clean and safe dining environment for teachers and students. Although this goal may seem simple, it actually encompasses a wide range of work content and strict standards. From daily floor sweeping and table wiping to the cleaning and disinfection of tableware, every link is crucial. Only when these cleaning service contents are fully implemented and the standards are strictly adhered to can we further explore whether the focus is truly on customers.

The key to measuring the quality and level of cleaning services lies in the satisfaction of the dining teachers

and students. As the main users of the canteen, their feelings are the most direct and real. For example, when teachers and students enter the canteen and see a clean and bright dining area, with no stains on the floor, no residues on the tables, and fresh air, this pleasant visual and olfactory experience will instantly enhance their favorability towards the canteen (Schneider Melanie et al., 2023); Conversely, if the canteen environment is messy, with garbage not cleared in a timely manner and residual stains on the tableware, teachers and students will inevitably be dissatisfied with the cleaning services.

During the cleaning service process, the experience of teachers and students and related safety guarantees are of utmost importance. This not only concerns the personal feelings of teachers and students when using the canteen but also directly relates to their physical health. Especially when it comes to the cleaning of tableware related to food safety, there is no room for carelessness. Tableware is a tool that teachers and students directly contact with food, and its cleanliness directly affects food safety. If the tableware is not thoroughly cleaned, residual food residues may breed bacteria, and if the high - temperature disinfection process is not properly handled, germs cannot be effectively killed, which undoubtedly poses a huge hidden danger to the food safety of teachers and students.

Therefore, the cleaning service work in university canteens must take the satisfaction of the service recipients as a main control and measurement indicator. This requires the cleaning service team not only to pay attention to daily cleaning work but also to focus on collecting feedback from teachers and students. Methods such as setting up suggestion boxes, conducting questionnaires, and regularly organizing symposiums can be used to understand the needs and expectations of teachers and students for canteen cleaning services, promptly identify problems and make improvements. At the same time, relevant management departments of universities should also strengthen the supervision and assessment of cleaning services, formulate scientific and reasonable assessment standards, include teacher - student satisfaction as an important assessment indicator, reward excellent cleaning teams, and urge those that do not meet the standards to make rectifications or even replace service providers. Only in this way can the quality and level of canteen cleaning services in universities be continuously improved, and truly provide a reassuring and satisfactory dining environment for the majority of teachers and students.

4) Loss Rate of Tableware. In the cleaning and maintenance services of tableware, apart from performing routine cleaning and maintenance work, the issue of tableware loss is of utmost importance. It is directly related to the operating costs of the canteen and the sustainability of the service. Losses mainly focus on two key aspects: breakage and disappearance, which require strict and effective control.

Regarding the breakage in losses, the service unit should conduct targeted and necessary training on the cleaning and maintenance work process according to the actual situation. This is because tableware of different materials has significant differences in characteristics and applicable cleaning and maintenance conditions. For example, melamine tableware, which is widely used in many university student restaurants nowadays, has advantages such as being lightweight and not easy to scald hands, but it also has some limitations. In the high - temperature disinfection process, if the temperature is not properly controlled, the tableware is very likely to deform and become brittle, thus greatly increasing the breakage rate of tableware. Therefore, through professional training, cleaning staff can fully understand the characteristics of melamine tableware and master the key operation points such as the correct high - temperature disinfection temperature and time, which can effectively reduce breakage caused by operational errors (Cai Zheli, 2017). In addition, during the cleaning process, cleaning staff should also be taught to use cleaning tools reasonably to avoid scratches and breakage of tableware due to excessive force or improper use of tools.

When it comes to the aspect of disappearance, strengthening the inspection of the dining hall is a key measure. The large - volume and complex flow of people in university student restaurants pose challenges to the management of tableware. Without effective inspection and supervision, it is easy for tableware to flow out and be lost. By arranging dedicated personnel to conduct careful inspections in the dining hall at regular times and fixed points, on the one hand, the behavior of individual people taking away tableware in violation of regulations can be promptly discovered and stopped. On the other hand, it is also possible to detect in a timely manner whether there are any lost tableware and recover and organize them in a timely manner. At the same time, some technological means can also be used, such as installing surveillance cameras in the dining hall to monitor the use and flow of tableware in real - time. Once any abnormality is found, it can be traced and searched quickly. In addition, by posting reminder slogans in the dining hall and carrying out civilized dining publicity activities, the awareness of teachers and students to take good care of tableware can be enhanced, reducing the possibility of tableware loss from the source. In conclusion, only by taking practical and effective measures from both the aspects of breakage and disappearance can the loss of tableware be minimized and the quality and efficiency of tableware cleaning and maintenance services be guaranteed.

5) Energy Consumption Ratio. During the process of canteen cleaning services, the issue of energy consumption has long been overlooked and has become a prominent weak link in the cleaning service system. It urgently requires sufficient attention and the adoption of practical and effective countermeasures. Especially in the current context, with the country vigorously advocating the concept of green environmental protection and schools actively engaging in the construction of green campuses, the outsourcing of cleaning services in university canteens shoulders the important mission of energy conservation and emission reduction. Under

such requirements of the times, the cleaning service work in university canteens should focus on establishing a clear maximum energy consumption ratio for cleaning services. This measure is of great significance for controlling the overall energy - saving project of the canteen. Setting the maximum energy consumption ratio is like drawing a clear red line for the energy consumption of cleaning services. All energy use in cleaning work must be within this limit. Through this quantitative standard, it is possible to more intuitively measure the energy utilization efficiency during the cleaning service process, thereby accurately identifying the links and problems with excessive energy consumption.

To ensure that the maximum energy consumption ratio can effectively play its role and further promote the effective development of energy consumption control work, it is extremely necessary to establish a reward - and - punishment system for the energy consumption limit of cleaning services. On the one hand, for service teams or individuals who strictly control energy consumption in cleaning services and can even reduce energy consumption to a relatively low level while meeting the cleaning quality standards, timely and adequate rewards should be given. The forms of rewards can be diverse, such as material rewards, including bonuses, energy - saving equipment prizes, etc.; and spiritual rewards, such as issuing honorary certificates for energy - saving pacesetters and conducting public commendations within the school (Wang Yanan & Wang Weijia, 2024). These rewards not only recognize their work achievements but also stimulate the enthusiasm of other cleaning staff to actively participate in energy consumption control work. On the other hand, for cases where the energy consumption limit requirements are not met or even seriously exceeded, strict punitive measures must be implemented. Penalties can include warnings, deduction of part of the service fees, etc. In this way, cleaning service personnel can deeply understand the importance of energy consumption control, prompting them to pay more attention to the rational use of energy in their daily work and actively explore energy - saving work methods and techniques. For example, in the use of cleaning equipment, reasonably arrange the operating time of the equipment to avoid long - term idling; in terms of lighting, turn on and off lights in a timely manner according to actual needs and make full use of natural light.

In addition, energy - saving training can be regularly provided to cleaning service personnel to improve their energy - saving awareness and skills. The training content can include energy - saving knowledge lectures, explanations of the correct use methods of energy - saving equipment, and sharing of successful energy - saving cases. Through training, cleaning service personnel not only understand the importance of energy conservation but also master practical and feasible energy - saving measures, fundamentally improving the energy consumption control level in cleaning service work and contributing to the green operation of university canteens and the construction of green campuses.

1.5. Trend Exploration

The cleaning services in university canteens are an integral segment of the socialization reform of university logistics. They will progress in tandem with the development of the management models of university canteen logistics and keep exploring and innovating as the cleaning service industry advances. The core objective of canteen cleaning services is to cater to the dining faculty and students. Meanwhile, alleviating concerns for school logistics and operating units falls within the remit of cleaning service departments or enterprises. Given that universities stand at the vanguard of domestic science, technology, and ideological concepts, when it comes to canteen cleaning services, the outsourcing model is set to become the new norm and will chart the trend and course for such services on campus.

1) The Concept of Service Generating Value. With the booming development of the domestic tertiary industry, the cleaning service industry has made significant strides. Under the circumstances of having achieved a certain degree of resource integration and talent accumulation, the cleaning service market in university canteens holds vast potential, attracting more enterprises to get involved. On the one hand, university canteen managers need to have a far-sighted view when dealing with this work. Considering the development trends of the industry and the requirements of refined management, canteen cleaning services do have a particular market and value. On the other hand, by outsourcing cleaning services, professional cleaning management and service teams can be formed. Through improved management, the efficiency of cleaning services can be enhanced. And by upgrading the quality of cleaning services, the satisfaction of dining teachers and students can be increased, thus achieving the basic goal of logistics services to support school development.

2) Unchanged Professional Development Direction. In the field of canteen cleaning services, it is certain that development will move towards specialization. This specialization not only refers to that of service units but also includes that of management departments (Han Yu, 2024). Because only professional management can lead to professional services and results, the management departments of university canteen need to strengthen their learning of professional knowledge to improve the management of canteen cleaning services. Of course, for outsourcing operating units in the cleaning service field, they will surely invest more energy into professionalizing their cleaning services, innovating, improving, and enhancing their control levels and service quality, so as to develop their core competitiveness and high productivity, which in turn will boost and upgrade the development of their units.

3) Making Full Use of Scale Advantages. University canteens have been growing along with the expansion of student enrollment. Additionally, with the improvement of overall infrastructure and the upgrading of school

management and service quality, the percentage of students having meals in the canteen is gradually rising and stabilizing. Given that university canteens have reached a certain scale, their cleaning services should maximize scale benefits. This means not only increasing the proportion of mechanized operations but also enhancing the efficiency of intensive services. By integrating personnel, equipment, and management resources during the service process, the efficiency and effectiveness of cleaning services can be boosted.

4) Each Party Assuming Responsibilities, Enhancing Efficiency, and Cooperating for Development. In the outsourcing of university canteen cleaning services, the job functions of all parties need to be established and clarified. This ensures the smooth running of service work and effectively eradicates service voids caused by unclear responsibilities and bickering. As the management side, the school's administrative department should formulate relevant management rules based on the canteen cleaning service model and requirements, establish a suitable cleaning service management standard for the school canteen, and stick to supervising and implementing these standards to guide the adjustment and improvement of the model and standard, thus facilitating the school's progress in canteen management. For service providers, they should integrate their own resources according to the school's requirements and achieve the goal of ensuring service quality by enhancing their service and response capabilities.

2. CONCLUSION

With the expansion of university scales and the refinement of their management systems, canteens will see a relative concentration in scale. In tandem with the progressive detailing and division of labor in canteen work procedures, the cleaning services therein will develop into an independent system. Given the diversified evolution of the cleaning service industry, canteen cleaning work is destined to become a subdivision of the overall cleaning service domain. Under the wave of university logistics socialization, the principle of "separating management from operation" in logistics services steers the outsourcing of canteen cleaning tasks. What's more, outsourcing the cleaning services of large catering enterprises can not only demarcate clear boundaries within the management framework to align responsibilities, rights, and interests but also notably boost efficiency, rendering professionalism the hallmark of canteen cleaning services. Irrespective of the outsourcing modality chosen, bolstering the management of university canteen cleaning services remains a subject that demands joint exploration and deliberation by canteen managers. Centering on students and augmenting service quality and efficiency constitute the pivotal aspects of canteen cleaning services. Only by zeroing in on several crucial control points during the cleaning process can targeted scientific management, control, and the standardization of policies and measures be actualized.

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