
Investigation and Study of the Influencing Factors of University Students Participating in Large-scale Sport Events for Voluntary Service Under the Idea of Sunshine Sports

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Abstract

In order to enhance the implementation and deepen the promotion of sunshine sports of university students, it is necessary to further motivate the enthusiasm of university student volunteers to participate in physical exercise with important opportunities of large-scale sport events, establish the tongs of sunshine sports, further advance university students sports, actively explore and innovate, and form effective sunshine sports mechanism. Literature review method, questionnaire survey and interview method were adopted to investigate the status and influencing factors of university student volunteers taking part in large-scale sport events under the idea of sunshine sports. The university students who participated in voluntary service during large-scale sports event were investigated. 500 questionnaires were distributed, and 486 questionnaires were collected, with the recovery rate of 97.2%. 462 questionnaires were effective, so the effective rate was 95.1%. Research shows that: social cultural environment, individual life experience, and sport events schedule were the important influencing factors of university students participating in large-scale sport events for voluntary service, based on which, effective countermeasures and suggestions were proposed.

Keywords

Sunshine sports; university student volunteer; large-scale sport events; service.

1. Introduction

(1) Research significance

World University Games (hereafter referred to as Universiade) is hosted by the International University Sports Federation (hereafter referred to as FISU) and is an international multi-sport event aiming at the in school university students and the university students who have not been graduated for more than two years (aged from 17 - 28 years). Operation mode and competition system of Universiade are similar to the Olympic Games, but its scale is smaller than the latter. Therefore, voluntary service of Universiade plays an important role in large-scale sport events[1]. The experience and disadvantages of voluntary service in the 26th Universiade in Shenzhen in 2011 were researched, which undoubtedly provides significant reference for university student volunteer training. It is necessary to promote nationwide fitness programs and voluntary service organization network system, play the leading role of university student voluntary service, include university students into the voluntary service team of large-scale sport events, and organize various forms of voluntary service activities. In the process of holding sport events, university volunteers should fully play their function. Besides, when the external environment of university voluntary service is improved, it is necessary to enhance the self-construction of volunteers and organizations, improve the comprehensive ability of volunteers and organizations, and promote the rapid improvement of China's voluntary service quality based on internal management operation mechanism[2].

(2) Definition of related concepts

2. Definition of voluntary service (volunteer work)

"Voluntary service", also called "volunteer work", is an international slogan, and has become a part of social civilization. Voluntary service refers to the contributions of time and energy by anyone, specifically, the service provided by anyone to improve social service and progress of community and the society for nothing material reward. In a broad sense, voluntary service refers to the behavior of providing non-profitable, free and non-occupational assistance to neighbors, community, and the society with their own time, skills, resources and love. Voluntary service involves in more and more wide fields, such as environmental protection, helping the disadvantaged, poverty alleviation, emergency rescue and disaster relief, and public benefit activities. It can be said that voluntary service refers to the noble deeds of voluntary contributions of time and wisdom without asking for reward to improve themselves, solve social problems and promote social progress[3]. Although the definitions of voluntary service are different, the feature of voluntary service is very obvious. In general, voluntary service has the feature of voluntary, gratuitousness, public welfare, and organization. Voluntary means that all participants of voluntary service autonomously join in the voluntary service team with a strong willingness to serve others; gratuitousness means that the purpose of voluntary service is not to seek economic benefits for organizations or themselves, and voluntary action represents the spirit of dedication which supports all volunteers to forge ahead in the road of voluntary service continuously; public welfare is manifested by that there is no ties of blood between volunteers and service subject, and the relationship maintenance does not depend on the mutual relation of individual interest demands; organization means that voluntary service needs to establish explicit work objective, establish effective decision-making procedure, and make perfect incentive system[4]. China's voluntary service and community service organized by the public autonomously as well as the popular foreign volunteer organization and youth labor camp well illustrate the organization feature of voluntary service.

2. University student volunteer

As volunteers, university student volunteer is a huge and special group with high quality and skill. They are young and lively, and they have their own ideological level, are able to participate in various large-scale sport events, and serve foreign and domestic athletes, coaches and audience. It can be said that voluntary service is an important carrier for young students to give back to the society and serve the public, and is a significant platform for higher colleges and universities to promote ideological and political education and ideal and belief education of university students [5].

First, university students can cultivate their sense of social responsibility by taking part in voluntary service activities. University students is an excellent youth group, the future of a nation, and assumes the party's great trust and people's hope. It is often said that " a brave heart serves justice, a sharp mind produces eloquence". University students should have the sense of mission and responsibility. However, many students live in an ivory tower all the day, and both ears are shut to what goes on outsides, including national development and the public sufferings, which seem to have nothing to do with themselves. University students contact with the society and their sense of social responsibility will increase greatly by participating in voluntary service activities. In the west, whether being a volunteer is an indispensable condition for employment and promotion.

Second, university students can cultivate their spirit of dedication by taking part in voluntary service activities. University students are youth of the times with love. In voluntary service activities, they serve others, and dedicate their love without asking for reward, which is able to inspire their inner goodness, lenience and universal fraternity, make them really feel the pleasure and happiness of "sharing roses and getting fun" in dedication.

In addition, university students can cultivate their service skills by participating in voluntary service activities, integrate theory with practice, and fully play their specialty in practices. Meanwhile, they can learn in practices, improve themselves and increase their talents. The tenet of sunshine sports is to advocate university students to actively participate in sports activities, including sports activity itself and various services of the sports activity. By participating in large-scale sport events service,

depending on their high quality and skill as well as good spirit, university volunteers become a beautiful scenery in sport events and impress the foreign athletes, audience and the society. They also improve their oral English by contacting with foreign athletes, coaches and managers.

3. Research object and method

(1) Research object

Literature review method, questionnaire survey and interview method were adopted to investigate the status and influencing factors of university student volunteers taking part in large-scale sport events under the idea of sunshine sports, and investigate 500 university students who participated in voluntary service in the World University Games in Shenzhen in 2011.

(2) Research method

1. Literature review method: on the basis of review and analysis of the foreign and domestic literature relating to voluntary service, the valuable materials for this study were summarized for theoretical analysis, which provided theoretical support for practical analysis.

2. Questionnaire method: 500 questionnaires were distributed, and 486 questionnaires were collected, with the recovery rate of 97.2%. 462 questionnaires were effective, so the effective rate was 95.1%.

3. Interview method: the volunteers that participated in the World University Games in Shenzhen in 2011 were interviewed, including the motivation of volunteers, contents of primary service, and the influencing factors of services.

2. Research result analysis

(1) Composition information of university student volunteers

Through investigation analysis, the composition information of university student volunteers includes gender, education background, as shown in Table 1. It can be seen that there were 358 university student volunteers with secondary school, junior college and bachelor degree, accounting for 77.5%. 58.0% of them have the experience of volunteer, and 42.0% of them do not have the experience.

Table 1 Composition information of university student volunteers (N = 462)

project	Types of	Number of people	percentage
Gender	Male	226	48.9%
	Female	236	51.1%
Education background	College degree	136	29.4%
	Bachelor's degree	222	48.1%
	Master's degree	84	18.2%
	Doctor's degree	20	4.3%
Volunteer experience	Yes	268	58.0%
	No	194	42.0%
Politics status	Communist youth	348	75.3%
	Communist Party of	83	18.0%
	Common people	31	6.7%

(2) Motivation of university student voluntary service

Based on the interview and investigation of university student volunteers who participated in Universiade, the motivation is mainly represented as follows: the first is the sense of identity, that is, university student volunteers hope to be identified in social activities; the second is the spirit of

dedication and the spirit of serving others which are necessary for university student volunteers; the third is achievement motivation, that is, in the process of participating in sports activities, they have the achievability of realizing self-fulfillment and the expectation of going beyond themselves; the fourth is social contact, specifically, university student volunteer hope to have more opportunities to communicate with contemporaries and foreigners through large-scale sport events[6]. The fifth is others, including being able to relieve stress, being regulated by school's credits, widening their knowledge, having the sports they like, etc. The motivation of social contact accounts for the highest percentage, reaching 87.0%, followed by the spirit of dedication and serving others (79.6%), and sense of identity (74.1%).

Table 2 Motivation of university student volunteers to participate in large-scale sport event service (N = 462)

Motivation	Number	Percentage
Sense of identity	342	74.1%
Spirit of dedication and serving others	368	79.6%
Achievement motivation	215	46.5%
Social contact	402	87.0%
Others	126	27.3%

(3) Primary contents of participating in service

The primary contents of participating in service include various service position, reception, concierge, audience service, athlete service, hotel and stadium service in the Universiade Village and field of sports activities. Among these items, the most popular was to directly take part in sport events, but they did their duty well in their own positions and were able to have the spirit of dedication and altruism[7].

(4) Analysis on the influencing factors of university student volunteers participating in services

Based on investigation, the influencing factors of university student volunteers participating in service include social cultural environment and individual life experience. As for the society, the development of voluntary service makes love and culture widely spread in the society, and enables people to help mutually, which increases the communication and understanding and promotes social harmony and progress; as for volunteers, participating in voluntary service provides a platform for them to serve and make contributions to the society, and also enriches the individual life experience of volunteers, creates the opportunities to learn knowledge, enhance self-confidence and improve interpersonal communication ability. In addition, as for service object, besides bringing them sunshine, life and psychological assistance, voluntary service also can help them integrate into the society and enhance the sense of belonging.

(5) University student volunteer service guarantee system

In the personnel recruitment link, the Universiade volunteer organization will pay attention to checking the sense of social responsibility of volunteers. The voluntary feature of voluntary service determines that its members can effectively finish the job with high quality under the condition of internal motivation. The most fundamental internal motivation is the sense of social responsibility. Only a person has a strong sense of responsibility and mission, can he perform his own lofty duties as a volunteer with a few or without external incentives. Team cooperation consciousness is also one of the factors that the volunteer organization emphasizes when recruits volunteers. The object and mode of voluntary service are complex, and any individual cannot finish voluntary service task independently. Therefore, it is necessary to combine volunteers' enthusiasm and team cooperation consciousness to really well carry out voluntary service[8].

In terms of organization management, unlike for-profit organizations, voluntary service organization shows the distinct characteristics of gratuitousness and public welfare. How to introduce explicit and operable objective in voluntary service, how to distinguish the weight in the process of decision making, how to integrate non-profitable organizational objective with effective incentive mechanism, rationality of the design of volunteer organization structure, are all new topics faced by the voluntary service organization.

4. Conclusion and suggestion

(1) Conclusion

On the basis of the above investigation and analysis, the motivations of university student volunteer to participate in large-scale sport events are sense of identity, spirit of dedication and serving others, achievement motivation, social contact and others including being able to relieve stress, being regulated by school's credits, widening their knowledge, having the sports they like. The influencing factors of university student volunteer participating in large-scale sport events include social cultural environment, individual life experience, and schedule of sport events.

(2) Countermeasure and suggestion

1. Recruiting members openly, implementing registration management, and improving the management system of young volunteer organization. Young volunteer organizations do not have qualification restriction, screening and confirmation while recruiting new members, which has the following disadvantages: ① the requirement for the ability of members is ignored; ② there is no accurate positioning and reasonable evaluation of the young volunteers. Therefore, it is necessary to appropriately reform the management of the young volunteers.

2. Establishing flexible organization, enhancing training, improving the technology content of activities, and establishing standard and flexible organization. Universities' volunteer organization activities are flexible, which is manifested by time and scope of activities and flexibility of participants. As a result, according to the above features, it is necessary to establish a flexible organization management mode: to enhance training of managers to make them manage organizations with scientific methods, and to weaken the administrative management of organizations. In terms of the management structure, the organization of the Youth League should provide necessary guidance and support, reduce its interference in volunteer organizations, and make volunteer organizations to manage and develop themselves[9].

3. Establishing an incentive system, and periodically assessing, communicating and stimulating students' participating enthusiasm. It is important to establish an incentive mechanism and inspire volunteers' working enthusiasm by making them watching the opening and closing ceremony of large-scale sport event and artistic and sports performance, distributing them souvenirs, and providing necessary rest and entertainment places during working. As for the student volunteers from universities, the organization committee can negotiate with universities, officially approve the voluntary experience during the Olympic Games, reward proper credits, and issue corresponding certificates. Moreover, it is necessary to establish special volunteer funds to provide the auxiliary measures such as funds, places, legal protection and insurance for voluntary service.

Acknowledgements

School physical education research project of Shanghai Municipal Education Commission (2012):

Project Number: HJTY-2012-E02

Study on incentive management of university student volunteers in large-scale sports events--taking China Open 2012 as an example

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