

Research on the Path of Practical Education in Colleges and Universities Based on Volunteer Service of Large-scale Sports Events—Taking the 19th Asian Games as an Example

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Abstract: Volunteer service of Large-scale sports events is an important platform for colleges to carry out practical education and it plays a positive guiding role in the development of colleges and students. Taking the 19th Asian Games as an example, this paper focuses on analyzing various stages of volunteer service in large-scale sports events, including recruitment and selection, job assignment and training, guarantee, and motivation. It proposes that colleges can fully develop the educational function of volunteer service in large-scale sports events by strengthening students' ideological guidance, cultivating their comprehensive ability, perfecting system construction, and optimizing organization construction of volunteer service.

1. Introduction

On September 23, 2023, the 19th Asian Games opened in Hangzhou, Zhejiang Province, China. This sports event is the highest-level International Comprehensive Sports Event ever held in Zhejiang Province. In this sports event, a total of 46 universities participated in the volunteer service, with their students, known as "Little Blue Lotus", contributing significantly to the success of the event. Volunteer service in large-scale sports events provides an important platform for universities to practical education, which gives full play to the educational function of volunteer service, at the same time, it is also a test of the cultivation of talents in colleges and universities. How universities can enhance the service quality of competition volunteers and how universities can improve the practical education system with the help of large-scale sports events are worth discussing.

2. The Role of Large-scale Events Volunteer Service in University Practical Education

2.1 Promoting the Development of Colleges

Compared to ordinary volunteer service, large-scale sports event volunteer service has the

characteristics of diverse fields, strong professionalism, large demand for positions, and having complex process. It puts forward higher demands for the professional knowledge and comprehensive qualities of volunteers, and it's an effective test of the educational effect of colleges and universities. The process of colleges and universities participating in large-scale sports event volunteer services is also a process of continuously improving educational levels and management ability. Large-scale sports events have a large scale and wide influence, and volunteers providing high-quality volunteer service serve as effective publicity for colleges and universities, which can enhance the overall social reputation of colleges and universities, and attract more high-quality students, it also contributes to improving the employment rate of graduates and the satisfaction of employers.

2.2 Consolidating Students' Professional Skills

Before the opening of large-scale sports events, volunteers are required to pass the necessary pre-job training. In addition to general training, volunteers in different fields will receive professional skills training. These online and offline learning and training undoubtedly broaden the knowledge of volunteers. During the event, volunteers can apply their professional advantages in their positions to provide services, which is not only a test of their mastery of professional knowledge but also an important way for them to actively improve their knowledge structure and enhance their professional level. Participating in volunteer service for large-scale sports events not only helps volunteers broaden their knowledge and horizons but also helps them clarify their learning objectives, participating in volunteer service for large-scale sports events also helps volunteers to actively adapt to social needs and improve their practical ability.

2.3 Enhancing Students' Comprehensive Abilities

As a social and collective activity, Large-scale sports event volunteer activity requires volunteers to communicate and interact with people from different countries and social backgrounds. This experience can help university students overcome the introverted and timid psychology in social contact, and improve their interpersonal skills. In volunteer organizations, everyone works together towards a common goal, helping them develop teamwork and leadership skills. Faced with unfamiliar environments and setbacks, volunteers need to learn to independently analyze independently and overcome difficulties until the task is completed. This will train their environmental adaptability and frustration ability and cultivate their tenacious willpower. In emergencies, volunteers need to apply emergency knowledge or first-aid knowledge to respond to emergencies without fear, which improves their emergency handling capability and strengthens their psychological quality.

2.4 Cultivating the National Spirit of College Students

In international large-scale sports events, athletes from different countries strive for the honor of their own countries. When the national anthem is played and the national flag is raised, the strong sense of patriotism and national pride of university student volunteers can be inspired. This vivid patriotic education motivates volunteers to consciously connect their interests with the destiny of their motherland. It also inspires volunteers to pay attention to their self-behaviors in daily service to safeguard the image of the country [1]. The voluntary service of large-scale sports events has become another stage to unite the national masses, display the national image, and ignite the sense of national pride and mission [2].

2.5 Cultivating the Moral Qualities of College Students

Participating in volunteering for large-scale sports events embodies the spirit of selfless dedication, sticking to the post, mutual help and friendship, it embodies the spirit of never giving up, unity and assistance, fairness and justice. It also embodies the mission and responsibility of strengthening the motherland and building a community with a shared future for mankind. College students, through participating in volunteer service, unconsciously experience these moral qualities. The process of serving society and conveying the spirit of volunteerism is also the process of perceiving moral standards and shaping their moral system. Volunteer service in large-scale sports events prompts college students to gradually transform their external moral cognition into internal moral qualities.

2.6 Shaping the Ideals and Beliefs of College Students

College students are at a crucial stage in forming their ideals and beliefs. By participating in large-scale sports events as volunteers, students can step out of campus and engage with various social classes and groups. Participating in large-scale event volunteer service can provide education on worldviews, life philosophies, and values, as well as help college students understand social needs and increase social responsibility. It also guides college students to think about the meaning and pursuit of life from a higher perspective. As a result, they establish scientific and reasonable life ideals and firmly correct ideals and beliefs.

3. University Practical Education Based on the Volunteer Service of the 19th Asian Games

3.1 Recruitment and Selection

International comprehensive sports events, represented by the 19th Asian Games, usually involve numerous competition venues and events, and may even require multiple cities to co-host. The demand for volunteers is huge. To facilitate management, the 19th Asian Games adopted the "venue-school matching" model for volunteer coordination. This mode takes the competition venues as the center, and according to the principle of geographical proximity and professional matching, one competition venue and one or several universities cooperate to recruit, manage, and use volunteers. The recruitment process of volunteers includes planning, publicity, registration, qualification reviews, interviews, and pre-employment procedures [3]. Before the recruitment of volunteers, the organizing committee reasonably sets the position requirements according to the characteristics of the service targets and work fields, including specific job responsibilities, application conditions, and recruitment quantity. When releasing recruitment information, colleges and universities clearly state the specific service time, location, job categories and responsibilities, registration conditions, registration methods, etc., and conduct extensive publicity and mobilization through various channels. After the volunteer registration period ends, the organizing committee conducts a preliminary review of the volunteer application materials and then conducts centralized interviews in stages based on job groups. The interviews include self-introduction, foreign language proficiency, appearance, knowledge of the event and local culture, emergency response abilities, etc. For volunteers in specific positions, the professional skills interview may also be conducted. For pre-selected volunteers, the organizing committee, in conjunction with relevant security departments, conducts qualification rechecks for cases of disciplinary violations or illegal activities, ensuring that outstanding students in moral, intellectual and physical aspects are selected for volunteer service positions.

3.2 Job Placement and Training

The service categories for volunteers in large-scale sports events mainly include competition operation services, registration and certification services, hospitality and language services, arrival and departure services, ceremonial event services, audience services, media operation services, logistical support services, transportation services, official meeting services, Asian Games Village and official reception hotel services, information services, etc. After the interview and selection process, the Asian Games Organizing Committee and co-organizing universities allocate positions based on the volunteers' professional expertise, language abilities, appearance and temperament, physical fitness and overall performance to ensure a suitable match between volunteers and their assigned positions. In accordance with the requirements of the Organizing Committee that "no training, no assignment; training not qualified, no assignment," each pre-selected volunteer must complete the required courses and pass the training examination before formal employment. The training courses for the 19th Asian Games volunteers, fully combining theoretical teaching with practical exercises, include general training, venue training, on-the-job training, and practical exercises.

General training is carried out in the form of combining online and offline. Volunteers are required to study courses on volunteer service literacy, management, Asian Games comprehensive knowledge, and intensive courses. During venue-specific training, the venue staff guides volunteers to familiarize themselves with the location and functional areas of the service venues. Based on the specific positions of the volunteers, the leaders of each business area carry out targeted job training to clarify the post responsibilities, service processes, and service areas of the volunteer service. During the practical exercise phase, the Organizing Committee conducts comprehensive simulations according to the standards of the actual competition, covering all elements, time, space and processes, and conducts drills around various emergencies. The training courses are progressive, continuously improving the volunteers' service capabilities and service awareness, and enhancing the collaboration abilities of the volunteer team, laying a solid foundation for the successful implementation of the official Games services.

3.3 Guarantees and Incentives

Adequate guarantees and incentives can eliminate concerns for volunteers and stimulate their enthusiasm for event services, ensuring the smooth running of the event. The 19th Asian Games attaches great importance to the guarantees and incentives for volunteers, providing them with guarantees in terms of material, logistics and safety, as well as incentives in both spiritual and material aspects.

In terms of material guarantees, the Organizing Committee provides volunteers with the same catering as the staff during training, drills and service periods, and provides them with a set of 10 work uniforms free of charge. According to different positions, the Organizing Committee issued work certificates for volunteers with specific access rights to designated areas.

In terms of logistics support, during the training and service period, the Asian Games organizing committee arranged vehicles for university volunteers. During the Games, volunteers can also enjoy free public transportation, such as buses and subways, within specific areas of the host city with their "Asian Games pin". Universities also arrange accommodation and hot water supply for volunteers, as well as coordinate course leave in advance.

In terms of safety guarantees, to reduce the probability of risks, volunteers are required to take courses on emergency response and self-protection during the general training phase. They are required to sign a commitment letter before officially starting their duties as volunteers for the event. In addition, the subcommittee purchased personal accident insurance and third-party liability

insurance for the volunteers. The insurance coverage includes volunteer training, drills, services, and round trips related to the above arrangements. In addition, the "double tutors" of the venues and universities provide all-round guidance to volunteers, which can reduce the occurrence of safety accidents [4].

In terms of incentive measures, the Sub-Organizing Committee prepared commemorative materials "Little green boxes" for volunteers, including volunteer badges, service certificates, commemorative stamps, etc., and selected outstanding volunteers according to their performance in volunteer services. In addition, some colleges and universities identify the credits of practical courses and exempt some courses for volunteers, and carry out various advanced selection activities and publicity reports to meet the spiritual needs of volunteers. Some venues or universities organize themed activities such as birthday parties and volunteer visits to provide volunteers with more humanistic care and create a harmonious and positive working atmosphere.

4. University Practical Education Strategy Based on Large-scale Event Volunteer Service

4.1 Strengthening Ideological Guidance and Cultivating a Sense of Service

When organizing large-scale sports events, universities should strengthen the ideological guidance of students, and help them establish accurate service awareness, to truly unleash the educational function of volunteer service. Universities should consciously integrate volunteer service into ideological and political education courses, using various forms such as theoretical explanations, thematic lectures, and practical classes to help students deeply understand the spiritual connotation of volunteer service, to help them establish correct service motivation and improve service awareness. Universities should actively explore the unique highlights of volunteer service activities at each stage of the sports events, and promote volunteer activities through various online and offline channels. Universities can report typical deeds, and show the demeanor of volunteers to increase awareness of sports event volunteer service and inspire young people to learn from role models, which can create a positive campus atmosphere of volunteer service. Universities can organize various themed educational activities around large-scale sports events, create a volunteer service brand, and enhance the influence and participation of volunteer service.

4.2 Cultivating Comprehensive Abilities and Improving Service Quality

Large-scale event volunteer service is becoming increasingly professional and standardized, requiring student volunteers to have more professional knowledge and comprehensive abilities[5]. Universities should actively expand high-quality volunteering resources both on and off campus, especially by establishing regular volunteering programs based on the goal of cultivating professional talents. They should establish online and offline training platforms and invite experts from various fields to provide pre-job training for volunteers, so that students can accumulate experience and improve their abilities through daily volunteer service, and lay the foundation for participating in large-scale event volunteer service. College students themselves need to focus on accumulating professional knowledge and honing their basic skills in their daily studies, and make full use of their spare time to participate in social practice to improve their comprehensive ability.

4.3 Improving Institutional Construction and Promoting Sustainable Development

The long-term development of volunteer service education relies on scientific and sound institutional construction. Universities should take the law or standard system as the basis, combine the goal of education, and take into account the characteristics of college student volunteers to

establish the volunteer service system. The construction of a voluntary service system includes the improvement of the recruitment and selection system, training system, performance evaluation system, guarantee and incentive system, curriculum management system, information construction and so on. The recruitment and selection system has a direct impact on the overall quality of volunteer service. Colleges and universities should scientifically and reasonably set up post requirements when formulating the recruitment and selection system, improve the selection plan and review mechanism, and extensively mobilize and publicize to ensure the matching of personnel and posts. The training mechanism should combine general training with professional training, and theory with practice. According to different positions, colleges and universities should customize training programs, compile training materials, perfect curriculum platforms, and establish assessment standards. The performance evaluation system should focus on quantitative evaluation supplemented by qualitative evaluation. It should combine with manager evaluation and mass evaluation, strengthen process management, and establish reasonable and comprehensive evaluation indicators [6]. The guarantee and incentive system for event volunteer services should cover the entire stage, including safety, funding, logistics and other guarantee mechanisms, as well as motivational measures such as spiritual support and material rewards. The course management system should incorporate volunteer service into the curriculum system of ideological and political courses in colleges and universities, develop theoretical and practical course plans, allocate corresponding credits, and provide supporting textbooks and professional teaching staff. The information construction should timely update and improve the volunteer database, incorporate the complete process information of volunteer services into the system, and make the management of volunteer service more visualized and standardized.

4.4 Optimizing Organizational Construction and Improving Linkage Mechanisms

To achieve the educational function of large-scale event volunteer services, universities should fully mobilize and coordinate the efforts of all parties involved to form a strong synergy. On the one hand, colleges and universities need to establish a standardized, professional and systematic volunteer service organization management system. Colleges and universities should strengthen the construction of volunteer management teams, enhance the comprehensive ability of management teams, and improve the internal management of student volunteer organizations. On the other hand, colleges and universities should actively cooperate with the government, enterprises, and social organizations to jointly establish a platform for volunteer service practice and education. During the service period of the event, colleges and universities should cooperate closely with the organizing committee to achieve consistent educational goals. In order to ensure the reasonable division of labor, clear management, and rapid response of the management team, colleges and universities need to scientifically set up the organizational structure according to the work demands of each venue and field.

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