

The Empirical Study and Data Analysis of the Volunteer Work and Treatment in 2022 Beijing Olympic Winter Games

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Abstract:

By the methods of literature review, expert interviews and empirical analysis, this paper analyzes the process of volunteer work during the previous Olympic Winter Games and explores the best service behavior and influencing factors of the volunteers during the Olympic Winter Games. It reveals the internal relationship between the volunteer work and treatment and explores the key link of the effect of volunteer service at the winter Olympics. Thus, the paper concludes the theoretical support for the volunteer service behavior of the 2022 Beijing Olympic Winter Games, and provides reference for the implementation of volunteer work. Although the volunteer's behavior has the nature of social dedication, we should not ignore the interests behind the volunteer's behavior. Otherwise, there will be inevitably a negative impact on the volunteer's behavior. The facts also show that the comprehensive consideration of scientific management, effective training, spiritual encouragement and material assistance provided by the organizing committee for the Winter Olympic Games is an effective guarantee to ensure the safety, enthusiasm, professionalism and efficiency of volunteers. These will provide useful reference for the smooth development of voluntary service of 2022 Beijing Olympic Winter Games in China.

Keywords: Beijing 2022 Olympic Winter Games, Volunteer service, Volunteer behavior, Volunteer treatment.

I. INTRODUCTION

The modern Winter Olympics are large in scale, with a large number of participants and huge investment in manpower and material resources. It is a huge, complex and thorough system project. To some extent, it reflects the comprehensive strength and wisdom of a country. Volunteer service is one of the important parts of the work. The successful hosting of a Winter Olympics is inseparable from the fruitful work of volunteers. How to effectively achieve the effect of the volunteer service is one of the important factors for the success of any previous

Winter Olympics. Similarly, with the 2022 Beijing Winter Olympics coming soon, how to have more than 150,000 volunteers complete the voluntary service in an orderly and efficient manner is crucial in whether China can successfully host the 2022 Beijing Winter Olympics. It is also related to the running effect and national image of the 2022 Beijing Winter Olympics. Although Beijing has the experience of successfully hosting the 2008 Olympic Games, there are many differences between the Winter Olympics and the Olympics. The internal mechanism of coordinating the volunteer behavior and their treatment is the basic condition for ensuring the healthy operation of the Winter Olympics volunteers.

II. HISTORY OF THE WINTER OLMPICS AND VOLUNTEER BEHAVIOR ANALYSIS

2.1 History and Stages of Volunteer Service for the Olympic Winter Games

Volunteer service for the Winter Olympics has experienced nearly a hundred years of development and evolution, and has been continuously enriched and improved in different historical periods to develop into a modern voluntary service model [1]. Of course, the changes in this model have always been formed by the development of the Winter Olympics, social life and other factors. It is generally believed that: "A Winter Olympics volunteer is a person who makes personal and altruistic commitments to the organization in the Winter Olympics. He/she promises to do his/her best to complete the tasks assigned to him/her and does not accepting similar rewards such as money or prizes [2]. In order to grasp the behavior of volunteers in the Winter Olympics, it is necessary to learn from the history of such service. The Winter Olympics volunteer work generally go through the following stages: The first stage was from the 4th Olympic Games in 1908 to the 5th Olympic Games in 1922, in which projects in winter and summer were held at the same time, with projects in summer in majority. At this stage, the Olympic movement was in its infancy and small in scale. Volunteers mostly participated in the work anonymously. The service process or behavior of volunteers basically followed the principle of free use. The second stage was from the first Winter Olympics in Chamonix, France in 1924 to the 1970s. During this period, the Winter Olympics flourished in an all-round way, with increasingly larger scales, more projects, and better holding conditions, and was mainly sponsored by those industrialized countries with strong economic power. The field of volunteer work was also expanding. The work done by volunteers was related to various departments and sessions of the Winter Olympics organization, and set foot in some new types of work, such as social publicity, event preparation, order maintaining and player information providing, arena services, co-police work, translation services, etc. Volunteer work began to be more closely linked with the entire Winter Olympics and was more important. The volunteers worked with salaried employees in the Winter Olympics, so it would be obviously inappropriate if they continued to work in the same unpaid way. Therefore, there was a trend of volunteers receiving treatment. The third stage was from the 13th Winter Olympics in American Plessy in 1980 to the 15th Calgary Winter Olympics in 1988. This stage basically formed the model of the service. During the preparations for and the whole process of the Winter Olympics, volunteers

became not only a part of the winter Olympics, but also an important part of the entire project. They worked in various fields throughout the Winter Olympics. The fourth stage was from the 16th Winter Olympics in Albertville, France in 1992 to the 23rd Winter Olympics in Pyeongchang, South Korea in 2018. At this stage, with the growing expansion of the scale of the Winter Olympics, the improvement of the level of competition requirements, and the involvement of high-tech applications, the volunteer model had been an indispensable part of the local Winter Olympics organizing committee and human resources planning. Volunteers were particularly important during the event. They were not only the guarantee of the competition, but also the embodiment and display of the image of the country and the nation. Under this new situation, the need for volunteers also grew considerably, from the 25,000 volunteers at the 16th Winter Olympics in Albertville, France in 1992 to more than 50,000 in the 23rd Winter Olympics in Pyeongchang, South Korea in 2018[3]. In short, volunteer service has been integrated into the organizational structure of the entire Winter Olympics, and its role is self-evident.

2.2 Analysis of Volunteer Service Behavior of the Olympic Winter Games

From the perspective of the evolution, the service behaviors of volunteers in the modern Winter Olympics have these characteristics: First, the service behaviors of volunteers have been deeply integrated into the structure of the Winter Olympics. The links permeate the entire process of the Winter Olympics and have become an indispensable part. Second, the behavior and service of volunteers are becoming more and more standardized and orderly. Volunteers' goals are one of the sub-goals of the entire Winter Olympics organizational behavior. Therefore, each host country pays attention not only to the evaluation of the current effects of volunteer behaviors, but also to the normal mechanism and continuity of volunteer behavior. Third, theoretical and empirical research on the management methods and management priorities of volunteers are strengthened, and more attention is paid to the issue of volunteer treatment under the premise of ensuring the effectiveness of volunteer services, and a variety of effective measures to increase volunteerism are adopted. And depending on the social, cultural, gender and age differences of the volunteers and the nature of the work they do, the volunteers' service philosophy may vary. Nonetheless, volunteers have three distinct characteristics. The first is voluntary behavior. It is an individual's voluntary inclination, not a task or compulsion. The second is altruism, which is motivated by money or interest. The third is social contribution; that is, behavioral tendency is to make beneficial contribution to the society [4].

Volunteer work is unpaid and dedicated, and is not intended to be taken or given in return, but that does not mean that benefits should not be obtained. This kind of benefit is more of spiritual benefit. Through the participation of volunteers, we should achieve a win-win situation for both sides. Volunteers serve the Winter Olympics and contribute to the organization of the Winter Olympics. At the same time, volunteers gain valuable social experience and senses of honor by participating in the event.

III. ANALYSIS OF THE TREATMENT OF VOLUNTEERS IN THE WINTER OLYMPICS

With the development of the times, the treatment of volunteers in the Winter Olympics deserves more and more attention, which is a recognition of volunteer work, as well as the appreciation and humanistic care of the Winter Olympics organizing committee and the society to volunteers. The treatment of volunteers is mainly reflected in the satisfaction of the volunteers' spiritual realm and the appropriate material encouragement provided by the Winter Olympics organizing committee. The treatment of volunteers includes material and spiritual aspects.

3.1 Meeting the Spiritual Needs of Volunteers

3.1.1 Attaching Great Importance to the Personal Safety of Volunteers and Unified Arrangement of Personal Safety Insurance

The Organizing Committee of the Winter Olympics should attach great importance to the personal safety of volunteers, pay attention to the basic safety of volunteers, and purchase personal safety insurance for volunteers. There are many volunteer service positions in the Winter Olympics, especially many outdoor jobs that are dangerous. This inevitably requires the Winter Olympics Organizing Committee to pay attention to the personal safety of volunteers, so that every volunteer can be assured and therefore free of safety concerns during the volunteer service process.

3.1.2 Providing Free Professional Training to Improve Volunteer Service Level and Enhance Comprehensive Quality

Once the recruitment of volunteers for the Beijing Winter Olympics was launched, Beijing's real-name registered volunteers exceeded 4.137 million, and there were more than 61,000 registered volunteer groups. After layers of selection, more than 150,000 people are able to realize their dreams [5]. The Beijing Winter Olympics Organizing Committee has set up a dedicated volunteer work department to provide targeted training to volunteers in corresponding positions. In total, the Beijing Winter Olympics will provide volunteers with more than 1.5 million hours of professional training. It will take distance education and face-to-face training to provide professional training for volunteers, which are specifically divided into three categories: general training, professional training and on-the-job training. Through training the overall quality of the Winter Olympics volunteers will be improved, laying a good foundation for their service in the Beijing Winter Olympics. The Beijing Winter Olympics especially emphasizes the concept of humanistic winter sports, green winter sports, and technological winter sports [6]. Training on etiquette, reception, translation, guidance, venue services, medical treatment, health and other positions will greatly improve the overall quality of volunteers, stimulate their interest in winter sports, and increase their awareness of participation, which will have a major impact on their lives.

3.1.3 Strengthening Management and Stimulating Volunteers' Enthusiasm

If there is no scientific management of volunteers, it will inevitably affect the work

efficiency and enthusiasm of volunteers. The experience of volunteer management in previous Winter Olympics showed the importance of management. Comparing the 22nd Sochi Winter Olympics with the 23rd Pyeongchang Winter Olympics, the former has a certain degree of insufficiency in the management of volunteers. Some departments were not meticulous enough in their work, and there was not enough coordination between departments, which brought a lot of inconvenience to volunteers and affected their efficiency. As for the 23rd Pyeongchang Winter Olympics, the organizing committee made adequate preparations for volunteers, and the pre-job training was highly targeted. During the Winter Olympics, the organizers coordinated and distributed scientifically, which fully mobilized the enthusiasm of volunteers and gave full play to the potential of volunteers.

3.1.4 Paying Attention to the Humanistic Care for Volunteers

To value the spiritual care of volunteers is to value volunteer work, to manage volunteers and paid staff in the same way, to show respect for volunteers, and to allow volunteers and paid staff alike to be rewarded for their work. Volunteer service for the Winter Olympics, especially outdoor work, is really hard. The working environment is challenging and dangerous. The work is voluntary and the purpose is socially dedicated, so the volunteers deserve to be respected and cared for by society and the organization. These volunteers give up the opportunity to rest at home and devote themselves to volunteer service [7]. Therefore, attaching importance to their spiritual care is the respect of the whole society.

3.1.5 Promoting the Advanced Deeds of Volunteers through the Media

Through radio, television, internet, newspapers and other propaganda media, the advanced deeds of volunteers in volunteer service should be reported so that more people can know and understand the volunteer service. Also, volunteers can get a sense of achievement and realize the social value of their work. This further reflects the value of volunteers.

3.1.6 Attaching Importance to the Selection of Volunteers and Establishing a Voluntary Service Awarding System

All groups, universities, and social organizations should actively support and encourage their personnel to participate in voluntary service work, and regard volunteer service for the Winter Olympics as an important social work and include it in their personal assessments and evaluations. The Winter Olympics organizing committee can honor the volunteers for being "Top Ten Volunteers for the 2022 Beijing Winter Olympics"; "Beijing Winter Olympics Volunteer Service Model", "Beijing Winter Olympics Volunteer Service Advanced Individual" and other honors.

3.2 Providing Appropriate Material Support

3.2.1 Special Treatment for the Winter Olympics

The volunteer project department of the Winter Olympics organizing committee should establish a management and service system for the volunteers as other staff members of the Winter Olympics. Volunteers will be treated equally in terms of benefits, and will be provided with material incentives such as free training, study trips, study tours and work allowances

provided by the organizing committee. Volunteers should also enjoy preferential or free treatment when purchasing Winter Olympic products, souvenirs and other resources and services.

3.2.2 Providing Necessary Items

The 2022 Winter Olympics will be held in severe winter season, the outdoor weather is very cold and windy. In addition to providing volunteers with necessary cold-proof clothing, the organizing committee must also provide volunteers with some anti-frostbite items. This reflects the care of the organizing committee for volunteers. The organizing committee can appropriately issue some post subsidies according to the situation of each post.

3.2.3 Providing Appropriate Material Rewards

Volunteers make a significant contribution to the smooth running of the Winter Olympics, working alongside the Winter Olympics staff. In some positions of the Winter Olympic Games, volunteers act as the backbone, and their work also has a high degree of professionalism and professional skills. The Organizing Committee should provide volunteers with the necessary material resources according to their different positions and the specific conditions of their positions.

IV. ANALYSIS OF BEIJING WINTER OLYMPICS VOLUNTEER IN 2022

4.1 Olympic Winter Games Volunteer Service Planning

The Beijing Winter Olympics volunteer activities include four parts: "Welcoming the Winter Olympics" volunteer project, the pre-volunteer project of the Winter Olympics organizing committee, the Winter Olympic Games volunteer project, the Paralympic Games volunteer project.

4.2 Scale of Olympic Winter Games Volunteer Service

Volunteers are the largest working group for the Winter Olympics, with more people than the total of athletes, coaches, journalists, officials, etc. Han Zirong, secretary-general of Beijing Organizing Committee for the 2022 Olympic and Paralympic Winter Games, said in his speech that volunteer work is an important part of Olympic preparations. According to reports, the Beijing Olympic Games volunteer service has left a strong mark in the history of Olympic volunteer service, forming a distinctive "Beijing experience." She said that in order to successfully host the Beijing Winter Olympics, we must learn from the practice and experience of volunteering for the Beijing Olympics, and do a good job of volunteering for the Beijing Winter Olympics with high standards [8].

Liu Jianbo, Director of the Youth Volunteer Action Guidance Center of the Communist Youth League of Beijing, said at a meeting that he would further complete the overall planning. "Regulations for Volunteer Service and other basic documents are being drafted." Liu Jianbo said that the next step will be to strengthen the construction of information and build the Winter Olympics volunteer recruitment management information system. It is planned to use information technology to recruit, train, guarantee, manage, award volunteers in a meticulous

manner.

According to the "Beijing Winter Olympics Volunteer Action Plan", 150,000 volunteers will provide services for the 2022 Winter Olympics and Paralympics. Among them, there are 100,000 volunteers for the Winter Olympics and 50,000 volunteers for the Paralympics. The volunteer service involves reception, translation, transportation, ensuring safety and security, providing medical and health service and audience guidance, advancing item distribution, communication and giving support to competition organization, venue operation, news operation and cultural event organization, etc.

4.3 Significance of Volunteer Service for the Winter Olympics

4.3.1 Affecting the Success or Failure of the Winter Olympics

The service quality and work efficiency of the Winter Olympics volunteers directly reflect a country's ability of planning and organizing. As a world-wide super sports and cultural event, the Winter Olympics involves all aspects of work and reflects the comprehensive strength of a country. Without a strong team of volunteers, the modern Winter Olympics would not be able to carry out a series of activities. The large amount of work done by volunteers for the Winter Olympics can effectively supplement the insufficient strength of market mechanism and government mechanism during the Winter Olympics.

4.3.2 Showing the Charm of National Culture

The 2022 Beijing Winter Olympics and the Paralympics will require a total of 150,000 volunteers, of which the main body is in universities. College students and professionals with good cultural education can better demonstrate the charm of our culture. Volunteers for the Winter Olympics also represent the public image of the host country and reflect the country's national style.

4.3.3 Affecting the Morality and Etiquette of the Society

The Winter Olympics is a grand sports and cultural event for people all over the world. The cultures and etiquette of different countries collide and blend here, which will also promote the construction of China's modern civilization.

4.3.4 Conducive to Improving the Communication Ability of College Students

The main body of volunteers for the 2022 Beijing-Zhangjiakou Winter Olympics are college students. The hosting of the Winter Olympics is not only a competition of sports around the world, but also the spread of the Olympic spirit and the promotion of the Winter Olympics that can let people all over the world have the opportunity to understand the Winter Olympics, understand the cultures of various countries, broaden their global perspectives, and deepen their understanding of the world from a cross-cultural perspective. The Olympic Games has always contained rich ideas, culture and moral concepts.

4.4 Guarantee Conditions for Volunteer Service

In order to ensure the smooth development of the volunteer promotion, recruitment, training, management, and motivation for the 2022 Beijing Winter Olympics, the Winter Olympics organizing committee should focus on the policies, mechanisms, systems, and

organization management of volunteer work. They should focus on work, fully integrate resources, clarify policies, refine projects, establish effective mechanisms, build a reasonable organization system, improve collaboration systems, and ensure the smooth progress of recruitment, in order to make certain that the Winter Olympics volunteer service is professional, efficient and formalized.

V. CONCLUSION

The Winter Olympics volunteer model has been widely recognized and accepted in the history of the Winter Olympics, especially in modern times. The Winter Olympics volunteer service concept and service practice model nowadays have been continuously enriched, showing good practical and social effects. However, with the maturation of the market concept, there is obviously an intrinsic relation between the volunteer service and the treatment. While paying attention to volunteer behavior, the organizing committee must also pay attention to volunteer treatment both in spiritual and material aspects. In order to ensure the best results of volunteer work in the 2022 Beijing Winter Olympics, it is necessary to face up to the arrangement and guarantee of volunteer treatment. This not only reflects the selfless virtue of volunteers for the Winter Olympic Games, but also helps the volunteers realize the value of labor.

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