The intention of volunteer activities at Tokyo 2020 Olympic and Paralympic Games and past volunteer experiences

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INTRODUCTION

- Japan will host the Tokyo Olympic & Paralympic Games (TOPG) in 2020.
- Having many volunteers is necessary to host such a mega sport event. (e.g. 70,000 volunteers in 2012 London)

The **purpose of this study** was to examine the relationship between the intention of volunteer activities at TOPG and the experience of volunteer activities (i.e., event- and club-based activities).

Research Question

Does the impact of volunteer experiences on TOPG volunteering intentions differ across types of volunteer activities?

LIT.REVIEW

- Volunteers are necessary to host big events (Yamaguchi, 1998).
- Volunteers' attitudes differed depending on their roles (i.e., managing vs on-site staff) (Kitamura et al, 2005).
- Coaching volunteers appear to join community sport clubs (Takekuma, 1997).

METHOD

The 2014 Sasakawa Sports Foundation National Sports-Life Survey

- Japanese people (20 years-old +)
- N = 2,000
- Drop-off questionnaire survey
- Multiple regression analyses (IVs: Past Experiences, DVs: Intention)

RESULTS

TABLE 1: Numbers and proportions of volunteer experiences (event- & club-based)

	No n (%)	Yes n (%)
Event-Based		
E-a) Reception & Guide	1.915 (96.0)	80 (4.0)
E-b) Preparing Food & Drink	1.905 (95.5)	89 (4.5)
E-c) Organizing Event Sites	1.846 (92.5)	150 (7.5)
E-d) Traffic Control	1.945 (97.5)	49 (2.5)
Club-Based		
C-a) Picking-Up/Dropping-Off	1.813 (90.9)	182 (9.1)
C-b) Preparing Food & Drink	1.877 (94.1)	117 (5.9)
C-c) Reservation & Arrangements	1.906 (95.7)	86 (4.3)
C-d) Assisting Coaches & Referees	1.892 (95.1)	98 (4.9)
C-e) Managing Events	1.904 (95.6)	87 (4.4)
C-f) Organizing Sites & Administrative Work	1.801 (90.4)	191 (9.6)
C-g) Promotion (Internet, Advertising)	1.964 (98.6)	28 (1.4)

Participants' intention for the Olympics (M = 1.57 , SD = 0.79)
Participants' intention for the Paralympics (M = 1.53 , SD = 0.74)
(Participants answered by using a 4-point scale [4 = Extremely, 1 = Not at All])

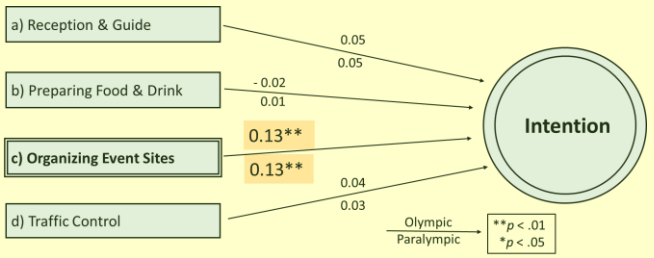

FIGURE1: Results of Multiple Regression Analyses (Event-Based)

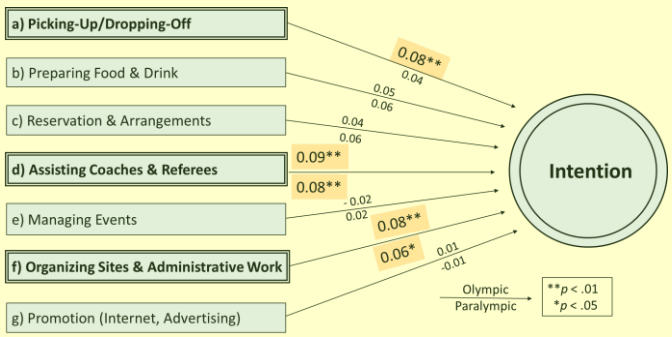

FIGURE2: Results of Multiple Regression Analyses (Club-Based)

DISCUSSION

▶Event-Based

Only "Organizing Event Sites" was positively related to the intentions, because:

- **The responsibilities accompanied by this activity wouldn't be too much for volunteers.**

▶Club-Based

"Assisting Coaches & Referees" and "Organizing Sites & Administrative Work" were positively related to both Olympic and Paralympic intentions, because:

- **Both are easy to imagine for people by having similar experiences at their clubs (Takekuma, 1997).**

"Picking-Up/Dropping-Off" was positively related to the Paralympic intention, because:

- **Knowledge and skills are necessarily for Paralympic volunteering (Oyama, 2011; Tani, 2003).**
- **It is hard for people to learn knowledge and skills at their clubs.**

CONCLUSION

The impact of past volunteer experiences on TOPG volunteering intentions differs across types of volunteer activities.

The volunteer recruitment process for TOPG will be more efficient and successful.