

Research on Career Adaptation and Promotion of Sports Western Plan Volunteers in Xi'an from the Perspective of Empowerment Theory

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Abstract: With the continuous growth of the volunteer team for the Western Plan in sports, their psychological state and career development effectiveness have become one of the focuses of attention. After conducting research on sports volunteers from universities in Xi'an participating in the Western Plan, this article analyzes the current situation and existing problems of sports volunteers in the Western Plan. From the perspective of empowerment theory, strategic research is conducted on the career adaptation and promotion of sports volunteers, and corresponding measures are proposed at the levels of social support and personal improvement.

Keywords: Empowerment Theory; Xi'an Sports Volunteers; Western Plan; Volunteer Service; Career Adaptation and Promotion.

1. Introduction

In recent years, the establishment of the volunteer system is to make up for the lack of government support for society. In the process of China's move towards becoming a sports powerhouse, it is difficult for the government to fully meet the human and material resources required by the masses for sports exercise. The emergence of sports volunteers will greatly alleviate the pressure on the government to develop national fitness, effectively promote and improve the atmosphere and level of mass sports exercise. The identity, quality, and service level of the social sports volunteer group will play an important role in promoting the physical health of the general public.

The "College Student Volunteer Service Western Plan" is based on the basic national conditions of China, where the population and economy in the western region are lagging behind those in the eastern region. It combines factors such as the Western Development Strategy and the difficulty of employment for college students brought about by the expansion of university enrollment, and proposes unique volunteer service activities and flexible employment policies. The Western Plan for College Student Volunteer Service is aimed at recruiting full-time college graduates, undergraduate graduates, or current graduate students. As a special group of young people, these young people have a high level of quality and a good sense of responsibility and mission.

2. Feasibility of Professional Adaptation for Sports Western Plan Volunteers from the Perspective of Empowerment Theory

(1) Introduction to Empowerment Theory

In recent years, with the rapid development of the Chinese economy, some social issues have gradually become prominent. The theory of empowerment has been applied to various aspects such as social organization management, volunteer social work, and community governance. The Empowerment Theory, also known as the theory of

empowerment, charging, and empowerment, was first proposed by American scholar Barbara Solomon in 1976. Since the 1990s, this theory has been one of the important guiding theories in social work and other practical fields. Empowerment refers to enhancing individuals' abilities and awareness of power through external intervention, in order to weaken their sense of powerlessness and thereby increase social participation. It is a dynamic and multi-level conceptual system, which is mainly reflected in three aspects: firstly, macro level improvement of policies, regulations, and systems to safeguard the basic rights and interests of vulnerable groups; The second is to improve the service efficiency of social organizations and management institutions at the meso level, as well as increase the participation and satisfaction of vulnerable groups; The third is to enhance the sense of rights and self-efficacy of vulnerable groups at the micro level (2). The corresponding modes include individual active mode, which enhances the subjective initiative of individuals to enhance their own abilities, in order to tap or stimulate their potential; External force push mode, which promotes individual empowerment through external forces and achieves sustained empowerment through the combined action of internal and external forces.

(2) The current situation of professional adaptation of sports volunteers in the Western Plan

The development of sports volunteers in our country took the 2008 Beijing Olympics as a turning point. At the Beijing Olympics, volunteers moved the world and made irreplaceable contributions to the successful hosting of the 2008 Olympics. Sports volunteers quickly rose in our country. However, overall, the development of sports volunteers in China is still in its infancy, and there is still a significant gap between it and the needs of the development of China's sports industry. The development of sports volunteers in China began in the 1990s. During the 11th Asian Games in 1990, the Beijing Youth League Committee organized a volunteer service team of 200000 people, providing a large amount of volunteer service for this Asian Games. Subsequently, there were a large number of sports volunteers participating in the 7th National Games in 1993, the 6th Far East and South

Pacific Para Games in 1994, and the 8th National Games in 1997. Sports volunteers, like sports management personnel and social sports instructors, are an important part of China's mass sports human resources. In China, the main body of sports volunteers is no longer just college students and various system employees, but has expanded to the entire youth group; the professionalism of volunteer services is becoming stronger; volunteer service areas have also developed from urban communities to the entire urban construction, and gradually spread to rural areas. To carry out mass fitness, we cannot do without the scientific and effective guidance of social sports instructors. However, relying solely on social sports instructors is far from enough to meet the needs of the development of mass sports in China. Vigorously developing China's sports volunteer team is particularly important in a country with a large population, weak foundation in mass sports, uneven development, and low overall level.

In addition, China has not yet formed a good social environment for volunteer service, and the awareness of proactive volunteer service is still weak. There is a certain deviation in the understanding of the spirit of volunteerism in society, and the quantity and quality of volunteer service need to be further improved. Statistics show that the participation rate of volunteer services in China is only 1%, while in developed countries it has already reached 15%. Moreover, the average annual service time of volunteers in China is only 10% of that in developed countries, indicating that volunteer activities in China are still at a relatively low level. The implementation of the strategy of building a strong sports nation, the realization of the goals outlined in the National Fitness Program, the implementation and protection of citizens' sports rights, and the transformation of sports development methods all rely on the support of sports volunteers. It can even be said that sports volunteers will be an indispensable part of the development of China's sports industry, and will play an increasingly important role in the development of China's sports industry. In the current critical period of sports reform, developing sports volunteers, constructing sports volunteer organizations, improving the service system of mass sports, and promoting the equal development of sports public services all play a very important role in promoting the development of mass sports in China.

Research on sports volunteers generally focuses on economically developed countries such as Western Europe, where the development of sports volunteers is relatively mature. These countries regard sports volunteers as an important force in promoting the development of their own sports, and vigorously support mass sports volunteer teams in policies and specific practices. After years of development, some countries have already established a large number of sports volunteer teams. In the UK, there are over 1.5 million sports volunteers who volunteer for more than 100 hours per person per year, creating an economic value of over 1 billion pounds annually; In Germany, sports for all is carried out with sports clubs all over the country as the main body. The German Sports Federation alone has nearly 90000 subordinate registered clubs, and more than 30% of Germans are members of the club. Most of the sports related training activities carried out in the club are undertaken by volunteers, and social members can participate free of charge. The economic value created by these training services is up to DM 3 billion every year. In addition, the daily management and

operation of the club also rely on a large number of member volunteers, with over 2.5-million-member volunteers. In the United States, as early as 1994, there were over 20 million community sports volunteers; In Australia, there is a large sports population and about 1.6 million sports volunteers. After the 27th Sydney Olympics in 2000, the construction of sports facilities in Australia has made great progress, and the sports environment has also been optimized. At the 28th Athens Olympic Games in 2004, over 160000 volunteers from various countries actively served, creating a grand event for global athletes.

Overall, the theoretical research on sports volunteer service in China is gradually improving, but it still faces problems of systematic lack and insufficient localization in China. Therefore, based on the background of the new era, this article explores the connotation elements of sports volunteer service in the new era, analyzes the development difficulties, bottlenecks, and blind spots, and proposes effective solutions to improve the efficiency of sports volunteer service in China, expand the size of the service team, promote the sustained and high-quality development of sports volunteer service, and help build a strong sports and cultural country.

3. The Practical Needs of Sports Volunteer Services

(1) Volunteer service for large-scale events is a necessity for the development of competitive sports

As a fundamental and necessary condition for the development of competitive sports, the success or failure of a sports event directly affects the development of competitive sports. At the same time, as a special event that provides competition products and related service products, it has become an important standard for measuring the governing level, decision-making ability, and comprehensive quality of citizens in the host city.

Strong volunteer service capabilities are the fundamental support for hosting large-scale events. Volunteers provide translation, promotion, reception, consultation, order maintenance, liaison, competition liaison, security and other services for the conference, while vigorously promoting the host city and showcasing its charm and image. Volunteers are indispensable in the holding and hosting of large-scale competitive sports events in China.

The outstanding performance of volunteers for the Beijing Olympic Games has further improved the level of selection, training, recruitment, training and management, as well as standardization of volunteers for large-scale events. At the same time, it has also set higher standards for the various requirements of volunteers in future large-scale events. In the context of a sports powerhouse, China's competitive sports will further move towards professionalization and marketization, which means that the number and scale of large-scale sports events will increase further. In addition, our country's comprehensive national strength and civilization level will further improve, and the demand for sports volunteers to serve large-scale events in terms of quantity and quality will further increase.

(2) Continuous development of national fitness volunteer service

To mobilize social forces to widely carry out national fitness volunteer service activities, form a national fitness volunteer service team with social sports instructors as the main body, and with the participation of outstanding athletes,

coaches, sports technology workers, sports teachers, sports majors, and enthusiastic individuals from society, establish a national fitness volunteer service work system and organizational system. In 2022, the Human Resources Development Center of the General Administration of Sport of China adopted mobilization, support, and funding methods, with the theme of "National Fitness Volunteer Together", mobilizing 15 volunteer service organizations or institutions to actively open in 15 communities in 12 provinces, regions, and municipalities

The exploratory work of community national fitness volunteer service has been carried out, further deepening the concept of "sports are life, fitness is health". Relying on the National Fitness Guidance Station, Jinhe Town, Saihan District, Hohhot City, Inner Mongolia Autonomous Region has established national fitness stations in 34 administrative villages throughout the town. Excellent social sports instructors have been used to provide teaching and training for fitness backbone in townships and administrative villages, cultivating more than 70 social sports instructors, promoting the integrated development of "agriculture, culture, tourism, and sports", and improving farmers' fitness awareness; Gaotai County, Zhangye City, Gansu Province has also actively responded to the national "National Fitness Volunteer Companion" service project and established a new era civilization practice center sports and fitness volunteer service leadership group led by the main person in charge. Under its leadership, the number of people participating in sports exercise has been increasing year by year, with 710 sports and fitness volunteers in the county, of which 90% are skilled volunteers.

(3) The need to improve the overall level of volunteer service and the level of regional civilization

The successful hosting of large-scale competitions cannot be separated from excellent volunteer service teams. After the entire competition, it will bring rich and valuable historical and cultural heritage to the organizers, both in material form and, most importantly, in spiritual aspect. The volunteer team and the spirit of "unity, friendship, mutual assistance, and progress" in the volunteer service of the competition have greatly promoted the construction of the volunteer service system and the informationization of volunteer service, and greatly enhanced the scientific level of volunteer service management. This is a valuable asset that combines spiritual and material aspects, and an effective way to improve the overall level of volunteer service.

By establishing a large-scale event volunteer service team and providing volunteer services, the formation and growth of civic awareness are promoted, the cohesion and centripetal force of urban citizens are enhanced, and tangible and intangible social capital is enriched. Volunteer service, as a manifestation of the advancement of urban modernization, has a profound reflection on the political, economic, cultural, and social development of large-scale competition venues during the competition period. At the same time, volunteer service goes beyond volunteer service itself and is closely linked to society, history, and culture, effectively enhancing the civilization level of the event venue.

(4) Meeting the needs of enriching social management innovation construction

The establishment of social capital is generally operated by the government, and the emergence of volunteer service in large-scale competitions has become another effective carrier for fulfilling the function of building social capital. Through

volunteer service in large-scale competitions, the relationships and functions between the state, society, cities, communities, and individuals have been re evaluated. The renewed understanding of relationships and functions has led to a higher level of trust and civilization among people. At the same time, the volunteer community constitutes a connected social capital, which vertically connects the country, society, cities, communities, and individuals to form a social network of "unity, friendship, mutual assistance, and progress" among different groups, and initiates positive social activities to accumulate social capital, enhance social cohesion, create economic wealth, and promote social development and progress. During the Guangzhou Asian Games, volunteers from all walks of life and groups established a common sense of volunteer service, accumulating social capital from individuals, communities, society, and the entire city of Guangzhou. Volunteers for the Asian Games are recruited from within Guangzhou, outside the city, and even from Hong Kong, Macau, and Taiwan. Volunteers from various regions participate in social and community development through volunteer service, rebuilding new social bonds and enhancing connectivity with social capital, forming a united force to realize personal and social values, and achieving self-identity and mutual recognition in the process. This process has changed the lifestyle and values of volunteers, and the citizens of Guangzhou have strengthened the internal cohesion of Guangzhou as a community, greatly enriching social capital.

4. Career Adaptation and Promotion Strategies for Sports Western Plan Volunteers from the Perspective of Empowerment Theory

(1) The government attaches great importance to promoting the informatization construction, battlefield construction, and independent capacity building of sports volunteer organization service platforms

The development of social sports is of great significance, and the development of volunteers is an important part of it. The sports administrative department should actively promote the informatization construction of the sports volunteer organization service platform, integrate multiple resources, achieve good resource and information sharing, establish and improve sports volunteer organizations, improve laws and regulations, create a good social atmosphere, and promote the development of sports volunteer services.

(2) Establish a linkage mechanism and carry out social sports volunteer services in a project-based manner

Drawing on the experience of developing volunteers for large-scale events and sports volunteers in developed countries, with a focus on volunteers for large-scale events, relying on their training advantages, summarizing their management experience, improving their incentive mechanisms, and maintaining a high proportion of event volunteers, the three work together and complement each other's strengths, making them an inexhaustible source of strength for social and university sports volunteer services.

(3) Widely mobilize sports talents, actively collaborate with schools and society to improve the development level of sports volunteers

Give full play to the advantages of talent, education, and scientific research in universities, encourage students to step out of school and serve social sports, achieve the connection

between university sports talents and social sports, and establish a long-term mechanism to actively promote the sustainable development of sports volunteer service talents through the linkage between schools and society.

Utilize the 'backup' advantage of volunteer families. The direct reason why most volunteers give up the Western Plan comes from the lack of support from their families, so strengthening positive support from families is particularly important. Strengthen the positive awareness of volunteer families towards the Western Plan, respect the future plans of volunteers themselves, and support and encourage volunteers to engage in volunteer services; (2) Strengthen school tutoring work. While providing necessary safeguard measures, targeted psychological counseling should be provided to volunteers of the Western Plan to cultivate their correct motivation for volunteer service. When they establish a correct understanding of the Western Plan, they can build their own good psychological foundation and avoid negative psychology caused by cognitive errors. Through psychological counseling, the overall psychological quality of volunteers is strengthened, their sense of belief and mission is enhanced, and their resilience and willpower are strengthened. When encountering problems during volunteer service, listen to their experiences and feelings, help them solve psychological confusion caused by volunteer service, reduce psychological pressure, enhance their psychological adaptability to various environmental changes, and prevent and improve the occurrence of negative psychology.

(4) Youth sports volunteer service as a new force for the development of "sunshine sports"

Integrating more social resources and gathering more social forces, making youth sports volunteer service a new force to improve their physical fitness. Strive to enhance the sense of mission and responsibility of contemporary youth. Volunteers should have a correct understanding of the impact their behavior has on society and consciously build a good volunteer image; Enhance willpower and resilience. Volunteers should consciously and firmly fulfill their responsibilities and do a good job in volunteer service. Consciously cultivate one's ability to withstand pressure and face external pressure and interference with a positive mindset; Properly manage interpersonal relationships and enhance psychological tolerance. Volunteers can understand and collaborate with colleagues and partners in a new environment, and good interpersonal relationships can reduce the psychological confusion caused by loneliness, making volunteer service work more efficient.

5. Conclusion

Empowerment is the process of enhancing the participation awareness and social identity of individuals through intervention measures, while ensuring their basic rights and interests, in order to demonstrate social value. In the new situation, the goal of social construction is to build a harmonious society. Volunteer service, as an effective way, has played a huge role in promoting the harmonious development of society. The natural diversity of the volunteer community is formed according to the situation, including the diversification of stakeholders, values, and other factors. Building a harmonious society is not simply about creating

diversity, but about creating a relaxed, safe, and equal space for survival and dialogue for diversity. Due to the large volunteer team, both as service recipients and recipients, a shared sense of social participation has been formed, and the shared value recognition has promoted the behavior of joint participation. As a shared experience, a diverse team of sports volunteers has formed inclusiveness, built harmony, promoted the development and cooperation of social organizations, facilitated the coexistence of multiple stakeholders and the development of implementation paths, played a carrier role in the construction of a diverse coexistence space, resolved many social contradictions and negative social norms, and promoted the widespread dissemination of the spirit of harmony in the process of volunteer service. The Western Plan Volunteer System has established a sound system and effectively improved the overall quality of citizens, making every citizen feel a sense of ownership. Modern citizens are the objects and subjects of social management innovation. The participation of college students in the "Western Plan" volunteer service and the development of volunteer service work have effectively met the needs of social management innovation and construction.

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