

Analysis Of Participation Motivations Of Volunteers In Universiade 2011 Erzurum Winter Games*

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Özet

Gönüllülük, bir organizasyonun temelinde var olan ve organizasyonun başarısını etkileyen önemli bir unsurdur. Türkiye’de ilk olma özelliği taşıyan Universiade 2011 Erzurum Kış Oyunları’nda yer alan gönüllü çalışanlarını söz konusu fedakârlığa iten faktörleri ve onların beklentilerini analiz etmek amaçlanmıştır. Araştırmamızın modeli Tanımlayıcı Araştırma Modeli olarak belirlenip, veriler anket yöntemi ile toplanmıştır.

Anketteki tüm sorulara ve ölçekteki önermelere verilen cevaplara ait frekans ve yüzde dağılımları hesaplanmış, bu dağılımlar tablo ve grafiklerle gösterilmiştir. Çalışma sonucunda, benzer bir organizasyonda yer alan katılımcıların 2011 Kış Üniversite Oyunları’ndaki motivasyonlarına ilişkin önermelere katılım düzeyi ortalama puanları arasında büyük farklılık olduğu, benzer görevde yer alanların bu konu üzerinde motivasyonlarının daha yüksek olduğu ortaya çıkmıştır.

Anahtar Kelimeler: Uluslararası Üniversite Sporları Federasyonu, Gönüllülük, Motivasyon.

Abstract

Volunteerism is the most important element existing based on an organization and affecting the success of the organization. In this study, it is aimed at analyzing the factors that drive the volunteers who participated in the 2011 Winter Universiade in Erzurum, which is a first, to the mentioned sacrifice. The model of the research is determined as a Descriptive Research Model, and the data is collected through the survey method.

Frequency and percentage distributions concerning the answers given to all the questions in the survey and statements in the scale have been calculated, and these distributions have been shown by tables and graphs. As the result of the study, it has been defined that there are significant differences between the average points of volunteers who participated in a similar organization before regarding the acceptance of the statements concerning their motivations in 2011 Winter Universiade in Erzurum; and that the motivation level of who had participated in a similar organization before is higher.

Keywords: International University Sports Federation, Volunteerism, Motivation.

1. Introduction

Sports and sports events furnish a significant source of voluntary participants, for a large mass, especially for young people. The aim of this study is to determine the characteristics of students and talented people, their voluntary behaviors and the results of these behaviors for sports event organizers.

Determining the motivational factors that lead individuals to volunteer constitutes an important field of study with respect to planning of management strategies sports events and preparing new strategies thereof. When a volunteer clearly sees an event's philosophy in writing and understands it, its motivation to volunteer will increase.

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Voluntary participation, which has an important place in the development of social sports culture, will contribute to the successful management of many sports events.

The satisfaction of the audience and the contestants participating in the event is directly proportional to the fulfillment of their needs, expectations and satisfaction of the volunteers. Therefore, the analysis of the needs, expectations and motivation of the volunteers at Universiade 2011 Erzurum Winter Games can be considered as one of the basic data for the success of the volunteer management to be implemented before the various sporting events in our country.

2. Volunteerism in Sport Events

Sports events can be defined as events that have economic impacts in which the mobility of the audience and participants are involved, and which are carried out in a limited period and have a generally intensive media interest (European Conference of Ministers of Transport-ECMT, 2003: 3).

In sports events which hosts one or more events and bring together different branches; activities are planned, organized and performed according to demand from the very beginning. In recent years, voluntary participation in sports events has increased in different areas. Mostly, the shortage of people working in international sports events has caused professional sports managers to search for alternatives. According to the needs of the events, the managers assign volunteers to the required positions in the event based on interviews between volunteers and managers or volunteers and voluntary institutions. The concept of volunteerism in sport is experienced in different conditions and platforms. In international sports and Olympic Games, volunteers are now as active as professional staff. For all kinds of sports activities around us, voluntary participation can be achieved (Fernandez and Reguena, 1999: 2-5).



Figure 1. Benefits of Volunteering

Volunteerism according to Figure 1; helping to develop the social characteristics of individuals; make them to acquire new skills and support their creativity. It allows public officials to gain experience to recognize themselves by adding value to their careers. Volunteerism is very important in the organization. The organisation that increases the motivation of the volunteer should continue because the satisfaction of the audience and the participants in the event is directly proportional to the needs and expectations of the volunteers (Guzel et al., 2015: 85).

Kay and Bradbury (2009) analyze the capacity of young volunteers to contribute to the development of social capital. Volunteerism is seen as an important element of the strategy to promote individual and collective citizenship and promote social participation, especially among young people. They stated that sports volunteers could "act" as a mechanism to promote human capital and promote practical and intellectual commitment beyond the idea of social capital (Kay and Bradbury, 2009: 121-140).

Volunteer coaches also do great things that are often unnoticed in society. It is the job of past, present and future volunteers to carry out youth sports events efficiently. Sports is providing a way to learn social responsibilities, leadership skills and life confidence rather than talking about a healthy lifestyle that is closely related to physical

activity and sports (Eley, D. & Kirk, 2002: 151-166). Without the volunteers, youth sports are very difficult to organize. The supportive role of volunteerism in sports events cannot be denied.

The work and operation of youth sports foundations are different. One of the similar points is that they all face the same problems as the volunteers. Key topics of concern include budget, marketing, voluntary recruitment and maintenance, and fundraising. These concerns are the recruitment and maintenance of volunteers (regular participation) (Bouchet and Lehe, 2010: 21).

3. Universiade 2011 Erzurum Event

25. Winter Universiade Games was held in Erzurum in Turkey on 27 January-6 February 2011. There were a total of 2487 people from 52 countries, consisted of 1593 sportsmen/sportswomen and 844 officials. This number has been the highest number of participants in the history of winter games. The closest number of participants to this number was achieved at the Austrian Innsbruck games held in 2005 (Bayramoğlu et al., 2011: 76).

Among the reasons supporting the candidacy of Erzurum Province for University events, the facts that Erzurum University, one of the biggest universities in Turkey, is located in Erzurum, that young people would participate the event and sufficient number of volunteers would be provided, that a tourism culture is created in people due to the fact that Erzurum hosts many domestic and foreign tourists in the city as an important winter tourism center of Turkey (Universiade Erzurum 2011 Introductory Booklet: 13).

4. Methods

4.1. Universe and Sample

The universe of the research is the total of 2259 volunteers working at the Universiade 2011 Erzurum Winter Games held between January 27, 2011 and February 6, 2011 in Erzurum. The sample group consisted of 1000 randomly selected volunteers.

A total of 2,259 volunteers were provided with the Questionnaire, but 1,000 answered the Volunteerism Motivation Questionnaire. In other words, the full number is achieved. 963 of these Questionnaires were evaluated.

In this research, the motivation levels, motivating factors and volunteerism motivation of the sports volunteers who acted as volunteers in Universiade 2011 Erzurum Winter Games were investigated firstly and their answers about the personal information in the event on the scale of "volunteerism motivation for sports events" is analyzed. Table 1 presents the distribution of the gender of sports volunteers.

Table 1. Gender Distribution of Volunteers

Gender	Frequency	Percent
Female	418	43.4
Male	545	56.4
Total	963	99.8

If we examine the distribution of sports volunteers in Erzurum Winter Games; we see that 57% of the participants were male and 43% were female. According to this situation, the majority of the sports volunteers in the sample group are male.

For participants who took part in similar events before Universiade 2011 Erzurum Winter Games, which kind of event was attended is examined, and the distribution of participant's answers to this question is shown in Table 2.

Table 2. The Distribution That Have Volunteers Ever Been Particited Any of Sport Recreation and Community Organizations As a Volunteer In The Receiving State For Active Duty

	Frequency	Percent
Sports and Recreation	105	10.9
Cultural (Festival, Theatre etc.)	92	9.5
Social Development (Associations, etc.)	73	7.5

Other	38	5.1
Total	308	33.0

Upon examination of answers for the event types attended by participants as a similar event before Universiade 2011 Erzurum Winter Games event, it is seen that 33% of the volunteers were involved in sports and recreation events. Besides, it is seen that 29% of the participants have previously taken part in cultural events such as theater and festival, 22% in social development events and 16% in other similar events.

4.2.Limitations

The limitations of the study are constituted by 963 volunteers who were evaluated in the Motivation Questionnaire. Research;

1. is limited to volunteers selected by the random sampling method in the Universiade 2011 Erzurum Winter Games.
2. The data collection tool will be limited to the current size and items.

4.3.Hypotheses

H₁: The voluntary participation of participants in a similar event had an impact on their views on volunteerism and motivation for Universiade 2011 Erzurum Winter Games.

H₂: According to the city where the participants live, there is a difference between their opinions about the volunteerism and motivation of Universiade 2011 Erzurum Winter Games.

4.4.Materials and Methods

In the light of theoretical foundations, similar studies in the local and foreign literature on the subject have been examined and a unique questionnaire form has been formed by bringing together questionnaires which have been developed by scientists and whose validity and reliability have been tested. The questionnaire forms used in the study were determined according to the variables to be measured.

After the period in which the survey study was conducted, Yıldız et al. tested the validity and reliability of the "Sports Activities Voluntary Motivation Scale" (SEGMÖ) developed by (Farrell et al., 1998: 288) for the participants in the sports activities organized in Turkey. As a result, it has been proven that the Turkish version of SEGMÖ is a valid and reliable tool that can be used to measure the motivation of sports volunteers.¹⁰ (Yıldız et al., 2015: 105-113). However, since this study has been done before, questions have been prepared taking advantage of the proven scale of validity and reliability.

4.5.Validity and Reliability

In the preparation of the questionnaire, the validity and reliability of the scales on the volunteerism of the sports events were used and after the necessary permissions were obtained, the final adaptation was made. For the validity study, 10% of the number of volunteers participating in the event filled out the questionnaire again after ten days. It was found that the answers given to the 2nd Questionnaire matched the first one at 95.75% ratio. In the evaluation and analysis of the data, the validity and internal consistency of the scale used in the questionnaire were analyzed. It should be known whether the scale will provide reliable results according to the given answers. To this end, Cronbach's alpha value was calculated by performing reliability analysis.

Table 3. Results of Reliability Analysis

Scales	Cronbach's Alpha	Number of Items
Volunteering Motivation Scale in Sport Activities	0,883	34

One of the most commonly used methods for measuring internal consistency is the Cronbach alpha coefficient. The Cronbach's alpha value in Table 3 was 0.883, indicating that the Volunteerism Motivation Scale in the Sport Events used for the Questionnaire was in highly reliable category. Accordingly, it was determined that the responses to the questions in the scale were consistent and that these data were qualified to be used.

In this study, Sport Volunteers Motivational Factors (SVMF) Survey which was developed by Strigas & Jackson (2001) and adapted to Turkish by Sertbaş (2006) was used mainly. Questions were arranged with this scale, which has a validity study.

Sertbaş study examines the reasons and motivational factors of volunteer human resources in the Universiade 2005 Izmir Summer Games, and the reasons for voluntary participation in the Universiade 2005 Izmir games. Sertbaş listed the reasons for volunteering on the scale applied to the volunteers after the adaptation study as: aimsal factor, material factor, egoism factor, external factors factor and leisure activity factor. (Sertbaş, 2006).

4.6.Data Analysis

SPSS 18.0 statistical package program was used to evaluate and analyze the collected data. The frequency and percentage distributions of the answers given to all the questions in the questionnaire and the propositions in the scale were calculated and these distributions were shown with tables and graphs. In the hypothesis testing section, Independent *T*-test and Non-parametric tests were applied to Kruskal Wallis Test.

5. Results

In this section, the frequency distributions of the answers given to the questions in the questionnaire are shown and interpreted by tables and graphs. The results of the study have been reached by analyzing these answers and interpreting the findings obtained as a result of the hypothesis tests.

5.1.Findings on the Motivation Scale for Volunteerism in Sports Events

Table 4 presents the distributions of the participants by their ages. Upon examination of the distribution of the age of sports volunteers in the event; 56% of the participants were between 21-15 years old, 32% of them were 15-20 years old, 7% were 26-30 years old, 1% were 31-35 years old, and 4% were 36 years old or older. According to this situation, it is seen that the majority of the sports volunteers in the sample group consist of persons aged 21-25.

Table 4. Age Distribution of Volunteers

Age	Frequency	Percent	Current Percentage	Cumulative Percent
Between 15-20 years	304	31.5	31.6	31.6
Between 21-25 years	538	55.8	55.9	87.4
Between 26-30 years	68	7.1	7.1	94.5
Between 31-35 years	14	1.5	1.5	96.0
36 years and older	39	4.0	4.0	100.0
Total	963	99.9	100.0	

Table 5 shows the distributions of the participants by their education level. Upon examination of the table on the educational status of sports volunteers in the winter games, it is seen that 83% of the participants were university students, 7% were university graduates, 5% were postgraduate graduates, 2% were 31-35 high school graduates, and 3% of them were in other status. According to this situation, the university students constitute the majority of the sports volunteers in the sample group. Table 6 shows the distribution of the participants in the sample group by their working status.

Table 5. Distribution of Volunteers' Learning Status

Educational Status	Frequency	Percent	Current Percentage	Cumulative Percent
Post graduate	44	4.6	4.6	4.6
University graduate	71	7.3	7.3	11.9
University student	800	83.0	83.2	95.0
High school graduate	20	2.1	2.1	97.1
Other	28	2.9	2.9	100.0
Total	963	99.8	100.0	

Table 6. Working Status Of Volunteers/ Distribution Related To The Profession

Work Situation / Occupation	Frequency	Percent	Current Percentage	Cumulative Percent
Student	843	87.4	87.7	87.7
Teacher	16	1.7	1.7	89.4
Public Servant	43	4.4	4.4	93.8
University Staff	14	1.5	1.5	95.2
Housewife	1	.1	.1	95.3
Non-working	15	1.6	1.6	96.9
Retired	3	.3	.3	97.2
Athlete	4	.4	.4	97.6
Other	24	2.4	2.4	100.0
Total	963	99.7	100.0	

When the distributions of the sports volunteers in the study are examined; of the participants, 843 (88%) were students, 42 (4%) were civil servants, 23 (2%) were employed in other occupational groups. It was found out that 16 of the participants were teachers, 15 of them did not work in any jobs, 14 of them were university staff, 4 of them were sportsmen/sportswomen, 3 of them were retired and 1 of them was housewife. According to this situation, it is seen that the majority of the sports volunteers in the sample group are students. Table 7 shows the distribution of the participants by their duties in this event.

Table 7. Distribution of Duties of Volunteers In This Organization

Your Task In The Organization	Frequency	Percent	Current Percentage	Cumulative Percent
Guidance	79	8.2	8.2	8.2
Advisory	23	2.4	2.4	10.6
Computing	27	2.8	2.8	13.4
Transportation	227	23.5	23.6	37.0
Accreditation	90	9.3	9.3	46.3
Media	54	5.6	5.6	51.9
Competitions	72	7.5	7.5	59.4
Tickets	77	8.0	8.0	67.4
Team	37	3.8	3.8	71.2
Manager	12	1.2	1.2	72.5
The Olympic Village	30	3.1	3.1	75.6
Food and drink	31	3.2	3.2	78.8
Accommodation	59	6.1	6.1	84.9
Other	145	15.0	15.1	100.0
Total	963	99.9	100.0	

Upon examination of the table on duties of the sports volunteers, it was determined that 24% of the participants were involved in transport , 9% in accreditation, 8% in competitions, 8% in ticket sales and 8% served as guide. Moreover, it was determined that 6% of them served in accommodation, 6% in the media, 4% in teams; 3% in the Olympic Village, 3% in the catering service, 3% in information processing, 2% in information desk, 1% as managers and 15% in other areas. Table 8 shows the distribution of the participants in the sample group for their connections with Erzurum, the city where the event is held.

Table 8. Distribution Of Connections With The City Where The Organization Was Made Of Volunteers

City	Frequency	Percent	Current Percentage	Cumulative Percent
I live in Erzurum	825	85.5	85.9	85.9
I live just outside of Erzurum	138	14.0	14.1	100.0
Total	963	99.5	100.0	

When the answers of the sports volunteers in the study about their connections with the city where the event was conducted are examined; 86% of the participants live in Erzurum, and only 14% of them live outside Erzurum. The volunteers in the sample group were examined whether they are members of Civil Society Events that carry out activities related to Sports, Recreation and Social Events. The distribution of their answers is shown in Table 9.

Table 9. Volunteers Sport, Recreation and Community Organizations Who Work With NGOs In Relation To The Status of Being A Member of Distribution

Carrying out sports and various activities the NGO are you a member of?	Frequency	Percent	Current Percentage	Cumulative Percent
Yes	248	25.7	25.8	25.8
No	715	74.0	74.2	100.0
Total	963	99.7	100.0	

Upon examination of the answers by the volunteers in the sample group to whether or not they are members of Civil Society Events that carry out activities related to Sports, Recreation and Social Events, it is seen that 74% of participants were not a member of civil society, only 26% of them were members of civil societies which performs sports, recreation and societal events. According to this situation, it was determined that the majority of the volunteers were not members of non-governmental events.

Participants in the sample group were asked whether they had been active in sports, recreation and social events in the previous periods before their duties in this event, and the distribution of participants' answers to this question is shown in Table 10.

Table 10. Volunteers of This Organization Before Any Sport, Recreation and Community Organizations As a Volunteer In The Receiving State Distribution For Active Duty

This organization Pre-Mission Volunteer in any organization did you do?	Frequency	Percent	Current Percentage	Cumulative Percent
Yes	308	31.8	32.0	32.0
No	655	67.7	68.0	100.0
Total	963	99.6	100.0	

According to this, it is seen that 68% of the participants in the sample group did not take any active role in any sports, recreation and social events before this event and only 32% of the participants took part in such events before. According to this situation, Universiade 2011 Erzurum Winter Games event is the first event where the majority of the participants take part voluntarily. The answers to the question for volunteerism motivation for sports events (given by volunteers in Universiade 2011 Erzurum Winter Games) were examined and accordingly Table 11 contained descriptive statistics on the assertions included in the volunteerism motivation scale.

Table 11: About Assertions Based on Volunteerism Motivation Scale Descriptive Statistics

Assertions	N	Average	

			Std. Deviation
My desire to acquire a new social environment (improve my social relationships)	963	4.2420	.96327
My desire to be appreciated (to be recognized and respected by others)	963	3.1745	1.3765
My interest in sport and my affection therefor	963	3.9927	1.1367
The thought that my work as a volunteer in this event will contribute to my curriculum vitae	963	4.3427	.9193
My desire to help others	963	4.2378	.8618
My desire to move away from the responsibilities of daily life	963	2.7453	1.4218
My desire to get new experiences	963	4.6324	.6653
My desire to see that I have the potential to solve problems	963	4.1558	1.0107
Encouragement by my family members	963	2.7653	1.4658
Encouragement by my relatives and close friends	963	2.8577	1.4667
The fact that I have enough free time	963	3.2980	1.4503
My desire to make new connections to help me in my business life and career	963	4.1817	1.0920
My desire to know myself better and reveal my weak and strong sides	963	3.8401	1.2018
My desire to find new areas of interest	963	4.2773	.9613
My desire to experience a sense of passion for work	963	3.8982	1.1197
My desire to put my knowledge and experience into practice	963	4.1745	.9676
My desire to challenge my abilities	963	3.4901	1.3020
Possibility to get free promotional materials	963	2.2482	1.3806
The fact that I find volunteerism very fun and useful	963	4.2814	.9857
The fact that I find this organization very fun and useful.	963	4.2274	1.1156
The fact that my family members work in this event	963	1.4517	1.0627
The fact that my relatives and close friends work in this event	963	2.2129	1.4899
The fact that the institution I work with (work-school) is working in this event	963	2.3053	1.5510
My desire to make contribution to a successful 2011 Erzurum Winter Games and positive image of our city in the International Arena.	963	4.4860	.8448
My desire to meet with sportsmen/sportswomen and participants from abroad and to make friends	963	4.1153	1.0954
My desire to be a part of event team	963	4.4330	.8311
My desire to have hands-on experience and learning	963	4.5306	.7491
My desire to work with people of different characters and learn how I can interact with them	963	4.4507	.7940
My desire to see different career options	963	4.2243	1.0234
My desire to be and work together with professional people	963	4.4818	.8070
The fact that voluntary work makes me feel better.	963	4.2015	.9784
My desire to feel important by working voluntarily	963	3.7934	1.2420
My desire to feel that my own performance increases as I help people	963	4.1641	1.0288

My desire to experience a sense of belonging	963	3.6438	1.3060
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In Table 11, the mean scores of influence level of expressions included in volunteerism motivation scale on the motivation of the participants' motivation were calculated and the mean scores were calculated as 3.7517. According to this, it is seen that the assertions for which totally influential answer is given by volunteers are as follows;

1. My desire to get new experiences
2. My desire to have hands-on experience and learning
3. My desire to make contribution to a successful 2011 Erzurum Winter Games and positive image of our city in the International Arena.
4. My desire to be and work together with professional people
5. My desire to work with people of different characters and learn how I can interact with them
6. My desire to be a part of event team

The assertions with the lowest means scores for influence level on motivation of volunteers, which are deemed to be non-influential by volunteers, are as follows;

- a. The fact that the institution I work with (work-school) is working in this event
- b. Possibility to get free promotional materials
- c. The fact that my relatives and close friends work in this event
- d. The fact that my family members work in this event

In this study, the factors that caused the volunteers of Universiade 2011 Winter Games to take part in this event were examined and the participants' opinions on this subject were attempted to be determined. In this respect, the distributions of the responses of the volunteers for the Universiade 2011 Winter Games regarding the assertions about the motivation of volunteerism in sports events were examined. Table 12 presents the distribution of the answers about the effect of the Universiade 2011 Winter Games on their personal development, taking into account the motivation of the participants.

Table 12: Distribution of Answers for Assertions on Personal Development on the Scale of Volunteerism Motivation of Participants

	Not Influential At All		Slightly Influential		Not Sure		Influential		Totally Influential	
	f	%	f	%	f	%	f	%	f	%
4. The thought that my work as a volunteer in this event will contribute to my curriculum vitae	20	2.1	41	4.3	55	5.7	320	33.2	527	54.7
7. My desire to get new experiences	7	.7	14	1.5	17	1.8	250	26.0	675	70.1
8. My desire to see that I have the potential to solve problems	34	3.5	46	4.8	86	8.9	367	38.1	430	44.7
12. My desire to make new connections to help me in my business life and career	42	4.4	57	5.9	79	8.2	291	30.2	494	51.3
13. My desire to know myself better and reveal my weak and strong sides	67	7.0	91	9.4	109	11.3	358	37.2	338	35.1
14. My desire to find new areas of interest	23	2.4	55	5.7	45	4.7	349	36.2	491	51.0
15. My desire to experience a sense of passion for work	44	4.6	87	9.0	132	13.7	360	37.4	340	35.3
16. My desire to put my knowledge and experience into practice	22	2.3	55	5.7	84	8.7	374	38.8	428	44.4
17. My desire to challenge my abilities	120	12.5	88	9.1	202	21.0	306	31.8	247	25.6

25. My desire to meet with sportsmen/sportswomen and participants from abroad and to make friends	40	4.2	70	7.3	78	8.1	326	33.9	449	46.6
26. My desire to be a part of event team	12	1.2	32	3.3	46	4.8	310	32.2	563	58.5
27. My desire to have hands-on experience and learning	8	.8	21	2.2	39	4.0	279	29.0	616	64.0
28. My desire to work with people of different characters and learn how I can interact with them	11	1.1	23	2.4	49	5.1	318	33.0	562	58.4
29. My desire to see different career options	33	3.4	48	5.0	78	8.1	315	32.7	489	50.8
30. My desire to be and work together with professional people	9	.9	35	3.6	34	3.5	290	30.1	595	61.8

When the distribution in Table 12 is examined; More than 60% of the participants in the study stated that their desire to get new experiences, their desire for hands on experience and learning and their desire to be with professional people were totally influential for their decision to serve as volunteers in this event. In addition, more than 50% of the participants in the study stated that their desire to see different career options, their desire to work with different people of diverse characters and interact with them, their desire to discover new areas of interests were totally influential for their volunteerism for this event and in a similar vein their desire to be a part of this event team was also totally influential.

Moreover, more than 30% of the participants think that meeting and communicating with sportsmen/sportswomen from abroad and their desire to put their knowledge and experience into practice in this event are influential. 32% of participants think that their desire to challenge their own abilities was partially influential for their participation in this event, 21% think that they are not sure about its influence, and 12% think contrarily that it is non-influential. In Table 13, self-motivation of volunteerism of participants is taken into consideration, and the distribution of answers with respect to their self-motivation for volunteerism for Universiade 2011 Winter Games is included.

Table 13: Distribution of Responses To Suggestions on Internal Motivation At The Level of Volunteerism Motivation of Participants

	Not Influential At All		Slightly Influential		Not Sure		Influential		Totally Influential	
	f	%	f	%	f	%	f	%	f	%
3. My Interest in Sport	40	4.2	99	10.3	88	9.1	337	35.0	399	41.4
6. The Desire to Escape From the Responsibilities of Daily Life	276	28.7	161	16.7	193	20.1	196	20.4	136	14.1
24. My desire to make contribution to a successful 2011 Erzurum Winter Games and positive image of our city in the International Arena.	13	1.3	32	3.3	49	5.1	249	25.9	620	64.4
31. The fact that voluntary work makes me feel better.	24	2.5	51	5.3	86	8.9	348	36.1	454	47.1
32. My desire to feel important by working voluntarily	77	8.0	90	9.3	130	13.5	324	33.6	342	35.5
33. My desire to feel that my own performance increases as I help people	32	3.3	59	6.1	74	7.7	352	36.6	446	46.3
34. My desire to experience a sense of belonging	104	10.8	97	10.1	138	14.3	323	33.5	301	31.3

According to this, more than 60% of the participants stated that their desire of Erzurum Winter Games to be a successful event and to contribute to the positive image of Erzurum province in the international arena were influential in deciding to serve as volunteer in this event. Furthermore, similarly a vast majority of the participants stated that their interest and affection for sports, their feeling of success when they help other people, their sense of belonging and the good feeling of voluntary work were influential for their volunteerism and self-motivation. Furthermore, more than 20% of the sport volunteers stated that their desire to move away from the responsibilities of daily life was influential for their volunteerism for the event, whereas more than 25% of the participants think that it has no effect. Accordingly, it is seen that there are many factors for volunteerism of participants for the event and their self-motivation is quite high. In Table 14, volunteerism motivation of participants is taken into consideration, and the distribution of answers with respect to influence of their social life for volunteerism for Universiade 2011 Winter Games is included.

Table 14: Distribution Of Responses To Suggestions About Social Life At The Level Of Volunteerism Motivation of Participants

	Not Influential At All		Slightly Influential		Not Sure		Influential		Totally Influential	
	f	%	f	%	f	%	f	%	f	%
1. My desire to be a part of a new social environment (to improve my social relations)	24	2.5	63	6.5	25	2.6	395	41.0	456	47.4
2. My desire to be appreciated (to be recognized and respected by others)	172	17.9	157	16.3	134	13.9	331	34.4	169	17.5
9. Encouragement by my family members	291	30.2	165	17.1	121	12.6	251	26.1	135	14.0
10. Encouragement by my relatives and close friends	272	28.2	146	15.2	143	14.8	251	26.1	151	15.7
21. The fact that my family members work in this event	788	81.8	42	4.4	43	4.5	53	5.5	37	3.8
22. The fact that my relatives and close friends work in this event	506	52.5	121	12.6	67	7.0	163	16.9	106	11.0

According to Table 14, an approximate 50% of participants stated that getting into a social environment was influential for their volunteerism decision. More than 30% of them stated that their desire of appreciation, encouragement by their family members, encouragement by close relatives and friends were influential for their volunteerism decision.

While 53% of the volunteers in the sample group stated that their relatives and friends had no influence on their decision to serve in this event, only 28% of the volunteers stated that it has an influence thereunto. Moreover, 82% of the participants think that the presence of family members in this event is non-influential for their volunteerism for this event, only about 9% of participants think that it is influential. In Table 15, volunteerism motivation of participants is taken into consideration, and the distribution of answers with respect to influence of spare time for volunteerism for Universiade 2011 Winter Games is included.

Table 15: Distribution of the Responses of the Participants to the Proposals on the Evaluation of Time in the Scale of Volunteer Motivation

	Not Influential At All		Slightly Influential		Not Sure		Influential		Totally Influential	
	f	%	f	%	f	%	f	%	f	%
5. My desire to help others	13	1.3	46	4.8	54	5.6	436	45.3	414	43.0
11. The fact that I have enough free time	178	18.5	137	14.2	108	11.2	300	31.2	240	24.9
18. Possibility to get promotional materials for event	430	44.7	176	18.3	130	13.5	142	14.7	85	8.8

19. The fact that I find volunteerism very fun and useful	29	3.0	45	4.7	61	6.3	319	33.1	509	52.9
20. The fact that I find this organization very fun and useful.	60	6.2	38	3.9	40	4.2	310	32.2	515	53.5
23. The fact that the institution I am affiliated with (business / school) expects me to voluntarily participate in this event	496	51.5	95	9.9	95	9.9	136	14.1	141	14.6

According to this, 54% of sports volunteers think that this event is very enjoyable and beneficial and that this situation has a total influence for their volunteerism. Furthermore, 53% of participants think that the fact that event is very enjoyable and beneficial has total influence for their volunteerism, whereas more than 40% of participants think that their desire to help others and sufficient spare time are influential. More than 20% of the participants stated that the opportunity to get free promotional materials was influential, whereas more than 60% think that it has no influence. Accordingly, the vast majority of the participants find the event enjoyable and they have sufficient spare time to dedicate for such event, and these are influential factors for their volunteerism.

Table 16: Distribution of Factors Motivating Volunteers To The Organization

Question Titles	Number of Questions	Not Influential At All (%)	Slightly Influential (%)	Not Sure (%)	Influential (%)	Totally Influential (%)
Personal Development	15	3.40	5.28	7.84	33,32	50.16
Internal Motivation	7	8.10	8.72	11.23	31.58	40.05
Evaluation Of Free Time	6	20.86	9.30	8.45	28.43	32.96
Social Life and Family	6	35.51	11.95	9.23	25.00	18.31

In Table 16, upon examination of the factors, which motivate volunteers for Erzurum 2011 Winter Games, under 4 categories, personal development seems to be the most important factor for volunteers (%84). The second important factor was the self-motivation with a ratio of 71% in total. Spare time activity and the influence of social life and family on motivation exhibit less importance compared the the aforementioned other two factors.

5.2. Findings Related to Hypotheses

The study examines influential factors for volunteerism for Universiade 2011 Erzurum Winter Games and the diversity in motivations of volunteers. In addition, the diversity in the expectations and satisfaction of the participants after Universiade 2011 Erzurum Winter Games are examined. Primarily, it was examined whether or not a prior volunteerism experience to a similar event has any effect on their volunteerism and motivation for Universiade 2011 Erzurum Winter Games. Table 17 shows the results of this analysis.

Table 17: The Relationship Between Participants' Volunteering In A Similar Organization and Their Views on Volunteerism and Motivations at the Universiade 2011 Erzurum Winter Games

This Organization Pre-And Being A Volunteer In Any Organization	N	Average	Standard Deviation	T Value	P
Yes	308	3,8194	,52501	2,739	,006
No	655	3,7210	,50727		

For the purpose of determining whether or not a prior volunteerism experience to a similar event has any effect on their volunteerism and motivation for Universiade 2011 Erzurum Winter Games, independent T test is conducted and the analysis results are obtained as follows;

H₁: As a result of analysis based on hypothesis that "A prior volunteerism experience by participants for a similar event has effect on their views of the Universiade 2011 Erzurum Winter Games regarding their volunteerism and motivation.", it was concluded that there was statistically significant influence on participants' opinions about the volunteerism and motivation for the Universiade 2011 Erzurum Winter Games (since $p=0,006<0,05$). According to this, with respect to the participants who have taken part in a similar event before; there is a great difference between the average scores of participation level in the assertions related to the motivations of the Universiade 2011 Erzurum Winter Games; those who took part in similar position seem to have higher motivation for the event. In Table 18, it is investigated whether or not the volunteerism of the participants for the event changes according to the city where the Universiade 2011 Erzurum Winter Games were held.

Table 18: The Relationship Between the Participants' Volunteering In a Similar Organization and Their Views On the City In Which the Universiade 2011 Erzurum Winter Games were Held.

Connection to The City Where The Organization	N	Average	Standard Deviation	T Value	P
I live in Erzurum.	825	3,7611	,52220	1,294	,197
I live outside Erzurum.	138	3,7037	,46979		

For the purpose of determining whether or not participant's residential cities have any effect on volunteerism and motivation for Universiade 2011 Erzurum Winter Games, independent T test is conducted and the analysis results are obtained as follows;

H₂: As a result of analysis based on hypothesis that "In terms of residential cities of participants, there is a difference between their views of the Universiade 2011 Erzurum Winter Games regarding their volunteerism and motivation.", it was concluded that there was no statistically significant difference between the participants' opinions about the volunteerism and motivation for the Universiade 2011 Erzurum Winter Games (since $p = 0,197> 0,05$). Accordingly, it is determined that no significant difference in means scores for participation in assertions on their motivation for Universiade 2011 Erzurum Winter Games were found between the participants living in Erzurum and participating in the event and the participants living outside Erzurum and participating in events; In which city 2011 Winter Games are held has no effect in this respect.

Conclusion

In this study, the factors which caused participants, who served as volunteers in the Universiade 2011 Erzurum Winter Games, held for the first time in Turkey, to make such dedication were analyzed.

Among the factors that caused the participants to volunteer in this event, the interest and affection for sports (average: 3.99) were far below the expectations. This situation is also important in terms of indicating the degree of interest and affection for sports in our society. As sports become more widespread and diversified throughout the country, successes in sports will also increase and many more success stories will stand there as a source of motivation for young people. One of the natural consequences of this development experienced as a social process in Turkey recently is that both the participation to sports and the number of volunteers to work in the events exhibit a significant increase.

Upon examination of the factors, which motivate volunteers for Erzurum 2011 Winter Games, under 4 categories, personal development seems to be the most important factor for volunteers (%84). The second important factor was the self-motivation with a ratio of 71% in total. Spare time activity (61%) and the influence of social life and family on motivation (43.3%) exhibits less importance compared the aforementioned other two factors.

Upon examination of the answers by the participants of this study about the influence of their social life on their volunteerism decision for Universiade 2011 Erzurum Winter Games, an approximate 50% of participants stated that getting into a social environment was influential for their volunteerism decision. More than 30% of them stated that their desire of appreciation, encouragement by their family members, encouragement by close relatives and friends were influential for their volunteerism decision.

Upon examination of the answers by the participants of this study about the influence of their spare time on their volunteerism decision for Universiade 2011 Erzurum Winter Games, the vast majority of participants think that this event is very enjoyable and beneficial and this situation has total influence on their volunteerism decision. Furthermore, more than 40% think that the desire to help others and sufficient spare time are influential, whereas more than 60% think that possibility to get free promotional materials has no influence. Accordingly, the vast majority of the participants find the event enjoyable and they have sufficient spare time to dedicate for such event, and these are influential factors for their volunteerism.

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Annex 1:

Volunteerism Motivation Scale In Sports Events

This study is related to the scientific research on "Evaluation Of Participation Motivation Of Volunteers And Their Expectations And Satisfaction After The Event During Universiade 2011 Erzurum Winter Games" in Sports Events Management Doctoral Thesis Program conducted at Marmara University, Institute of Health Sciences, Department of Physical Education and Sports. The primary purpose of this study and the following questionnaire is to determine the effectiveness of the factors that lead the volunteers to be involved in the management of sports events. The information that can be obtained accordingly will contribute to the development of Voluntary Human Resources strategies needed for planning and managing sports events.

Your sincere answers to all questions will make it easier for us to obtain sound results.

The information obtained will not be used for purposes other than its intended use. We would like to let you know that we will protect the personal rights of the all individuals participating in our study and we will obey the rules of academic ethics.

Thank you.

Prof.Dr.Can İKİZLER

Supervisor

(Marmara Univ. Academician)

Koray Emre KARA

Researcher

(Istanbul Provincial Directorate of Youth and Sports)

Sports Expert

Contact

* (name is not mandatory)

e-mail:.....@..... (Please provide your e-mail for the continuation of the research)

Section - I: Personal Information

Age:

Sex: Male () Female ()

Educational Background:

Graduate a) Health Sciences b) Social Sciences c) Physical Sciences

University Graduate Department:

University student Department / Faculty:

High school graduate

High school student

Other:

Working status / occupation:

a) Student

b) Teacher

c) State Officer

d) University Personnel (Research Assistant - Academician)

- e) Housewife ()
- f) Not employed ()
- g) Retired ()
- h) Sportsman/sportswoman () Branch
- i) Other ()

Please indicate your duty in this event? (Manager, assistant, etc.):

- 1) Guidance () 2) Information Desk () 3) Information Processing ()
- 4) Transportation () 5) Accreditation () 6) Media ()
- 7) Competitions () 8) Ticket () 9) Teams ()
- 10) Executive () 11) Olympic Village () 12) Food & Beverage ()
- 13) Accommodation (14) Other ()

Your connection with the City of Organization (Erzurum)

- a) I live in Erzurum ()
- b) I don't live in Erzurum ()

Are you a member of non-governmental organizations involved in sports, recreation and social organizations?

- a) Yes () b) No ()
- 1) Have you worked voluntarily in sports, recreation and social organizations before your engagement in this event?
 - a) Yes () b) No ()

* If your answer is Yes, please fill out section (2) firstly.

2) Please chose the previous event that you have voluntarily participated in.

- a) Sports and recreation ()
- b) Cultural (Festival, theater etc.) ()
- c) Social development (Association etc.) ()
- d) Other () Please specify:

Section - II:

Dear participant, the questions in this section are about the factors that affect your decision to volunteer and the reasons for such preference.

Please indicate the degree of the factor that influences your decision by selecting the relevant option

TI = Totally Influential
 I = Influential
 NS = Not sure (neither influential nor non-influential)
 SI = Slightly Influential
 NIA = Not Influential At All

	<i>With respect to my decision for voluntary participation in ERZURUM 2011 WINTER UNIVERSITY GAMES</i>	TI	I	NS	SI	NIA
1	My desire to be a part of a new social environment (to improve my social relations)					
2	My desire to be appreciated (to be recognized and respected by others)					
3	My interest in sport and my affection therefor					
4	The thought that my work as a volunteer in this event will contribute to my curriculum vitae					
5	My desire to help others					
6	My desire to move away from the responsibilities of daily life					
7	My desire to get new experiences					
8	My desire to see that I have the potential to solve problems					
9	Encouragement by my family members					
10	Encouragement by my relatives and close friends					
11	The fact that I have enough free time					
12	My desire to make new connections to help me in my business life and career					
13	My desire to know myself better and reveal my weak and strong sides					
14	My desire to find new areas of interest					
15	My desire to experience a sense of passion for work					
16	My desire to put my knowledge and experience into practice					
17	My desire to challenge my abilities					
18	Possibility to get promotional materials for event					
19	The fact that I find volunteerism very fun and useful					
20	The fact that I find this organization very fun and useful.					
21	The fact that my family members work in this event					
22	The fact that my relatives and close friends work in this event					
23	The fact that the institution I am affiliated with (business / school) expects me to voluntarily participate in this event					
24	My desire to make contribution to a successful 2011 Erzurum Winter Games and positive image of our city in the International Arena.					
25	My desire to meet with sportsmen/sportswomen and participants from abroad and to make friends					
26	My desire to be a part of event team					
27	My desire to have hands-on experience and learning					
28	My desire to work with people of different characters and learn how I can interact with them					
29	My desire to see different career options					
30	My desire to be in the same environment with professional and to work with them					
31	The fact that voluntary work makes me feel better.					
32	My desire to feel important by working voluntarily					
33	My desire to feel that my own performance increases as I help people					
34	My desire to experience a sense of belonging					