

Exploration and Practice of Educational Functions in High-end Event Volunteer Service under the "Beijing Service" Context

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Abstract: This study explores the educational functions realized through high-end event volunteer service under the "Beijing Service" concept and evaluates the practical effects. Taking the volunteer service of Beijing Hospitality Institute at the China Open Tennis Tournament as a case, the implementation framework and educational outcomes of the volunteer service are analyzed. The study found that high-end event volunteer service enhances volunteers' professional skills and social responsibility and significantly improves students' overall competencies through cross-cultural communication and teamwork. The research provides empirical support for the further development of "Beijing Service" and offers a reference for other universities to integrate international service with education.

Keywords: Beijing Service; High-end Events; Volunteer Service; Educational Function; Career Development

1. Introduction

In the context of globalization, the criteria for measuring a city's competitiveness have expanded from merely economic and technological strength to include city image and service quality. As the capital of China, Beijing is striving to build a modern city image that aligns with international standards by promoting the "Beijing Service" brand. In 2019, Beijing became China's first pilot city for opening up the service sector, marking a new stage in the development of its service industry [1]. The demand side of the market has become a key factor in driving service industry policy formulation [2]. The successful hosting of a series of international events, such as the Olympic Games, not only enhanced Beijing's international status but also showcased its excellent organizational

capabilities and service standards [3, 4]. The "Beijing Service" brand, exemplified by its dedication, professionalism, and competence, has become Beijing's most prominent and influential calling card [5]. High-end events, particularly international sports and cultural activities, have become important windows for Beijing to showcase its service level. These events not only attract global attention but also serve as platforms for Beijing to demonstrate its openness and friendly image. Volunteer service plays a crucial role in these events, enhancing the overall event experience while promoting the city's image. However, how to realize the educational function through high-end event volunteer service under the "Beijing Service" framework remains an issue worth exploring.

This study aims to explore the implementation framework of high-end event volunteer service, focusing on cases from Beijing universities. By analyzing the implementation process and educational outcomes of high-end event volunteer service, this study hopes to provide empirical support for the further improvement of "Beijing Service" and offer practical references for other universities in integrating international service with education.

2. Literature Review

As a key strategy for Beijing to enhance service quality and shape its city image on the global stage, "Beijing Service" not only molds the global service city image of Beijing through high-standard service norms but also becomes an important showcase for China's soft power [6]. Additionally, "Beijing Service" successfully combines traditional Chinese culture with international service standards, providing valuable experience for the globalization of urban service standards. In the field of high-end events, the practice of volunteer service has been proven to play an important role in improving event quality and

participant growth. Cuskelly et al. [7] (2006) pointed out that the key role of volunteers in events not only ensures the smooth running of the events but also enhances the humanistic care of the events through interaction with participants. In China, the volunteer service practice at events such as the China Open Tennis Tournament not only demonstrates the city's service capabilities but also serves as an important platform for cultivating volunteers' social responsibility and professional qualities [8]. The relationship between volunteer service and education is also a key focus of research. The study by Liu and Wei [9] (2016) showed that university students' participation in volunteer service has a significant positive impact on their personal development and social contribution, which continues for years after graduation. Haski-Leventhal et al. [10] (2010) further pointed out that volunteer service provides students with valuable career experience, helping them develop essential professional skills, such as communication, leadership, and teamwork, which lay a solid foundation for their future career development.

3. Implementation Framework of High-end Event Volunteer Service

3.1 Application and Enhancement of the "Beijing Service" Concept in Volunteer Service

The "Beijing Service" concept is central to ensuring the quality of volunteer services. This section explores how to integrate the "Beijing Service" concept into volunteer services and how this concept can enhance the overall level of service. First, volunteers must deeply understand that "Beijing Service" is not only a service standard but also a representation of Beijing as the capital and a symbol of the nation's soft power. During the service process, volunteers should demonstrate a sense of national grandeur, the awareness of being exemplary, and a diligent attitude. Furthermore, volunteer service is regarded as a long-term educational practice. Educators should explore how to transform volunteer service into an educational mechanism by continuously optimizing the "Beijing Service" model through standardized services, enhanced training, cross-department collaboration, brand internationalization, feedback mechanisms, and volunteer

incentives.

3.2 Selection, Training, and Retention of Volunteers

The selection, training, and retention of volunteers are key to ensuring the quality of volunteer services in high-end events. During the selection stage, clear criteria should be established to select volunteers who embody the "Beijing Service" concept, possess multilingual skills, and have emergency response capabilities. Systematic training, including general training and job-specific training, is essential to ensure that volunteers fully master service etiquette, event knowledge, and the ability to handle emergencies. A well-developed management system and incentive mechanism, such as commendation and promotion opportunities, are crucial for enhancing volunteers' sense of belonging and willingness to continue participating. The effective implementation of these measures not only ensures the smooth operation of the event but also improves the overall experience of participants.

4. Case Study: Implementation Process and Educational Outcomes of Volunteer Service at the China Open

This study selects the China Open Tennis Tournament (hereinafter referred to as the "China Open") as the research object, focusing on the educational practices of volunteer service conducted by Beijing Hospitality Institute (hereinafter referred to as "BHI"). Through this representative, systematic, and effective case, the role and effect of high-end event volunteer service in cultivating students' comprehensive qualities are explored in depth, providing scientific evidence and reference examples for theoretical research and practical applications in related fields. The China Open was established in 2004 and is held annually in Beijing. It holds event hosting rights from three major international tennis organizations: the Association of Tennis Professionals (ATP), the Women's Tennis Association (WTA), and the International Tennis Federation (ITF). It is the only international comprehensive tennis event in Asia with the most complete setup, the largest number of participating players, and the highest total prize money. The high-standard internationalization and broad participation of the event make it an important

platform to showcase the "Beijing Service" standards. Volunteers play a crucial role in tasks such as receiving VIPs, guiding spectators, and managing ticketing, performing key functions throughout the event. BHI upholds the philosophy of "internationalization and application-oriented" education, adhering to the school motto "Learning for Practical Application," and emphasizes a high level of unity between theory and practice, focusing on the talent needs of the tourism, hotel, and service industries. The education model of the school holds a unique position in China. Over the years, the school has established a deep partnership with the China Open and implemented a systematic volunteer service practice, which not only cultivates students' professional skills and comprehensive abilities but also establishes an effective educational

system for high-end event volunteer service. Therefore, studying the school's volunteer service education practice not only explores the improvement of volunteers' professional skills and internalization of values in high-end international events but also provides valuable empirical support for understanding the practical application of "Beijing Service."

4.1 Implementation Process of Volunteer Service

Since 2014, BHI has gradually incorporated volunteer service into its teaching system through its cooperation with the China Open Tennis Tournament, forming a systematic high-end event volunteer service education model. The development process of this model can be divided into the following three phases: (see Table 1).

Table 1. The BHI Educational Journey of Volunteer Service at the China Open

Year	Number of Participants	Awards Received	Main Practice Content and Outcomes
2014	132	7 Gold, 9 Silver, 18 Bronze	First-time volunteer participation; students performed excellently, laying the foundation for long-term cooperation.
2015	164	4 Gold, 8 Silver, 14 Bronze	Signed strategic cooperation agreement, expanded participation, enriched service content.
2016	121	Excellent performance, widely praised	Integrated volunteer service into the teaching plan, carried out high-end reception, event knowledge, and emergency response training.
2017	175	Excellent performance, widely praised	First-time participation in VIP catering service, diversified job responsibilities, significantly improved students' comprehensive service capabilities.
2018	157	Excellent performance, widely praised	First-time offering of a volunteer service course, officially incorporating volunteer service into the teaching system.
2019	188	12 Gold, 14 Silver, 27 Bronze	The volunteer service course entered its second year, deepening training and practice, on-site guidance improved service quality.
2020-2022	China Open event suspended due to the COVID-19 pandemic.		
2023	142	Excellent performance, widely praised	Resumed volunteer service, overcame pandemic-related challenges, focused on VIP service practice.

(1) Initial Cooperation Phase (2014-2015)

In this phase, BHI participated in the China Open Tennis Tournament volunteer service for the first time, with 132 students actively involved. Their excellent performance was highly recognized by the tournament's organizing committee. In 2015, the school signed a strategic cooperation agreement with Beijing China Tennis Promotion Co., Ltd., marking the formalization and

institutionalization of the cooperation, laying a solid foundation for long-term collaboration. This partnership not only provided the school with continuous opportunities to send volunteers but also offered students a valuable practical platform to participate in international event services.

(2) Deepening Cooperation Phase (2016-2019)

With the deepening of cooperation, BHI officially integrated the China Open Tennis

Tournament volunteer service into its teaching plan, systematically carrying out volunteer selection, training, and service practice. During this period, the school gradually expanded the scale of volunteer participation and enriched the service content, covering multiple high-end service roles such as VIP reception, concierge service, and ticket management. In 2017, the school included VIP catering service in the volunteer duties for the first time, further enhancing students' comprehensive service capabilities, enabling them to handle more complex and diverse service tasks. The practice during this phase comprehensively developed and optimized the school's volunteer service education system.

(3) Post-pandemic Restart Phase (2023-present)

Due to the three-year suspension of the event caused by the COVID-19 pandemic, BHI resumed its volunteer service for the China Open Tennis Tournament in 2023. Although the scale of student participation was adjusted due to the pandemic, the students

demonstrated outstanding professionalism and adaptability in their service, fully reflecting the school's continuous innovation and accumulated achievements in volunteer service education. The excellent performance of the students further solidified the school's partnership with the event organizers and showcased the school's exceptional ability in cultivating high-quality service talent.

The four stages of volunteer selection, training, practice, and reflection constitute the core framework of the volunteer service education process. To achieve the best educational effect of volunteer service, these four stages must be closely integrated and form a closed loop. The selection stage ensures the initial quality of volunteers, the training stage provides systematic knowledge and skills, the practice stage tests and develops students' abilities in real-world situations, and the reflection stage promotes deep learning and continuous improvement through self-evaluation and feedback loops. See Figure 1 for details.



Figure 1 Key Points of Volunteer Service Education Practice

4.2 Educational Outcomes of Volunteer Service

This study uses interviews and content analysis methods to deeply explore the educational outcomes of BHI students participating in volunteer service at the China Open Tennis Tournament. The research finds that volunteer service significantly promotes students' growth in multiple dimensions: it not only enhances their professional skills, social responsibility, and teamwork spirit, but also improves their overall qualities through rich cross-cultural exchanges and the cultivation of personal interests. These practical experiences not only lay a solid foundation for students' career paths but also inspire their enthusiasm for continued participation in volunteer service and social welfare activities.

(1) Significant Improvement in Professional

Skills. Volunteer service provides students with a platform to apply classroom theory to actual work, significantly enhancing their professional abilities. Students have shown notable improvements in areas such as organization, coordination, emergency response, and overall planning. For instance, feedback from a student who participated in ticketing services for three consecutive years indicated that her decision-making and problem-solving abilities in high-pressure environments were greatly strengthened, showcasing excellent professional competence. In roles such as VIP reception, students deepened their professional skills through hands-on practice, improving organizational abilities and team communication skills.

(2) Enhanced Social Responsibility and Teamwork Spirit. Volunteer service activities not only improved students' personal skills but

also strengthened their sense of social responsibility and teamwork spirit. During the intense event services, students collaborated to complete tasks such as VIP reception and ticket verification, demonstrating outstanding teamwork capabilities. Volunteer service experiences taught students how to care for their teammates, a team spirit that is crucial to successfully completing tasks. Additionally, students realized the importance of serving others and contributing to society, and this sense of responsibility will guide their future career and life choices.

(3) Comprehensive Improvement of Overall Qualities. Volunteer service plays a key role in improving students' overall qualities, especially in fostering cross-cultural communication skills. Through interactions with players and officials from different countries, students not only improved their language skills but also enhanced their adaptability to diverse cultural environments. Volunteer service also stimulated students' personal interests, such as their interest in tennis, broadened their horizons, and deepened their understanding of sports culture.

(4) Positive Impact on Future Development. Volunteer service practice helped students clarify their career direction, positively influencing their future career development. The practical experience of students was highly praised by the management of the China Open company and the Beijing Youth League Committee, which not only boosted students' confidence but also laid a foundation for their future career development in the service industry and cross-cultural communication fields. The social recognition of volunteer service culture further motivates students to continue participating in social welfare and volunteer service activities.

5. Discussion

Under the background of "Beijing Service" in the China Open, volunteer service has not only significantly enhanced students' professional skills but also cultivated their international perspectives. The high-standard professional competence and understanding of diverse cultures that students demonstrated in their service provide strong support for their competitiveness in international industries. However, challenges in the implementation process, such as limited training time and

cross-cultural communication barriers, still need to be addressed. The high standards and internationalization concepts of "Beijing Service" offer students valuable opportunities to improve their professional competence. Students learn how to provide professional services in a multicultural environment, which is of great significance to their future career development. Although the educational function of volunteer service is significant, some challenges remain. The limited training time and cultural communication barriers place higher demands on volunteers' emergency response capabilities and cultural sensitivity. Additionally, maintaining volunteers' positive attitudes during high-intensity service is a key issue. The volunteer service education model under the "Beijing Service" background has great potential for broader promotion. Universities and event organizers can learn from the experience of the China Open to establish partnerships and jointly create a volunteer service system that meets the needs of both parties. This cooperation can not only improve students' professional competence but also provide high-quality volunteer support for events, achieving a win-win situation for both parties.

6. Conclusion

This study thoroughly analyzed the case of volunteer service at the China Open Tennis Tournament, revealing the significant educational and talent development effects of high-end event volunteer service under the guidance of the "Beijing Service" concept. The research results show that in the pursuit of high-standard service, volunteers not only enhanced their professional competence and social responsibility but also improved their teamwork spirit and cross-cultural communication abilities. These experiences laid a solid foundation for students' personal growth and career development and contributed positively to society. At the policy level, it is recommended to improve the volunteer service incentive mechanism to attract more students to participate and fully exert its educational value and social role. At the same time, it is advocated to integrate volunteer service into the education system to promote the inheritance of the volunteer spirit. Future research can further explore the

long-term impact of volunteer service, including the continuous effects of volunteers in career development and social participation. It is also recommended to expand the research sample to cover more types of high-end events and diverse student groups to verify the universality of the research results. Additionally, exploring the application of volunteer service education models in different social and cultural contexts will provide more comprehensive theoretical support for education policy and practice.

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