THE PERSPECTIVE OF NEW ERA SCIENCES
INTERNATIONAL SCIENTIFIC JOURNAL
www.global-science-review.com
editor@global-science-review.com

THE ROLE OF VOLUNTEER ACTIVITIES IN THE DEVELOPMENT OF HUMAN RESOURCES IN SPORTING EVENTS

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Abstract. This article analyzes the role and significance of volunteer activities at sports events in the development of human resources. It examines the participation of volunteers in the organization and conduct of sports competitions, as well as the importance of such participation in developing their professional skills, communication abilities, teamwork, and management competencies based on scientific sources. The article also analyzes the opportunities provided by sports volunteering for preparing young people for the labor market, developing leadership skills, increasing social engagement, and gaining practical experience. In addition, the prospects for effective utilization of human capital, formation of a qualified talent pool, and training specialists with modern management skills in the field of sports through the development of volunteer activities at sports events are considered.

Keywords: sports events, volunteer activities, human resources, human capital, youth, professional skills, communication competence, leadership, teamwork, sports volunteers.

Intraduction. In recent years, Uzbekistan has placed particular emphasis on the development of physical education and sports, increasing public interest in sports, and expanding opportunities for organizing major sporting events. The effective organization of sporting events has a significant impact not only on the activities of athletes and organizers but also on the development of volunteers

involved in the implementation of such events. In particular, volunteering creates opportunities for young people to develop professional skills, enhance their communication abilities, gain teamwork experience, and strengthen their social engagement.

The participation of volunteers in the organization and conduct of sporting events is considered one of the important factors in human resource development. During such events, volunteers engage in activities such as welcoming participants and guests, providing information, assisting with organizational and logistical processes, performing team-based tasks, and resolving various challenging situations. As a result, they develop competencies essential in the modern labor market, including responsibility, initiative, leadership, communication, time management, and decision-making.

The purpose of this article is to analyze the role of volunteering in human resource development in sporting events, highlight the key professional and social competencies developed through volunteering, and provide a scientific rationale for the prospects of developing volunteer activities in sporting events.

Literature review. The role of volunteering in human resource development in sporting events is one of the important research topics in the fields of sports management, human resource management, sports volunteering, and human capital development. Studies conducted by foreign scholars have extensively examined various aspects of sports volunteering, including the involvement of volunteers in organizing sporting events, the development of their professional and social skills, their ability to work in teams, and the impact of volunteering experience on their future professional careers.

In Uzbekistan, scientific research is also being conducted on issues related to engaging young people in social activities, developing volunteering, effectively organizing sporting events, and enhancing the professional potential of human resources. Existing studies have addressed the social significance of volunteering in

youth development, the role of sports in human capital development, the meaningful organization of young people's leisure time, and the formation of various competencies among young people. However, further expanding research that provides a comprehensive analysis of the impact of volunteering in sporting events on human resource development, particularly in relation to professional skills, communication competencies, leadership, teamwork, and labor market preparedness, remains an important and relevant task.

Research methodology. The theoretical and analytical methods of scientific research were used comprehensively in conducting this study. In particular, local and foreign scientific literature related to the topic, scientific articles in the fields of sports management, volunteering, and human resource development, statistical data, and regulatory and legal documents were studied and comparatively analyzed.

During the study, systematic approach, comparison, analysis, generalization, and observation methods were used to assess the role of volunteering in human resource development in sporting events. Based on the data obtained, the impact of volunteering on the development of young people's competencies, such as professional skills, communication abilities, teamwork, leadership, responsibility, and social engagement, was analyzed. Based on the results of the study, scientific and practical conclusions were formulated aimed at effectively organizing volunteering activities in sporting events, utilizing opportunities for human resource development, and improving this area.

Analysis and results. Organizing volunteering activities in sporting events contributes to the development of the professional and social potential of human resources. During major sporting competitions, the participation of volunteers provides them with opportunities to gain practical experience in organizing events, communicating with participants and guests, providing information, and performing various organizational tasks. As a result, volunteers develop skills such as communication, teamwork, responsibility, initiative, and problem-solving.

The regular development of volunteering activities in sporting events also has a positive impact on improving young people's readiness for the labor market, gaining professional experience, and making effective use of human capital. Through participation in various sporting events, volunteers acquire practical skills in the fields of management, service provision, logistics, communication, and event organization. At the same time, sports volunteering increases young people's social engagement, creates important opportunities for developing leadership and teamwork competencies, and contributes to the formation of qualified human resources in the future.

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The role of volunteer activities in the development of human resources in sporting events

Impact Area	Main Impact Object	Result	Nature of Impact
Professional Skills	Volunteers and young people	Formation of practical professional experience	Increases readiness for the labor market
Communication Skills	Volunteers, athletes, and event participants	Development of communication abilities	Strengthens social and professional relationships
Teamwork	Volunteers and organizational groups	Development of cooperation and teamwork skills	Increases the effectiveness of team activities
Leadership	Active volunteers and young people	Formation of initiative and leadership abilities	Develops management competencies

Impact Area	Main Impact Object	Result	Nature of Impact
Responsibility	Volunteers	Development of the ability to perform tasks accurately and on time	Increases discipline and work responsibility
Problem-Solving	Volunteers and event organizers	Ability to make quick decisions in various situations	Develops practical management experience
Social Engagement	Young people and volunteers	Increased participation in public life	Enhances civic and social engagement
Human Capital	Young people and the workforce	Development of qualified and experienced personnel	Ensures the development of human resources in the long term

Analyses indicate that volunteering activities at sporting events contribute to human resource development through a number of interrelated areas, including professional skills, communication abilities, teamwork, leadership, responsibility, and social engagement. Active participation in sporting events as a volunteer provides individuals with opportunities to gain practical experience, perform various tasks, and participate in collaborative activities. As a result, young people develop their professional and social competencies, which enhances their readiness for the labor market and increases their human capital potential.

Conclusion. The conducted scientific analyses have demonstrated that volunteering activities at sporting events are one of the important means of human resource development. By participating as volunteers at sporting events, young people have the opportunity to gain professional experience, develop their communication skills, acquire teamwork abilities, and develop the capacity to make

independent decisions in various situations. At the same time, volunteering activities contribute to the development of competencies such as leadership, responsibility, initiative, and social engagement.

In the future, the systematic and effective organization of volunteering activities at sporting events, the improvement of volunteer training and education systems, and the use of modern management and communication methods may create additional opportunities for human resource development. Furthermore, developing volunteering activities through cooperation among educational institutions, sports organizations, and employers can contribute to increasing young people's practical experience, establishing a pool of qualified human resources, and strengthening their preparedness for their future professional careers.

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