

To cite this article: Wang Xinyu, Shen Huijia and Liu Xin'ai (2024). SURVEY ON THE QUALITY OF TRANSLATION SERVICES FOR LANGUAGE VOLUNTEERS AT THE HANGZHOU ASIAN GAMES, International Journal of Education and Social Science Research (IJESSR) 7 (2): 15-28 Article No. 907, Sub Id 1424

SURVEY ON THE QUALITY OF TRANSLATION SERVICES FOR LANGUAGE VOLUNTEERS AT THE HANGZHOU ASIAN GAMES

Wang Xinyu, Shen Huijia and Liu Xin'ai

Zhejiang University of Finance & Economics Dongfang College

DOI: <https://doi.org/10.37500/IJESSR.2024.7203>

ABSTRACT

This study examines the caliber of translation services provided by language volunteers for the Hangzhou Asian Games. It also conducts on-site research, surveys service recipients with questionnaires, and delves into the language service sector of the Hangzhou Asian Games as language volunteers. The primary research points for this study are the screening and training of language volunteers for the event, the overall quality of the volunteers, the particular content of the translation activities, and the quality of the translation services. We also examine the strengths and weaknesses of the translation services of China's large-scale events, talent cultivation, application of translation projects for the event, etc., in an effort to raise the standard and quality of the volunteers' services and to better serve the country's large-scale event needs. Provide suggestions and references for the future growth and development of volunteer programs based on language in China.

KEYWORDS: Hangzhou Asian Games; Language Volunteers; Translation Service

1. INTRODUCTION

A lot of people have been worried about volunteer translation services for tournaments in the past few years. According to some academics, volunteer translation services play a crucial role in major international sporting events like the Winter Olympics. Nevertheless, there are several issues with the volunteer translation service's real operations, including low translation quality, inadequate training for translators, and incompatibility of the translated material with competition venues and other services. Simultaneously, we discover that research on volunteer translation services abroad is less prevalent. There is currently a dearth of specialized study on how to raise the caliber of volunteer translation services, despite the fact that these services are crucial to several major sporting events like the Olympics and World Cup. In conclusion, a thorough analysis and comparison of pertinent research

Fund Project: "Survey on the Quality of Translation Services for Language Volunteers at the Hangzhou Asian Games" of Scientific Research Training Program of Zhejiang University of Finance & Economics Dongfang College in 2023(Project No.2023dfx086)

Corresponding author: Shen Huijia

conducted both domestically and internationally reveals that local experts consider volunteer translation services to be crucial components of major international sporting events. Even though the current volunteer translation services are doing a terrific job, there are still issues that require improvement. On the other hand, there is a dearth of knowledge and less study in this topic conducted by international experts.

But as globalization continues to advance, there is a growing tighter interchange of ideas between countries, and language plays an increasingly significant role in these interactions, particularly when it comes to major international gatherings. The largest games in Asia, the Asian Games, attract athletes, technical officials, and spectators from all over the region and rank among the biggest and most significant comprehensive sports events in Asia. As such, it serves as a vital platform for highlighting the diversity and power of Asian sports as well as their cultural charms. Effective language communication is essential for such a multinational gathering, and language volunteers' translation services are seen as an essential component. The crucial task of facilitating cross-cultural contact and information transfer is taken up by language volunteers. They are able to assist players comprehend as well as having more fun with the games through the elimination of linguistic barriers.

The study regarding the quality of translation services supplied to language volunteers at the Hangzhou Asian Games is quite essential especially considering that around 10,000 volunteers were gathered to take part in the volunteer activities related to language. This paper aims to analyze the quality of language volunteers' translation services for the Hangzhou Asian Games and their feedback from survey research, comprehend the real state of volunteer translation services, improve the quality of volunteer translation services, encourage volunteer training and service development, create a positive international image, strengthen cross-cultural communication and international exchanges, and strengthen the sense of honor and responsibility among volunteers. It is anticipated that these insights and recommendations would serve as a guide for future efforts to find and instruct language volunteers.

2. Analysis of the Current Situation of the Operation of Language Volunteers in Hangzhou Asian Games

In order to obtain accurate and credible data, members of the research project team travelled to the Asian Games as language volunteers to conduct the survey. The input they gathered on the way language volunteers operated at the Asian Games and the caliber of the corresponding translations is as follows.

2.1 Recruitment and training of language volunteers

The Hangzhou Asian Games has implemented an assortment of efforts to attract and educate foreign language volunteers to make sure that they are competent in their roles and offer high-quality services. First, the Hangzhou Asian Games used a range of recruiting tactics, including social media, recruitment websites, and university promotions. This comprehensive exposure reached out to a diverse spectrum of individuals, enticing a larger number of volunteers to participate. Recruitment conditions are also explicitly established, such as knowledge of at least one foreign language, to ensure that volunteers

meet the actual demands and possess the necessary skills. The application procedure involves "qualification examination - online test - on-site interview - psychological test - English language application ability test - pre-recruitment - job assignment - formal recruitment". "Formal employment," which can guarantee the efficient flow of information and offer prompt feedback on the volunteers' enrollment data. Outstanding young individuals who are willing to contribute can easily join the volunteer team thanks to the well-designed recruitment method.

Second, the Hangzhou Asian Games Organizing Committee offered extensive training materials to volunteers with the goal of assisting them in raising the caliber of their translation services in terms of staff training. Language volunteers mostly assist participating delegations with escort services, which include competition management, logistics, cuisine, etc. To guarantee that the volunteers have the necessary abilities to handle a variety of situations, the training curriculum also includes broad knowledge of pertinent operation in other disciplines in addition to language proficiency, professional knowledge, and cultural interaction. The training formats are varied to accommodate the various volunteer learning styles and demands. Examples of these formats include classroom instruction, hands-on training, and simulation situations. In order to guarantee that volunteers have adequate time to engage in the training and retain their optimal health, the training timetable is realistic and takes into consideration the volunteers' everyday lives or academic obligations. These programs improved volunteer labor and gave crucial assistance for the seamless running of the Asian Games in Hangzhou.

2.2 Application of advanced translation technology

Modern translation technologies such as speech recognition and machine translation are able to enhance translation efficiency in real-world scenarios, but they still need to improve in terms of accuracy and fluency. These technologies perform particularly poorly when it comes to specialized terminology or particular fields. For instance, athletes and technical authorities may employ specialized vocabulary and industrial jargon in the actual translation situation of the Asian Games, which may be rare or difficult for typical machine translation systems to understand. For instance, highly specialized translation expertise is typically needed to correctly translate language related to sports and athletics, such as game regulations, technical motions, and officiating instructions.

Furthermore, translation services for a variety of languages, fields, and goals are required for the Asian Games. As a result, translation services must offer a variety of service modes and translation styles, and translators must possess the ability to quickly modify their translation strategies in order to meet a variety of communication needs. For instance, in a stressful competition setting, the translator must be able to convey the referee's orders or the athletes' queries fast and precisely; in such a high-stress setting, the machine translation system might not be able to provide an appropriate translation. Environmental considerations, such as loud competition venues or speakers with distinct accents, can also have an impact on voice recognition technology. This can result in a reduction in recognition accuracy and ultimately impact the quality of translation.

In conclusion, even if there are definite benefits to using contemporary translation technology to increase translation efficiency, certain areas and complicated circumstances still require the specialized expertise and adaptability of human translators. The human translation ability and cross-cultural communication skills of the translation volunteers were crucial in the Hangzhou Asian Games translation scenarios. They ensured accurate information delivery and effective communication, which in turn contributed to the smooth operation of the games and positive participant interaction.

2.3 Mechanisms for the management and coordination of translation services

In order to align with the Hangzhou Asian Games' general organizational structure, the organizing committee established a dedicated translation service section for this Asian Games. The translation service industry has written scientific and systematic management rules and guidelines. These rules cover volunteer work duties, training requirements, and communication and coordination procedures with other technical officials. The goal of these procedures is to guarantee that volunteers possess the skills and attributes needed to deliver high-quality translation services. Even though volunteers in this field work on its own from other fields, they must additionally be conversant with their workflow. They are also in charge of organizing translation services and collaborating closely with other related departments, such as venues and departments handling situations. In order to guarantee the effectiveness and quality of the translation service, the management rules specify the workflow, responsibility sharing, and performance review process.

One NOC Assistant and one NOC Assistant Volunteer are distributed to the delegations heading to the Asian Games Sub-village, according to the office of administration (NOC stands for National Olympic Committee). The NOC Assistant Volunteer is a university student with exceptional foreign language skills who offers the delegation professional language support and translation services. The NOC Assistant is an experienced social worker who is in charge of organizing the delegation's accommodation, food and beverage management, medical and health care, etc. With the objective to help delegation members deal with daily exchanges and communications with the organizer, other participating delegations, and local residents, this combination is intended to make full use of the professional strengths of various personnel. It also solves communication problems that arise due to language barriers, ensures accurate information conveyance and smooth exchanges, as well as offers all-around support and services for the participating delegations.

An organizational framework like this not only enables participating delegations more content, but it additionally provides volunteers invaluable experience in social job duties and practice, and at the same time encourages the efficient use and distribution of social resources. This structured approach fosters a collaborative environment where diverse perspectives can be shared and leveraged for greater impact. By promoting teamwork and cooperation, it cultivates a sense of community and shared purpose among all stakeholders involved. This framework serves as a solid foundation for fostering sustainable solutions to address complex challenges.

2.4 Quality of translation services

The project team attended the Asian Games venue to conduct investigations during the sporting event. The survey was primarily intended for the Asian Games language volunteer audience groups, which included participating delegations, foreign spectators, foreign technical officials, etc. Investigating the level of professionalism of the volunteer language translation service for the Asian Games in Hangzhou was the primary goal of the study. Data will be gathered by means of surveys, fieldwork, along with additional approaches and will be arranged and evaluated statistically by employing computers and other forms of technology to come up with an objective assessment of the translation services' level. The following table displays the data and questionnaire design.

Investigate the problem	survey result		
Your gender	Male 59%	Female 41%	
Your identity	Audience 13%	Athletes 78%	Asian Games staff 37%
What is your native language?	English 76%	Non-English 24%	
Your Chinese level	I don't know much about 63%	Can speak simple words 20%	Able to communicate fluently 17%
Can you get help quickly when you need language services?	It's 92%	Not 8%	
Have you ever accepted the service of language volunteers?	It's 97%	Not 3%	
What language do you need for Language volunteer service?	English-Chinese 90%	Other languages 10%	
Attitude of volunteers in communication	Thoughtfulness and patience 75%	Attitude is acceptable 25%	Attitude difference 0%
Accuracy of volunteer translation work	Accurate 47%	Relative Accuracy 49%	Inaccurate 4%
Did volunteers really help	Can solve all problems 59%	Can solve most problems 38%	The problem that can be solved is rarely

you solve the problem?			3%
Quality of service provided by language volunteers in the Asian Games	Excellent and Comprehensive 57%	Good and improved by 43%	Less than satisfactory 0%
The importance of Language volunteers to you (athletes)	Very important 95%	General Importance 5 %	Not at all 0%

Particular synopses of the information gleaned from the survey are: 1) Of the respondents, 59% were male and 41% were female. Due to the fact that there were more men than women among the appropriate respondents, and the random nature of the survey, the results could not be guaranteed to be completely balanced, but overall, the sample was not overly unbalanced. 2) Respondents were mainly foreign spectators, foreign technicians, and delegations, with athletes accounting for 78% of the respondents. 3) 76% of the respondents' native language was English, and 24% were in other languages, such as Korean and Japanese. 4) Most of the respondents indicated that they had little knowledge of Chinese, and could only speak a simple "Chinese". (4) Most of the respondents indicated that they knew very little Chinese and could only say simple "thank you" and "hello", 20% could communicate in simple Chinese, and 17% could communicate in Chinese at a more advanced level. (5) 92% of the respondents could not communicate in Chinese when they needed language volunteering services. respondents were able to get help quickly when they needed language volunteering services, while the rest did the opposite.6) 97% of the respondents received language services from volunteers during the event, while 3% said they did not receive language services.7) 90% of the respondents said they needed "English to Chinese" translation services when they communicated, while 10% needed other language services.8) 10% of the respondents needed other language services when they communicated. (7) 90% of the respondents said they needed "English to Chinese" translation services when communicating, and 10% needed translation services in other languages.8) 75% of the respondents thought the volunteers were very considerate and patient, and the rest of the respondents gave a fair evaluation of the volunteers' attitude.9) As for the accuracy of the translation work, 47% of the respondents were positive about the accuracy of the translation work, 49% thought that the translation content was quite good, and only 4% thought that the translation was not good.10) 59% of the respondents said that the volunteers could help them solve almost all the problems, and 38% said that the volunteers could help them solve the problems. them with almost all of their problems, 38% said that volunteers could solve most of their problems, and the rest said that there were fewer areas where volunteers could help.11) As for the overall quality of the translation service, 57% rated it quite high, and 43% gave it a fair rating.13) As for the importance of language volunteers during the Games, all agreed that their presence was important.

Overall, the majority of respondents expressed satisfaction with the language services and said that the volunteers' presence and assistance was crucial to their ability to communicate and get their needs met throughout the Games. Overall, the language volunteers were acknowledged and praised for their significant contribution to the Games, even if a small number of respondents expressed some questions regarding the caliber of the interpreters and the amount of help provided.

3. Analysis of Operational Problems of Language Volunteers in Hangzhou Asian Games

Based on the information obtained through the previously mentioned questionnaire report and its thorough analysis, it is straightforward to come to the conclusion that, as a whole, the language volunteer service provided during the Asian Games is satisfactory. Nevertheless, it is also worthwhile to take into account the issues that must continue to be resolved in order to draw lessons from them. These issues with the volunteer service are as follows, based on what was discovered of the actual investigation.

3.1 Problems caused by differences in the quality of volunteers

First and foremost, inadequate language proficiency among volunteers might prevent them from fully understanding the requirements and directives of competitors or other pertinent parties, creating a communication barrier that would disrupt the event's smooth operation. Furthermore, misinterpretations or misunderstandings brought about by translation errors might result in unfair or inaccurate outcomes, particularly when it comes to the interpretation of competition rules or the transmission of crucial information. Differences in culture might also be an issue. Volunteers may misinterpret or use improper language in the translation, which might upset or unsatisfied participants, if they are unaware of or insensitive to cultural differences.

Most of the language volunteers only know English and are not familiar with small languages, and they are not proficient in the languages of small language countries such as Cambodia, or even don't know them at all, so they can only rely on translation technology to communicate with each other; secondly, language volunteers don't have the same level of mastery of foreign languages, and they aren't familiar enough with the special words used in specific fields such as sports competition, which makes it too time-consuming to deal with these problems and leads to wrong communication of the meanings. The volunteers' lack of familiarity with specific words in the field of sports competitions can lead to long processing times and incorrect communication. Furthermore, a deficiency in professionalism or an inadequate comprehension of the significance of the occasion might impede the volunteers' execution of their duties and result in a reduction in the caliber of services provided. Unexpected events cannot be avoided while volunteers are providing services, however because of personality variations and similarities, attitudes toward these situations will vary greatly throughout volunteers. Therefore, there is still a need to strengthen volunteer job education and training in fundamental concepts and rules.

3.2 Volunteer work allocation mechanism and scope issues

The main service targets of language volunteers are members of the participating delegations, and the scope of service targets is relatively narrow, which means that it is difficult to guarantee the needs of foreign media staff or technical officials for language interpretation. At the same time, the event organisers did not make reasonable arrangements for the allocation of language volunteers, which led to an uneven distribution of resources, with certain participating delegations or individuals receiving less support and services, affecting their participation experience. For example, in the Chunan Asian Games Sub-village, one delegation was provided with one and only one language volunteer. However, some delegations have a large number of members, and the "one-to-many" service mode is sometimes difficult to meet the demand. In addition, most of the language volunteers at the Asian Games only have the basic ability to translate between English and Chinese, and are not proficient in other languages, but there are a few members in most of the participating delegations who do not speak either Chinese or English, and only speak their own mother tongue. When such athletes are travelling alone, the shortage of language volunteers, coupled with the limited availability of translation equipment, can reduce the quality of translation services and hinder the normal operation of the event.

3.3 Other aspects

Athletes from many different countries pronounce their English with a significant accent, which makes it challenging for language volunteers and translators to communicate. This increases the complexity of problem-solving and communication while decreasing efficiency. Due to the relatively small number of volunteers in the medical field, competitive sports, and other specialized fields requiring a high level of language proficiency, a translator's assistance is frequently required. Still, there are only a limited number of translators available, and the translator's accuracy needs to be further improved. This results in it tough for native speakers of lesser-known languages to communicate with the translator or causes communication problems due to translation errors. Communication barriers can also be broken down through the use of other cutting-edge translation equipment technologies in addition to translation machines. However, the quality and effectiveness of translation services are somewhat impacted by the introduction of insufficient types and quantities of these technologies.

4. Countermeasures and recommendations

The four primary aspects of the more obvious problems—differences in the comprehensive qualities of individual volunteers, the overall structure of volunteer service that is still not available, and the challenges put forward by external objective conditions during volunteer work—are primarily accountable for the problems mentioned above. The appropriate prescription should be administered, step-by-step, to address these concerns and create a more effective system and team for language volunteering. This will also serve as a guide for future language volunteering initiatives at major events. A corresponding set of actionable suggestions is provided below for reference purposes.

4.1 Establishment of a pool of language volunteers

In view of the problems in the language quality of volunteers, the establishment of a pool of language volunteers can effectively avoid the relevant problems and comprehensively improve the comprehensive quality of volunteers.

First of all, volunteers should be recruited through various channels, such as university publicity and online media, to ensure that a wide range of high-quality language talents are attracted. In the process of recruitment, screening must be carried out according to clear selection criteria, especially for different language categories, such as commonly used languages and small languages, and targeted recruitment and selection should be carried out to meet the translation needs in different fields and scenarios. Secondly, establishing a volunteer information registration system is an essential part. By collecting volunteers' personal information and professional backgrounds, we can better understand their strengths and abilities and provide basic data for subsequent classification, management and deployment. After the recruitment is completed, a perfect volunteer file should be set up for each successful volunteer, which not only helps to manage the volunteers more accurately, but also facilitates the scheduling of volunteers at a later stage. Next, the organization of professional training and practical exercise activities is a key measure to improve the language ability and professionalism of volunteers. Through targeted training courses and practice programme, volunteers can continuously improve their translation skills and cross-cultural communication abilities, so as to better adapt to various work scenarios and task demands. At the same time, the establishment of contract management and performance appraisal mechanism can effectively monitor and evaluate the service quality of volunteers. By setting clear service standards and assessment indicators, problems in the work of volunteers can be found and solved in time to ensure that the service quality of volunteers is effectively guaranteed. Besides, in order to motivate and encourage volunteers who actively participate in the service, a series of incentives can be set up, such as honoring outstanding volunteers, providing volunteer service certificates, giving recognition to volunteer service hours, etc., so as to stimulate volunteers' motivation and enthusiasm, and to promote the stable development of the volunteer team. Through the above series of steps and measures, a professional, standardized and high-level language volunteer team can be established to provide high-quality language services for large-scale international events, and further enhance the international level and service quality of the events. By creating a pool of language volunteers in advance of the event, issues can be avoided. Event planners may assure the quality and efficiency of language services by proactively recruiting, training, and scheduling a team of professionally trained volunteers with language abilities. This allows the volunteers to be rapidly deployed when needed. Not only can such a pool handle unforeseen circumstances and crises, but it can also plan ahead and get ready in advance to guarantee a seamless event and a positive experience for everyone who attend. A pool of language volunteers may raise the standard of volunteer work overall and give volunteers a better base on which to work when it comes to resolving communication issues.

4.2 Establishment of a database of volunteer translators

The creation of a resource base is an essential step in guaranteeing the precision and effectiveness of information transfer. Constructing a resource base involves a variety of items such as glossaries, idioms, specialized vocabularies, and successful cases.

First of all, the repository ought to comprise terms and expressions that are often utilized. These standard expressions include hello, I'm sorry, thank you, etc. These foundational languages are crucial for communication. Volunteers can improve the communication effect and experience by communicating with participants and audiences more fluently by using popular phrases. In addition, by including frequent phrases, volunteers' language expression skills increase, which boosts their confidence and demeanor in real-world situations. Secondly, one of the most crucial components of the repository is the creation of a lexicon. In order to guarantee that volunteers can accurately grasp and express professional information throughout the translation process, we need to include translations of words used in the field of events in the glossary. To ensure accuracy and consistency, these terms should be translated using standard terminology that has been accepted by authorities or experts. The glossary's expansion and categorization can be changed to suit various event types and requirements. This not only enables volunteers translate in various contexts but also improves the efficacy and legitimacy of the event messaging. Aside from frequently used expressions and event terms, the resource library must have specialized language associated to certain professions. Aside from the event's primary subject matter, the domains that are generally covered in international events include medical, culture, and other areas. These fields also have their own specialized vocabulary and idioms. Therefore, pertinent professional words and translations should be included to the Resource Library in order to make sure the correctness and professionalism of the translation. In addition to ensuring the smooth operation of the event, preserving the quality of the translation is dependent on the correct understanding and use of these phrases, which also contributes to promoting cultural interaction and dissemination to some extent. As a source and educational tool, the resource bank should also have prior instances of effective translations. These examples, which show the traits and abilities of exceptional translators, can take the shape of transcripts, interpretation notes, etc. By examining exemplary examples, volunteers can get insight into the real-world implications and impact of superior translations, ignite their curiosity and drive to learn, and ultimately enhance their proficiency and competency in translation over time.

The creation of the Resource Library will save the event planner and volunteers a great deal of time. The creation of the resource bank can help the event organizers save time and money on labor expenses by decreasing redundant work during the translation process and increasing translation efficiency. Simultaneously, the Resource Library provides the seamless operation of the event, lowers the possibility of mistakes and misunderstandings, and assures the correctness and consistency of translations. The resource bank offers volunteers a wealth of learning and reference materials, eases their anxiety and hesitancy throughout the translation process, and helps them work more focused and efficiently through the completion of translation tasks—all of which save significant time and energy. Hence, in addition to supporting those who organize events increase the effectiveness and caliber of

their work, the Resource Bank's formation offers volunteers convenience and assistance, all of which contribute to the event's success and seamless operation. The creation and use of the resource bank may significantly enhance the professionalism, consistency, and correctness of volunteer translators' work, offering significant intellectual support for the seamless operation of international events.

4.3 Application of translation technology and means

Based on the principles of service assistance and upgrading the quality of translation services, it has become vital to actively adopt new translation technologies and tools. Firstly, with regard to translation equipment, the types of its use should be expanded, and different types of translation equipment should be equipped according to the types of languages served and the needs of the target audience. For example, portable translation equipment should be provided for cases requiring services for delegations; for delegations from small-speaking countries, translation equipment that supports multiple language switching and multiple input methods should be provided. The number of translation devices in reserve should be increased to avoid communication difficulties due to insufficient translation devices, and the rate of provision of translation devices should be increased to ensure that volunteers can use translation devices at any time when they are needed without restriction. At the same time, the quality control and guarantee of translation equipment should be strengthened to ensure that volunteers are able to master the operating skills of the translation equipment, and that the equipment is regularly checked and maintained to ensure its normal operation. Detailed instructions and training on the use of the equipment should be provided to help volunteers make full use of the translation equipment and improve communication efficiency. Secondly, terminology translation tools and resources should be provided, such as the development of special applications or online platforms to provide terminology translation tools and resources for different fields.

Volunteers can make use of these technical tools to help them better understand and convey the needs of the participating teams and the audience, and provide volunteers with a quicker way to get appropriate help when they encounter difficulties, thus improving the effectiveness and quality of communication.

4.4 Strengthening national exchanges and co-operation

Strengthening international exchanges and co-operation plays a crucial role in improving the quality of translation services of language volunteers in international events. First of all, the relevant departments can actively organise and support the exchange activities of international translation volunteers, which can not only allow volunteers from different countries to exchange experiences and share skills with each other, but also promote cross-cultural understanding and cooperation. These activities are not just simple social gatherings, but also an educational platform where volunteers can analyse translation cases and discuss translation difficulties and challenges, so that they can continuously improve their translation abilities and cross-cultural communication skills in practice. Secondly, the country can work closely with other countries to jointly organise high-level international translation training courses. These courses can not only cover translation skills and professional knowledge, but also develop volunteers' leadership, teamwork and ability to cope with various

challenges. By providing more systematic and comprehensive training, the overall quality and professional level of volunteers can be effectively upgraded.

At the same time, it is also very necessary to establish an alliance of international translation volunteer organizations. Such an alliance can promote cooperation and exchanges among translation volunteer organizations of different countries, share resources and experiences together, and promote the sustainable development of the international translation volunteer cause. Through unified organization and management, the activities of volunteers can be better coordinated and regulated, and work efficiency and service quality can be improved. In addition, carrying out international cooperation projects is also an effective way to improve the quality of translation services. The country can cooperate with other countries to participate in the translation services of international events, improve the coverage and quality level of translation services through resource sharing and information exchange, and provide reliable guarantee for the success of international events. Finally, promoting international translation standardization is also a key part. The country can cooperate with other countries to jointly formulate and promote international translation standards to ensure translation quality and consistency, and reduce misunderstandings and communication barriers. By establishing a unified standard system, the professional level and international image of international events can be improved, and the cooperation, trust and communication between countries can be enhanced.

To sum up, strengthening international exchange and cooperation is of great significance in enhancing the quality of translation services for language volunteers in international events, which will not only provide solid support for the smooth holding of international events, but also inject new vitality into the sustainable development of international exchange and cooperation.

5. CONCLUSIONS AND OUTLOOK

This study explores in detail the quality of translation services for large-scale venue activities and events in China from the perspectives of talent cultivation and the application of translation projects for events, by employing the screening and training of language volunteers for events, the overall quality of volunteers, the specific subject matter of translation activities, and the quality of translation services as the main research objects. In order to boost the standard and quality of volunteer services, the study intends to thoroughly examine the advantages and disadvantages of the translation services provided for major events in China. It will do this by providing suggestions for improving service quality through a methodical analysis and summarization of the data. The findings of the research not only offer concrete suggestions and directions for the future, varied growth of language volunteer services in China, but they also serve as a crucial point of reference for the standardization and enhancement of translation services for major gatherings. For instance, it would be beneficial to create a large pool of language volunteers, improve the management and training of language volunteers, set up a dynamic management system for the volunteer team, and promptly recognize and deal with whatever problems that arise with the work that volunteers engage in ; at the same time, to guarantee the high efficiency and uniformity of the language volunteer services, it is also necessary to enhance

volunteer supervision and assessment of their work and to set up a system for evaluating the quality of volunteer input.

Through the International Games, friends from diverse nations now have an improved comprehension of China and the host city. This suggests that globally organized competitions foster professional contact and chatting with as well as a wide cross-cultural communication platform for global political, economic, and cultural interactions. Language is always crucial when communicating internationally and across cultural boundaries. In international communication and cross-cultural communication, language always plays an extremely important role. While providing language volunteer services, naturally, we should prioritize English translation, but we should also consider other minor languages to make the event's language services more perfect. Although the overall performance of the volunteer translation service during the Asian Games was good, some respondents still said that the accuracy of the volunteers' translations needed to be improved and their service attitude needed to be improved. Therefore, future research and practice should be devoted to further studying the influencing factors of volunteer translation services and formulating more targeted improvement measures, so as to continuously improve the quality of volunteer translation services and provide better language support for the smooth running of international sports events. At the same time, we can also strengthen international exchanges and cooperation to promote the internationalization of language volunteer translation services. We can exchange experiences and resources, advance the internationalization and standardization of language volunteer translation services, and offer a wider platform and opportunities for cross-cultural interactions at international sports events by working with international sports organizations and other nations' sports event organizers.

REFERENCE

- [1] Dang Xiuyun. On the normalisation and sustainable development of volunteerism[J]. China Administration, 2011(3):5.
- [2] Dong Xiaoyi. Analysis of language service competence training for Winter Olympic volunteers based on competence characteristics[J]. Language Industry Research, 2019:51-64.
- [3] Liang Hanping. Research on language services for large-scale international sports events in China[J]. Journal of Physical Education and Sports College of Shanxi Normal University, 2011,26(002):34-36.
- [4] Pei Xinxin. Research on the enhancement mechanism of language services for sports events in China under the background of Winter Olympics[A]. Chinese Society of Sports Science. Compilation of Abstracts of the Twelfth National Sports Science Conference - Wall Communication (Sports Management Sub-committee) [C]. Chinese Society of Sport Science,2022:238-240.
- [5] REN Wen,ZHAO Tianyuan. Research on National Foreign Translation and Communication Capability:Theoretical Construction and Practical Application[J]. Shanghai Translation,2023(2):8.
- [6] Wang Yujuan. Research on the strategy of improving the translation service capacity of volunteers for international cultural and art activities in Heilongjiang Province[J]. Heilongjiang Education,2021(1):2.



- [7] Wang Yuanjing. Research on motivation and management of volunteers in large-scale sports events[J]. Contemporary Sports Science and Technology, 2022, 12(29):107-110.
- [8] Wei Na. Volunteer Service Development in China: Achievements, Problems and Prospects[J]. China Administration and Management, 2013(7):4.
- [9] Zhao Yucheng. Research on the Training Mode and Development Strategy of Contemporary Language Volunteers in Colleges and Universities--Taking Shanghai World Expo Language Volunteers as an Example[J]. Market Weekly, 2011(7):2.