

## HUMAN RESOURCE ISSUES ANALYSIS IN MEGA EVENTS INDUSTRY

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### ABSTRACT

As the representatives of mega events, The Olympic Games has attracted more attention for a long time. Human resources management is an important part of the management of sports events, and hosting large-scale sports games is highly dependent on volunteer service project. Unlike the human resource management of common enterprises, the volunteer management of mega events is obviously special. Aiming at the problems in mega events in recent years, this paper analyzes the motivation, attitude, satisfaction of mega events volunteers which influence its behaviours. And the result is that management must forecast demand according to the type and number of volunteer event scale, the nature, content and other factors; the main problem facing Volunteer Recruitment links should be considered as types and the recruitment of volunteers, volunteer time professional accomplishment.

**Keywords:** Mega events; the Olympic Games; Human resource management; Volunteer.