

## Research Article

### Diet Activity Characteristic of Large-scale Sports Events Based on HACCP Management Model

<sup>1</sup>Xiao-Feng Su, <sup>2</sup>Li Guo, <sup>1</sup>Li-Hua Gao and <sup>1</sup>Chang-Zhuan Shao

<sup>1</sup>College of Arts and Sciences, Shanghai Maritime University, Shanghai 201306,

<sup>2</sup>School of Kinesiology, Shanghai University of Sport, Shanghai 200438, China

**Abstract:** The study proposed major sports events dietary management based on "HACCP" management model. According to the characteristic of major sports events catering activities. Major sports events are not just showcase level of competitive sports activities which have become comprehensive special events including social, political, economic, cultural and other factors, complex. Sporting events conferred reach more diverse goals and objectives of economic, political, cultural, technological and other influence and impact.

**Keywords:** Catering activities, HACCP, major sports events

#### INTRODUCTION

Since a large number of participants in sporting events and corresponding to a large supply of food and different national, ethnic, customs, tastes and personal preferences, the requirements for the supply are diverse types. According to projections, the main restaurant Beijing 2008 Olympic Games venues and press centers will require 130 tons of vegetables a day, plus tourists who come to Beijing's demands, a total of more than 5000 tons of vegetables a day. According to incomplete statistics, the Olympic Village alone, it takes about a day: 15,000 L of milk, 19 tons of eggs, 330 tons of fruits and vegetables, 100 tons of meat, 82 tons of seafood, 25000 bread, 750 L of tomato sauce, 2 million liters of drinking Drink water and 3 million copies. Since the number of different varieties, these food materials come from different suppliers and origin. The large number and wide range involved, regardless of the size of the high-impact sports, as a collective project, it is not the number of participants is relatively small sum, relative to a certain range, it is a great influence on the project (Bernard, 2002).

During the 2008 Olympic Games, Beijing received the delegation of the various countries and regions, 16,000 people IOC, Olympic family members and VIPs 5,000 technical officials and referees staff 3,000 people, 25 million people in the Olympic staff, sponsors and their guests 7000 people, the news media 21,000 people, the audience of 700 million people dine cycle as long as 60 to 701 days, providing a total of more than 1300 million copies meals. Other comprehensive sports events such as the Games, Provincial Games, Games, etc., all have a huge crowd participation, dietary supply issues are involved, the large individual sporting events,

such as the World Cup, the Open Championship and so, too, Food supply problems are involved, each one involving athletes, coaches, staff and even spectators.

#### MATERIALS AND METHODS

From the Beijing Olympic Village accommodation service management analysis, the particularity of the athletes in terms of strong demand, to better meet these special requirements, the need to improve service level of professional judgment and service processes designed to take into account scientific and flexible resistance, improve service efficiency standard services, major sports events in the tournament organizing committee will normally be established after a successful bid, but the venue operation team will start when the venue is nearing completion from the community through collective and individual recruitment methods bidding formation, this is mainly to streamline the organization, efficiency and reduce the cost of Office will need. Athletes village collective tender is mainly for large hotel group, Hotel Group is responsible for the athletes from residential services and management, not only Beijing Olympics, Beijing Asian Games, the previous Universiade of 1990 and the National Games held before are also using similar approach (Ehiri and Morris, 2003). The main front-line service personnel are recruited mainly by volunteers for the community. It would appear that the biggest problem the athletes village accommodation run by the bid team successful hotel groups and volunteers is to manage and service standards of unity.

In addition and in general the hotel rooms, lobby, recreation and entertainment services differ significantly, major sporting events the athletes' village

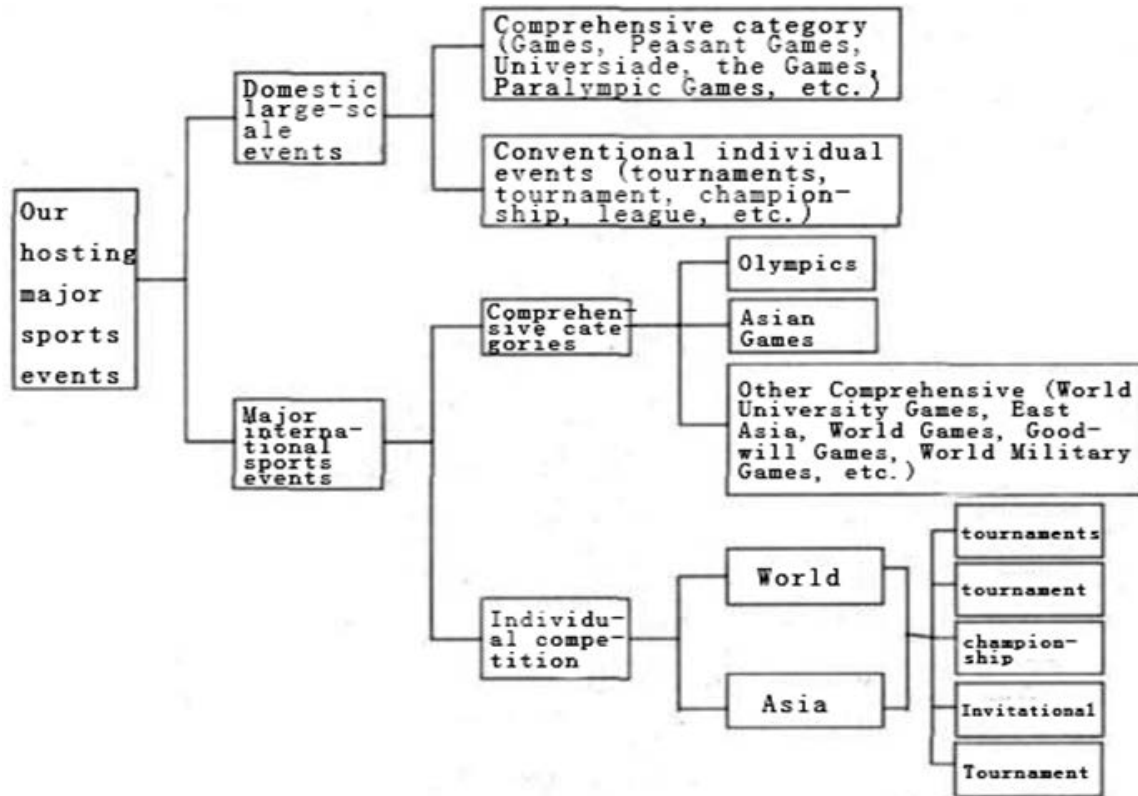


Fig. 1: Sporting event types in our country

and accommodation services related to the project is more complex and diverse. Players such as adjusting the timing and rest room cleaning time and frequency according to the medical room of medical waste requires special handling, washing clothes and other professional sports athletes. For such complex and diverse services, clear service processes and service standards are even more important. Strict service processes first task is to establish uniform standards of service and quality of service science system, while the activities in standards, norms under tight control, in order to enhance efficiency and performance, improve the satisfaction of the athletes and coaches. In order to implement services such as Beijing Olympic training results and implement service standards, team management set up self-test, unannounced visits, evaluation, assessment and integration testing of special multi-level quality of service control system, as shown in Fig. 1.

**Personalized service delivery humane care:** Target large-scale sporting events is not only the level of delegations sports contest, but the main thing is the people of the country and the world to promote peace and friendship platform (Hou, 2008). Especially in the athletes village, through the village of personalized service not only reflect the host humanistic concern for athletes, but also to create a warm and comfortable environment for athletes to interact. Such as the Beijing

Olympic Village accommodation service has always insisted on passing the Beijing Olympics, People's Olympics concept, through a variety of personalized services, such as apartment managers to take the initiative to visit the delegations, delivered welcome cards and contact cards; prepare birthday cards and greeting cards for athletes; the players room to put environmental protection and children 's drawings hanging gift; service center ice in a towel athletes for athletes; entertainment center for athletes in organized friendlies and set friendlies, gold medal, made for the friendlies ranking Beijing Olympic athlete has a distinctive gift postcards, badges and other prizes, carried out by a variety of these services, family services and joy in the service of process and continue to pass with a strong humanistic care.

**Timely remedy to improve service performance:** Complex large-scale sporting events and large-scale management system and then fully prepared to work will encounter unexpected situations, then a high level of service cannot guarantee zero error rate, because, after all, our work is done by people who, not done by a machine. Therefore, in the athletes village accommodation service management process also must pay attention to timely service recovery, proper handling service failures and establish service recovery database. For example, in the Beijing Olympic Village is through the timely adjustment of employee shifts,

temporary extension of the laundry room and game room service hours; replenish umbrellas measures a number of services to facilitate travel and other athletes constantly improve and upgrade services.

## RESULTS AND DISCUSSION

Major sports events catering applications, Sports events catering arrangements generally based on consumer demand and nutritional requirements of athletes, the daily diet of incomplete re-sample, there are hundreds of varieties of food, basic types of meat dishes, vegetables, staple food and soup; food ingredients, including meat, poultry, fish, beans dozens of basic cooking methods athlete diet products, eggs, vegetables, rice, flour, oil, spices, etc. for fried, stewed, steamed, boiled, fried, food is more complex; due to the complex and diverse food processing technology, according to analysis of the characteristics of sports events conducted, refer to previous sports food safety management model, in access to large number of documents on the basis of this research, food safety management flowchart sporting events. We can link the process to design specific management details (Fig. 2).

On specific methods of operation, the management of food safety now for sporting events and other large events taking sample surveys and on-site supervision of a combination of methods. This feature is a food safety management in prior or subsequent conduct supervision and inspection, as well as the problem occurred on emerging issues for processing. Sample survey not only to spend a lot of test reagents, requires sophisticated testing equipment also requires sufficient expertise; site supervision is required to participate in many of the health supervision and management personnel. Although this effect is significant, but will cost many human and material resources, such as the Olympics for major sports events is a lot of money spending.

**"HACCP" management model:** Now the developed countries there is a new management model HACCP (hazard Analysis and Critical Control Point). HACCP is Hazard Analysis and Critical Control Point abbreviation, food production is a "process control" a systematic method that can predict which sectors are most likely to have problems, if there are problems on the person how much harm, pursuant to establish effective measures to prevent these problems in order to ensure food safety (Lu, 2005). This system has been used in many areas, including food safety, including management and achieved remarkable economic and social benefits, China has also begun to try in this regard. HACCP in Korea has developed to the extent of the jelly, frozen dumplings, noodles and a clean sweep of these basic foods.

**Major sports events food safety Critical Control Points (CCP):** Preparation of CCP control tree model. According to internationally accepted CPP control tree model, used in reference to the quality of management in the field of domestic CCP control trees, build CCP control tree model.

**Obtain critical control points:** The important risk factors in the hazard analysis obtained by the CCP itemized analysis of the control logic tree model, selected the following items as critical control points sporting events food safety management (for example, 20). So far, the diet has been sporting event security management of critical control points total of 20, in accordance with HACCP theory, these critical control points individually control, monitoring, control hazards can be achieved, the purpose of reducing risk. So, sporting events combining food safety management flow chart presented above, combined with the risk management features sporting events, sporting events come on over food safety management coupled with

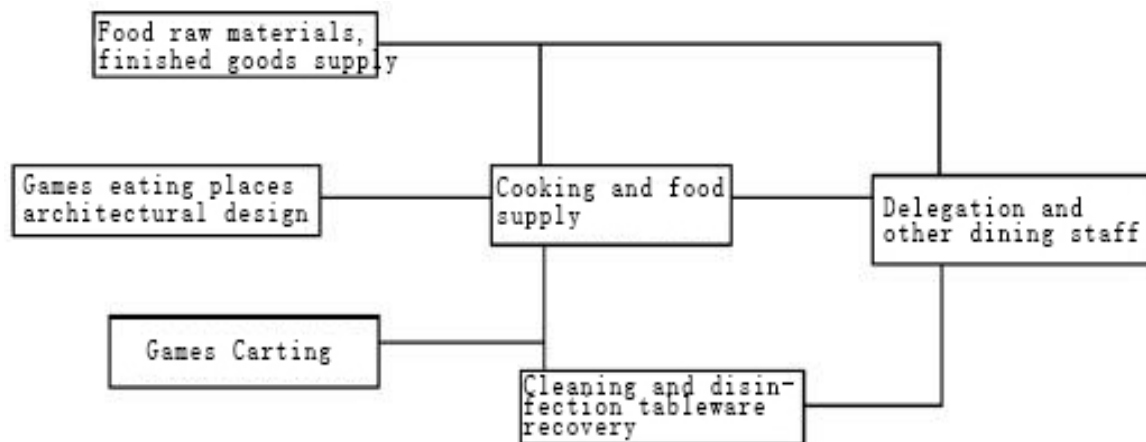


Fig. 2: Sports safety management process

analysis critical control points and then put forward control strategy.

### **CONCLUSION**

With the rapid development of China's economy and culture, since the founding of the sport has considerable development and various sports activities in the country have very good promotion and development, we also held a variety of sporting events as our indispensable part of life of social and cultural (Wang, 2008). Especially in recent years, with the development of China's competitive performance industry, especially after the Beijing Olympic Games bid is successful, large-scale events are held in China, more and more. Characteristics of the diet of large sporting events and propose ways to deal with it is very meaningful thing. Recommends the introduction of large-scale sporting events dietary management HACCP management methods and effectively protect food hygiene safety of large events.

### **ACKNOWLEDGMENT**

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