



# Students' awareness about the features of the modern labor market in the sports field

UDC 796



PhD **V.N. Kremneva**<sup>1</sup>  
 Postgraduate student **E.M. Solodovnik**<sup>1</sup>  
<sup>1</sup>Petrozavodsk State University, Petrozavodsk

Corresponding author: Solodovnikem@gmail.com

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## Abstract

**Objective of the study** was to identify the level of students' awareness of the professional labor market in the sports field.

**Methods and structure of the study.** In the course of scientific work, the most promising directions for the development of the sphere of physical culture and sports were identified; to study the level of awareness of students of the Institute of Physical Culture, Sports and Tourism (IPCS&T) of Petrozavodsk State University (PetrSU) about the representation of the spheres of physical culture in the economic space of Russia, their (spheres) demand and prospects. When conducting the study, the authors used general scientific approaches and research methods: description, generalization, systematic and comparative analysis and questioning. 142 IPCS&T students from 1st to 4th years in the following areas of training took part in the survey: physical education, life safety and physical education and adaptive physical education.

**Results and conclusions.** It has been established that the most popular areas of services in the field of physical culture and sports are services in the field of medicine and healthcare, but the most profitable currently is the information sector. The survey results showed that only 6.3% of respondents would choose this field to build a future career, while the largest proportion of students plan to work in the field of education, although they recognize it as the least profitable. Analysis of the answers makes it possible to identify the competencies that are missing for more successful professional activities of a graduate of a physical education university, which can serve as the basis for modernizing and updating basic educational training programs.

**Keywords:** *physical culture and sports, economics, business, employment, professional activity.*

**Introduction.** Currently, the field of physical culture and sports (PCS) has a separate section for the classification of budget expenditures; physical culture and sports are one of the significant factors not only influencing the well-being of society, but also the formation of the country's GDP. This suggests that physical culture and sports occupy a significant place in the Russian economy and in order to solve the problem of increasing the effectiveness of sports as an economic sphere, appropriate specialists are needed who have knowledge not only in the subject area "Physical culture and sports", but also in the fields of economics and entrepreneurship.

**Objective of the study** was to analyze the level of students' awareness of the professional labor market in the sports field.

**Methods and structure of the study.** The research methodology was as follows: to evaluate the most promising areas of physical culture and sports for doing business and profitable employment, to compare the identified areas with the level of awareness (awareness) of students of the IPCS&T of PetrSU about these areas.

**Results of the study and discussion.** The variety of areas of application of professional knowledge and skills in the field of sports services has varying



degrees of profitability. It can be argued that each professional unit affecting the field of physical education and sports has its own weight, but not each has a sufficient degree of profitability. According to the data (based on information from [https://rosstat.gov.ru/labor\\_market\\_employment\\_salaries](https://rosstat.gov.ru/labor_market_employment_salaries)), it can be noted that the most profitable in the field of physical culture is the information sector (95,875.0 rubles), followed by the healthcare sector (50,612.5 rub.), then – education (43,349.5 rub.).

Figure 1 (according to ROSSTAT) [1-3] shows average monthly salaries in the field of information and communications. According to the presented graph, it can be observed that the trend line is increasing, which indicates that the demand for professions in the field of information and communications is growing.

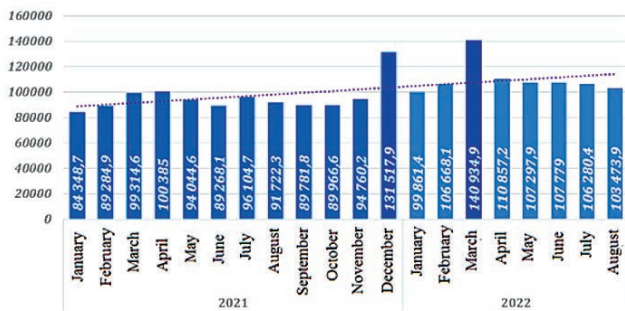


Figure 1. Salaries in the field of information and communications for 2021-2022, rub.

The next stage of the study was a survey of IPCS&T students in order to identify awareness of the professional labor market in the sports field. 142 students from 1st to 4th year took part in the following areas of training: physical education, life safety, physical education and adaptive physical education. The size and qualitative characteristics of the sample are presented below (Fig. 2.)

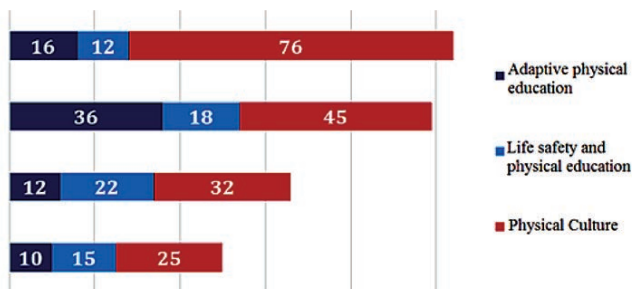


Figure 2. Number of students surveyed by field of study, people.

Students were asked questions regarding the features of training in the areas of training and future professional activities. Let us present for discussion the answers to only some questions affecting the research problem. For example, respondents were asked the question: “What areas of activity, in their opinion, could their professional training overlap with?” The answer implied the choice of several options, shown in Figure 3.

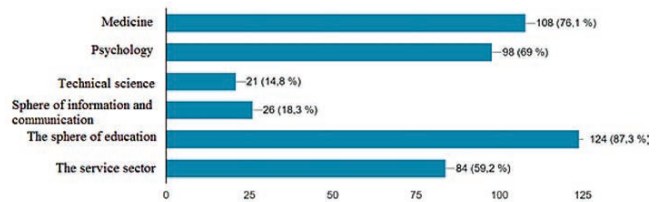


Figure 3. Areas of professional activity

An interesting and even paradoxical fact is that indicating the service sector as the area with the highest income (49.7% of respondents), and only 1.4% chose the education sector as the most profitable (Fig. 4).

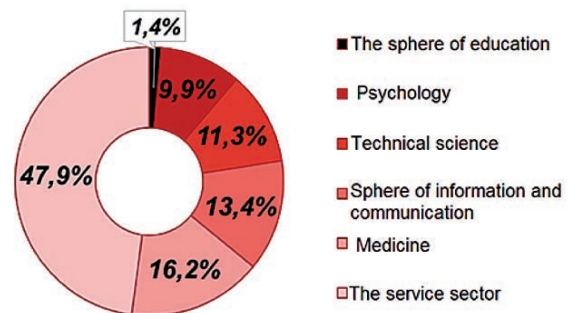


Figure 4. The most profitable areas according to respondents

The majority of respondents see their future professional activity in the field of education (68.3% – trainer or instructor; 9.9% – teacher or lecturer), recognizing and perceiving it as the least profitable area (Fig. 5).

Also, respondents were asked to select areas that they lack in the educational program for developing a professional career (Fig. 6).

As can be seen, the majority noted the medical (49.3%) and psychological areas (43.7%).

**Conclusions.** The field of physical culture and sports can be combined with various industries, such as medicine and psychology, technical sciences, education, the service sector, the field of informa-

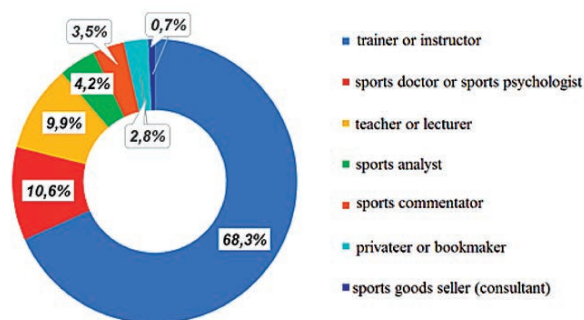


Figure 5. My future profession

What competencies (from which area) do you lack for a successful professional career?

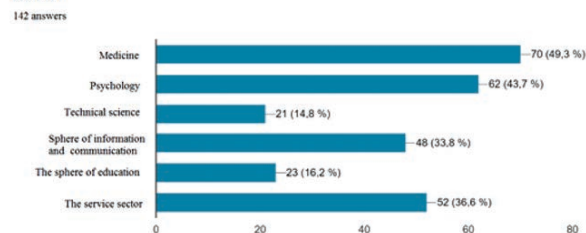


Figure 6. Professional career scope

tion and communications and others. Potentially, each of the above industries can be quite profitable. According to the study, the most profitable sector is information and communication. The survey results showed that only 6.3% of respondents would choose this field to build a future career, while the largest proportion of students plan to work in the field of education, although they recognize it as the least profitable. Analysis of the answers makes it possible to identify the competencies that are missing for more successful professional activities of a graduate of a physical education university, which can serve as the basis for modernizing and updating basic educational training programs.

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