

# Chapter 86

## Survey of the Job Market for College Students Majoring in Sports Performance

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**Abstract** Sports performance belongs to the literary nature of art, including artistic gymnastics, aerobics, models, martial arts and other categories. At present, more and more colleges and universities are beginning to learn sports performance, which is training performing arts class social talents to serve the community. In order to adapt to the needs and development of the state and society, sports performance professional needs of the community and employment market, we did a lot of research on marketing and marketing management mode for some provinces. Through the use of computer technology survey data, statistical processing and analysis, we get to know the professional job market of sports performance and prospects, and the development of professional and social needs of the countermeasures for sports performance.

**Keywords** Sports performances • Job market • Investigation reports • Countermeasures

### 86.1 Introduction

At present, sports performance belongs to a new development in recent years and is highly advocated setting up by the state education department [1, 2]. Physical education, art education, dance education, performing arts, performance and fitness, dance are their main professional directions. The creation of sports performance professional schools of our country at this stage have reached 23, the Sports School and with some of the normal school and comprehensive school [3]. The professional curriculum of the college sports events is shown in Table 86.1.

Currently, the number of schools offering sports performance is continuously increasing, and the annual intake of students, graduate students each year have exceeded several hundred people. But sports performance in the field of

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**Table 86.1** College sports performance courses

	Comprehensive school	Normal school	Sports school
Main courses	Introduction to art, literary accomplishment, sports, dance, art, performing basic theory, physical education, practical education, social investigation, basic music theory.	Exercise physiology, performance (aerobics, dance sports) basic theory and literary training, introduction to art, sports aesthetics, sports psychology, sports management, group calisthenics director and public art gymnastics.	Basic music theory, introduction to art, ballet basic training, day and presentation of dance drama, special theory and art practice, exercise physiology, sports anatomy and sports psychology.

professional talent is still extremely scarce, such as performing design, layout and organization. At the beginning of this paper, the premise is assumed that through the explicit introduction of the cognitive objectives, students of physical education courses will join the movement and emotional goals, and then the efficiency of the student training process increases [4].

In modern sports, in addition to power and speed of the competition, there is also the comparison with the endurance, and athletes' anaerobic ability is one of the key elements to win the competition. Currently, many sports scientists and coaches widely believe that the adaptability of the athletes and performance testing are very important factors in athletes' designed training plan in the project of the athlete's progress analysis. Anaerobic ability is considered as athletes' working ability when the muscles do not provide enough oxygen for the body. Generally speaking, in an anaerobic state and a short time period, athletes have shown the explosive force, which is the maximum speed and power meaning the speed of finishing the work. In basketball games, a successful performance is mainly dependent on several fitness adaptability parts (e.g., speed, agility and vertical leap). In essence, the movement is an anaerobic property, and these components must be repeated, with the lowest reduced competition for the performance. Currently, there is no particular test that can be used as a measure of anaerobic power acceptance standards for basketball player. To this end, the sports performance professional job market and a clear understanding of sports performance professional direction of employment and demand market contribute to the education department or college in a timely manner to adjust the specialty structure, which conforms to the needs of the times and development [5].

## 86.2 Research Methods

The composition of the study design is for the students' sports activities in the cognitive, emotional, psychological and movement mode of operation [3]. The effect of the implementation of the project and the training methods was assessed.

We focus on the knowledge the students have obtained in the training of secondary questionnaire. Assessment of study cognition includes the level of the experimental and control groups, in particular knowledge, and the number of questionnaires answered in the evaluation design. Table, processing and statistics are used to explain the recorded data. We make the graphical presentation of the key indicators of the research phenomenon [6].

First, the literature data collection, and marketing and other theoretical approaches, was done using monographs, related magazines and university employment site information to gather information.

Second, the data were collected through the questionnaire survey. In view of part of the creation of sports performance professional learning as well as the cities of entertainment, clubs engage in relevant professional teachers, students, experts and managers to conduct an investigation.

Third, sports performance professional experts or senior managers were contacted one-on-one interviews by telephone and online form.

In the second approach, we distributed 500 questionnaires and there were 469 copies to recover, with the recovery rate of 93.8 %. Third interviews with 20 senior experts on sports performance professional and the job market are very understanding.

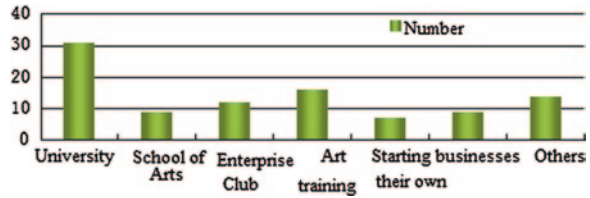
The questionnaire includes professional name, professional direction, the whereabouts of graduates, the school professional development-targeted programs, sports performance training objectives, professional evaluation of sports performance, professional specializing in practice the course content, province sports performance professionals demand and the training recommendations. Expert interviews include reasonable professional courses offered on college sports events, professional personnel training objectives and market-oriented, personnel training, sports performance graduates with quality and analysis of the status of the professional job market.

### **86.3 Analysis of the Job Market Demands of Sports Performance**

With the rapid development of material civilization, people gradually turn to the pursuit of spiritual civilization and the constant pursuit of the health and survival of harmony. Sports performance professional trained personnel should meet the current needs of social development [7]. Sports performance professional job market is also continuously improving the development of the times, mature, and the creation of professional schools and enrollment numbers are growing, for example professional employment in a college sports events.

Table 86.1 and Fig. 86.1 show the highest proportion of sports performance professional graduates entering the school, followed by the health club. In the field of enterprise, the art of dance training is also a sports performance professional employment direction [8]. Therefore, sports performance majors on diverse

**Fig. 86.1** Comparison of the sports performance employment of a college



selection of employment. According to the 2008 Social Blue Book in professional sports performance analysis, in terms of quality or quantity, we need a lot of sports performance in the field of professional talent. And the demand of the club is the largest. The survey results are shown in Table 86.2.

Through the investigation and analysis, each club at least demands an average of six fitness instructor, the country’s existing health club for more than 600 million, and then the nation’s sports performance professionals required more than 360,000. Efficient training of the professional students is not enough only club in this industry needs, Fig. 86.2.

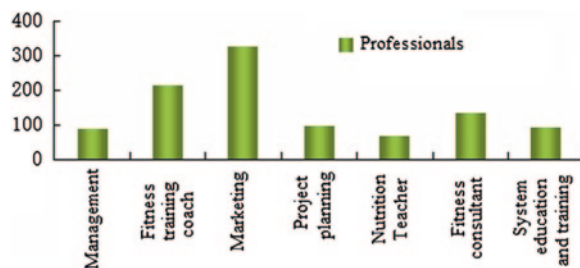
Then, we made the investigation and analysis of entertainment sites in some major cities. The survey results are shown in Table 86.3, Fig. 86.3.

From Table 86.3, we know that dance performances, art scheduled for the higher proportion of entertainment establishments needs. But this industry talent flows; in particular, there is a difference between the outstanding problems of the qualifications and performance capabilities. This also shows that China’s education is not in accordance with the practical training mode, the education of students, the theory and practice [9, 10]. The survey found that performing casino and sports performance professional talent is still a serious shortage of both parties, which also limits the part of the student’s field of employment, Table 86.4.

**Table 86.2** Sports performance employment of a college

	University	School of arts	Enterprise Club	Art training	Starting their own businesses	Others
Number	31	9	12	16	7	14
Percentage	31.6	9.18	12.24	16.32	7.14	14.28

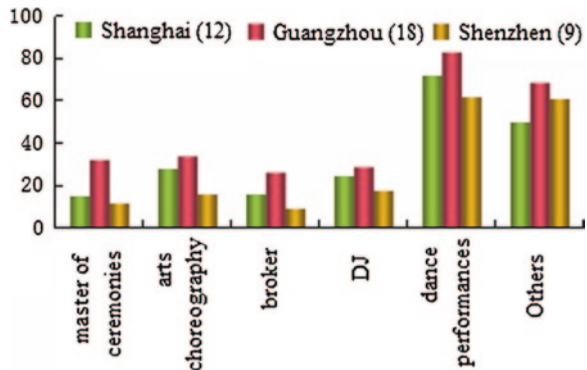
**Fig. 86.2** Some clubs’ demand for sports performance professionals



**Table 86.3** Some clubs' demand for sports performance professionals

Range	Management	Fitness training coach	Marketing	Project planning
Professionals	88	214	325	98
Range	Nutrition teacher	Fitness consultant	System education and training	Total needs
Professionals	69	136	92	1,022

**Fig. 86.3** Entertainments' demand for sports performance professionals



**Table 86.4** Entertainments' demand for sports performance professionals

	Master of ceremonies	Arts choreography	Broker	DJ	Dance performances	Others	Total demand
Shanghai (12)	15	28	16	24	72	50	205
Guangzhou (18)	32	34	26	29	83	68	272
Shenzhen (9)	12	16	9	18	62	61	178

## 86.4 The Development and Analysis Countermeasures of Sports Performance Employment

First, sports performance professionals should meet the needs of the community development orientation. They should be market-oriented and professional restructuring, personnel training, specialization and diversification of development.

### 86.4.1 Cultured in Targeting Analysis

Colleges and universities should determine the training objectives, namely the culture of professional sports performance characteristics of talent. Combination

of school status, resources and advantages, market research analysis and forecasting development trends can determine professional orientation and training goals.

### ***86.4.2 Positioning Analysis of Social Needs***

According to market trends, we can determine the employment market demand, the mode of education improvement and curriculum. We should increase sports performance majors in social practice in order to adapt to the needs of the community. Meanwhile, we must continue to improve the performance of university sports professionals training strategy. Society, the market needs in a professional fill in the blank filled, tit for tat, look for other ways such as training strategy adjustment, and increase competitiveness. At the same time, we need talents of all skill application, and students' practical ability to target the training strategy [11].

- (1) Establish the students' training base and social practice. This can enhance the students' ability through training, increasing employment chips.
- (2) Establish a self-assessment system to enhance students' comprehensive quality. Evaluation system includes personal characteristics, learning ability, work ability and teamwork ability.

Finally, we recommend starting job counseling and training. Selective guidance based on sports performance professional students' personal characteristics, combined with its own characteristics and needs of the community-targeted career plans, also improves their understanding of themselves and society to improve their own abilities and qualities.

## **86.5 Conclusion**

Currently, sports performance is in the stage of slow development, and the demand for talents of the society in this respect is very huge. But the college personnel training goals and practical needs of the community are out of line with the phenomenon. To this end, universities should intensify the investigation and analysis of sports performance professional job market, to establish the diversity of professional training direction, social needs, market segmentation, targeted improvement of training objectives and curriculum. To meet the needs of society, combination of professional skills and knowledge enhances professional practice culture and students' skills ability. At the same time, optimizing the outstanding courses focuses on training its own characteristics of education to enhance professional knowledge and general education; sports performance students' knowledge and skills of structural adjustment should be in accordance with enterprise units. The students should be cultured to have a positive mental attitude to realize professional values and their value of life.

**Acknowledgments** This research was supported by the Twelve-Five-Year Educational Planning Fund Program of Hunan Province, with the number XJK011BTM011 and the name Research on the Construction of training system on the employment force of Performance (sports) Professional students.

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