

Youth Employment in The Sports Sector

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Abstract

Sports, today, have become economically remarkable because they affect many sectors (such as education, press, textiles, tourism, games of chance and infrastructure) directly or indirectly. The interaction of sports with such a number of areas makes it difficult to evaluate its economic effects. Sport is one of the key industries that are rapidly growing all over the world and is likely to create new jobs. In recent years, the increasing economic and commercial tendency of sports has created a real change in Europe. While the EU is trying to reduce unemployment, the sports sector also supports infrastructure investments, new technologies, training and exchange programs, and creation of new business lines. One of the main issues that the EU discusses is the employment in sports. As described in the White Paper by the commission, sports have become a significant source of employment. Considering that sports employ especially the young, its effect on youth employment rates is an issue of concern. In this study, we examined the youth employment shares of Europe and Turkey in the sports sector. The data sources of the study are Eurostat, the EU commission reports, the ILO and TUIK (Turkish Statistical Institute), and the data were obtained through document analysis method. The data were interpreted with the research results done by various study groups. As a result, the studies show that the sports sector has an employment rate of around 2% of GDP in the EU member states. In Turkey, the share of the sports sector in general employment is 0.5%. In addition, nearly 40% of the individuals employed in the sports sector belong to youthful population.

Keywords: *Sports economy, Sports, Employment in sports, Sports sector*

Spor Sektöründe Gençlerin İstihdamı

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Öz

Spor, günümüzde pek çok sektörü (eğitim, basın, tekstil, turizm, şans oyunları ve altyapı vb. gibi) doğrudan ya da dolaylı sebeplerle etkilediği için ekonomik olarak dikkate değer hale gelmiştir. Sporun bu kadar geniş alanla etkileşim içerisinde oluşu ekonomik etkilerini değerlendirmeyi zorlaştırmaktadır. Spor, tüm dünyada hızla büyüyen ve yeni işler yaratması muhtemel olan kilit sektörlerden biridir. Son yıllarda, Avrupa'da sporun artan ekonomik ve ticari eğilimi, gerçek bir değişim yaratmıştır. AB işsizliği azaltmaya çalışırken, spor sektörü de altyapı yatırımları, yeni teknolojiler, eğitim ve değişim programları, yeni iş kollarının yaratılması gibi konularla olumlu olarak desteklemektedir. AB'nin özellikle spor sektöründe bahsettiği ana konulardan biri sporda istihdamdır. Komisyon tarafından White Paper (Beyaz Kitap) da tanımlandığı gibi, spor önemli bir istihdam kaynağı haline gelmiştir. Sporun özellikle gençler tarafından yapılan bir meslek olduğu düşünüldüğünde, ülkelerdeki genç istihdam oranları üzerindeki etkisi merak konusudur. Bu çalışmada, Avrupa'da gençlerin istihdam rakamları ile Türkiye de genç istihdamı rakamlarının spor sektöründe ne kadar paya sahibi olduğu araştırılmıştır. Araştırmanın verileri doküman analizi yöntemi ile, AB istatistik kurumu (Eurostat), AB komisyon raporları, İLO ve TÜİK den elde edilmiştir. Elde edilen veriler çeşitli çalışma gurupları tarafından yapılan araştırma sonuçları ile yorumlanmıştır. Sonuç olarak spor sektörü AB'ye üye ülkelerde yaklaşık olarak GSYİH'nın % 2'si oranında bir istihdama sahip olduğu görülmüştür. Türkiye'de ise spor sektörünün genel istihdamda aldığı pay % 0,5 oranındadır. Bunun yanında spor sektöründe istihdam edilen bireylerin % 40'a yakını genç nüfusa mensuptur.

Anahtar Kelimeler: Spor ekonomisi, Spor, Sporda istihdam, Spor sektörü

Introduction

Employment is a country's continuous working of the present labor force in economic activities. The degree of usage, working and operation shows employment (Kamacı, 2016). Employment is a vital concept for both labor market and, in general, for economy. Employment has two main objectives: economic objective and social objective. The economic objective is to organize and increase production. In order to achieve economic goals, it is necessary to succeed in social goals. In this regard, the social objectives of employment are to find jobs for all who want to work, to increase productivity, to ensure labor peace, to harmonize labor supply and demand (Murat, 2007).

Youth employment is extremely important for permanent economic and social structure and for social welfare. In this sense, states primarily plan regulations to enable young people to participate in labor market, take steps to establish a relationship between education and employment and often develop active employment policies to ensure youth employment (Kılıç and Bülbül, 2012). There is no linear relationship between the youth unemployment and the level of economic development. The fact that unemployment affects the youthful population the most in Continental European countries makes it clear that there is no such relationship between youth unemployment and the level of development of a country. However, there is a difference in the reason for youth unemployment. While the reason for youth unemployment in developed countries is chiefly related to demographic distribution and development, the main reasons in developing countries are insufficient educational level and the lack of adequate job opportunities (Kılıç and Özay, 2009; Taşgın, Bozgeyikli and Boğazliyan, 2017). Çetinkaya (2008), made theoretical explanations for youth unemployment in her study. She determined the reasons for youth employment in line with two different structures: cyclical and structural. Çetinkaya stated that the structural structure needs education and re-education programs while the cyclical structure requires direct job creation programs and subsidies.

There are 75 million young unemployed people in the world as in 2012 and average global youth employment rate is 12.7%. When evaluated together with regional differences, results become more striking.

Youth unemployment rates vary greatly across regions. There is a wide range of youth employment rates, ranging from %9 in South Asia to 29% in the Middle East. (ILO, 2012). Youth employment rates are 15.6% in developed countries and in the EU, 14.7% in Latin America and Caribbean, 14.2% in Southeast Asia, 11.8% in sub-Saharan Africa, 10.4% in Western Asia, and 9.8% in South Asia (Kahraman, 2011).

Young people make up 16.3% of Turkey's population. The unemployment rate of young people was 18.5% in 2015 and 19.6% in 2016 (TUIK, 2016). In addition, the higher education graduates have a very high rate among unemployed young people and in 2017, the rate of unemployed higher education graduates increased to 32.5% (DISK, 2017).

Countries are constantly producing programs and projects to employ their populations in the most efficient and effective way. Using young population appropriately is an important challenge for developed countries. The EU specifically stresses sport's contribution to regional development and White Paper remarks that the industry is growing but it has not fulfilled its potential sufficiently. It is also stated that regional policy will contribute to macroeconomic system including providing employment. (European Commission, 2007). Sports are in the service industry. This means that the expected growth in the sports sector will lead to creation of additional employment. The share of sports in total employment is higher than its share in added-value. Sports sector is thus able to contribute to meeting Europe 2020 goals. Major sporting events and the rising number of tournaments have a big potential for the development of tourism and many other sectors in Europe. The sports sector has an interwoven influence on many areas. The sports economy is generally considered together with leisure, production and service sectors (European Commission, 2012). Sports sector is directly related to sectors such as education, media, textiles, tourism, wellness, health and leisure etc. and indirectly related to automotive, yachting, building trade, electronics, landscape sectors and therefore provides employment on a large scale. Moreover, sport is used as a tool of social intervention to achieve various social goals (Dudfield, 2014). It is difficult to assess the economic effects of the sector because it is interwoven with too many areas (European Commission, 2007). The 2008 financial crisis has also affected the sports economy. In addition, the global economic problems such as Euro debt

crisis in 2011 have restrained the development in the sports sector as they have affected general employment (European Commission, 2012). To minimize these effects, the EU funds resource for projects and actions supporting sustainable sports structures. A report that the EU published in 2011 shows that it aims to use sport as a tool for local and regional employability, employment creation and labor market integration (European Commission, 2011). The EU countries make plans considering the business volume of the sports sector. Within this scope, in the 2014-2020 period, the project costs in the Erasmus Plus Sports section have reached to approximately 265 million euros. This fund provides project supports in the areas of good management in sports and dual career of athletes (European Commission, 2016). As can be understood from the budget the EU countries transferred to the funds, it wants to use all the instruments it has to invigorate the sports economy and benefit fully from sport.

In the world, Major Sporting Events and particularly Olympic Games are expected to increase labor market participation. Nevertheless, these are mainly temporary and part-time jobs and related mostly to the service sector. (Malfas et al, 2004). For example, the ability of the 2012 London Olympics to create additional employment in the UK enabled Sport England to have nearly two million employees across the country. Employment in sports may be because of sports' support of part-time jobs. In the sports sector, it is easier for an individual who has a training certificate of any branch to find a part time job than in other sectors. Sport is marketed as an element of consumption culture and it has entered living space of each individual; thus, it has paved the way for the individualization of sports education. As the concept of mass sport is fading away and personal training or private exercise are taking its place with the isolation that urban life causes. The formation of welfare societies, healthy life and life-long activeness ideas have enabled health and wellness sectors to become an inseparable whole. The proof of this is the demand for fitness and wellness centers. For instance, there are 7.400.000 fitness and wellness center members in the UK, 7.100.000 members in Germany, 4.000.000 members in France, and 420.000 members in Turkey. In the sports sector data, this situation is even more obvious. According to European Health and Fitness Market Report (EHFMR) 2015, the sports

sector in Turkey is the fastest growing sector among 48 countries. 2.3% of the Turkish citizens has a gymnasium membership. The annual volume of the global wellness and fitness sector is around 85 billion euros and amounts to 90 billion euros with sports food and equipment. Europe, the largest market in the sector, reached 25 billion in 2014 with an increase of 5.5 billion euros (EHFMR, 2015). According to the 2017 report, market growth has reached 60 million members with a 3.2% increase in total number of fitness and wellness clubs and %4 increase in average membership. In terms of income, the European healthcare and sports market increased by 1.9% to 26.6 million euros. In addition to 28 EU member states, it includes Norway, Russia, Switzerland, Turkey and Ukraine (EHFMR, 2018). The number of memberships can help us estimate the size and quantity of service rendered in the public and private sectors. Besides, the sports sector has been expanding and has a great potential to create labor with different sectors. In 2017, the total amount of rewards for all esports events increased to 112 million dollars by exceeding 100 million dollars for the first time. Turkey, ranking in the first 20 countries in the digital game market, has 4 million esports fan. At the end of 2018, esports income is estimated to reach 906 million dollars rising by 38.2%. Furthermore, with brands investing 694 million dollars in esports industry, it is expected that investments will reach 1.4 billion dollars by 2021 and account for 84% of total esports income (Marketing Türkiye, 2018).

The developing sports industry represents a very large economy regarding its employment and resources. In addition, considering athletes as workers as a result of Bosman Case in the EU provided the international employment in sports by making way for gaining international rights. Considering that sports employ especially the young, its effect on youth employment rates is an issue of concern.

Material and Method

The research is designed as a qualitative study. The information was collected by scanning the document literature in the field. In qualitative research, data acquired from different sources such as observation, interview and document are analyzed and interpreted (Büyüköztürk et al., 2010). The reason for the selection of the EU countries examined in the

study was the lack of the data of some countries by years. These countries excluded from the scope of research. The data sources of the study are Eurostat, the EU commission reports, the ILO and TUIK (Turkish Statistical Institute), and the data were obtained through document analysis method. The data were interpreted with the research results done by various study groups and with the scientific studies.

Findings

Table 1. Unemployment Rates of People Aged 15-29 (%)

COUNTRIES	2011	2016
Belgium	37.3	36.2
Czech Republic	33.9	39.3
Denmark	21.0	23.1
Germany	36.3	35.8
Greece	30.6	25.0
Spain	30.1	26.7
France	36.5	28.5
Italy	29.6	25.4
The Netherlands	30.2	29.5
Austria	39.4	38.1
Poland	34.7	40.3
Portugal	35.3	32.5
Finland	28.7	28.7
Sweden	31.4	32.2
The UK	38.1	42.6
Norway	33.7	32.3
Switzerland	33.0	31.4
Turkey	34.3	30.6

(Eurostat, 2017b)

Table 1 shows the unemployment rates of the people aged 15-29 of the countries. The data indicate that the figures show an increase in 11 countries and decrease in 6 countries between 2011 and 2016. According to the data, there is a decline in the youth unemployment rates of 10 European countries including Turkey. The rates of the UK, Sweden, Poland, The Netherlands, Denmark and Czech Republic shows an increase. Only Finland has no change.

Table 2. Share of people aged 15-29 in total employment in the EU and in Turkey (%)

COUNTRIES	2011	2016
Belgium	51.2	49.2
Czech Republic	46.0	50.4
Denmark	28.5	30.6
Germany	46.0	44.7
Greece	53.7	47.2
Spain	50.7	44.7
France	51.2	43.0
Italy	52.2	49.8
The Netherlands	36.1	35.8
Austria	47.9	47.0
Poland	49.9	54.1
Portugal	49.1	45.3
Finland	38.8	40.4
Sweden	39.3	39.3
The UK	53.5	54.9
Norway	40.3	39.3
Switzerland	41.0	38.9
Turkey	67.0	58.4

(Eurostat,2017c)

When examined the share of young people aged 15-29 in total employment between 2011 and 2016, there is a decline in youth employment rates in 14 European countries including Turkey. In Finland, Poland, Denmark and Czech Republic, there is an increase. Only Sweden shows no change. Especially in Turkey Greece and France, there is a sharp decrease in youth employment rates. This demonstrates that these countries had difficulty in employing youngsters in the five-year period.

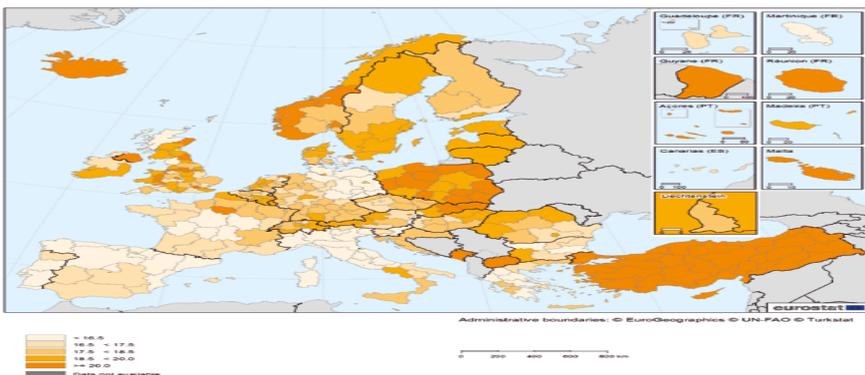


Table 3. The rate of young population aged 15-29 in the EU countries and in Turkey (%) (Eurostat, 2014)

Table 3 shows that Turkey and Eastern European countries have a younger population compared to Western European countries. We see that the growing ageing population of the countries is directly proportional to the decline in economic production power.

Table 4. Growth rates of sports sectors in the EU and Turkey (%)

COUNTRIES	2011	2014
Belgium	0.5	0.4
Czech Republic	0.5	0.5
Denmark	1	1
Germany	0.4	0.6
Greece	0.3	0.4
Spain	0.7	1.1
France	1.1	0.7
Italy	0.5	0.5
The Netherlands	0.8	0.8
Austria	0.6	0.6
Poland	0.3	0.4
Portugal	0.5	0.5
Finland	1.3	1.3
Sweden	1.2	1.5
The UK	1.3	1.3
Norway	0.8	0.9
Switzerland	0.8	0.9
Turkey	0.2	0.3

(Eurostat, 2016b)

The average growth rate of the sports sector in the EU countries is 0.7%. The sports sector in Turkey has the lowest share compared to the EU countries. The share of Poland, Greece, Germany, Portugal and Czech Republic follows that of Turkey. In The UK, Finland, Portugal, Austria, the Netherlands, Italy, Denmark and Czech Republic, there is no increase in the share of the sport sector between 2011 and 2016. Turkey, Switzerland, Norway, Poland and Greece also show a little rise. In Belgium and France, there was a recession in the sports sector.

The employment data of the sports sector between 2011 and 2016 indicates that the rate of sports sectors in general employment shows an increase in general. The share of the sports sector in general employment of the European countries is 1.8% on average. There is a fall in half in France only.

Table 5. Share of the Sports Sector in General Employment in EU countries and Turkey (%)

COUNTRIES	2011	2016
Belgium	0.91	0.95
Czech Republic	0.63	0.87
Denmark	2.63	2.78
Germany	0.67	0.97
Greece	0.64	0.97
Spain	1.68	2.86
France	2	1.02
Italy	1.11	1.29
The Netherlands	1.47	1.97
Austria	0.79	1.06
Poland	0.41	0.75
Portugal	0.92	1.9
Finland	2.07	2.85
Sweden	2.58	3.03
The UK	2.57	2.72
Norway	2.03	2.83
Switzerland	0.84	1.34
Turkey	0.38	0.55

(Eurostat, 2017a)

The countries with the highest increase are Portugal, Poland, Switzerland and Spain, respectively. The growth rates remained low in other European countries including Turkey.

Discussion and Conclusion

According to Table 1, The general average of employment figures of people aged 15-29 increased from 30.7% to 31.7% in the five-year period. Despite its young population, Turkey is below the EU average.

Table 2 shows that the average rates of employment people aged 15-29 in 18 countries decreased from 49.9% to 49.2% in the period of five years. Turkey is again above the EU average on employment of the youth in total employment with the rate of 58%.

According to Table 4, the average rate of 18 countries indicates that sports sectors grew by 0.7% in the five-year. According to growth data of the sports sector, Turkey is below the EU average by 0.3%.

In Table 5, the average of 18 countries according to the share of sports sectors in general employment raised from 1.3% to 1.8% in the five-year period. The share of the Turkish sports sector in general employment is far below the EU average. Especially in Sweden (3,03), Spain (2,86), Finland (2,85), Norway (2,83) and Denmark (2,78), the employment rates of the sports sectors are very high.

In Turkey, the employment rate of sports sector grew by 8.8% between 2011 and 2016, while in that years, the data demonstrates that the general employment expanded by 2.5%. On the average of Europe, while sports sectors employment grew by 2.6%, general employment data show a growth of 0.7% (Eurostat, 2016b).

It is seen that the countries that grew after the 2008 and 2011 financial crises used the sports industry as a driving force. As can be understood from this point, the sports industry has become the driving power for the economy both in Turkey and in Europe. Sport is a significant sector and its share in national economies is very high.

It is obvious that youth employment in sports has a vital role in the EU countries. 38% of sports workers in the EU are in the 15-29 age range (Eurostat, 2018). In Spain and Italy, the percentage of young people employed in sports is approximately 2.5 times higher than the percentage of young people employed in total employment. Denmark's employment rate of young population in sports was 58% and it was the highest among the member states. Following Denmark, it is above 45% in the Netherlands, Finland, the UK and Luxembourg (Eurostat, 2016a). Countries are constantly producing programs and projects to employ their populations in the most efficient and effective way. Using young population appropriately is an important challenge for developed countries. The EU specifically states sports' contribution to regional development and White Paper remarks that the industry is growing but it could not fulfil its potential sufficiently. It states that regional policy will contribute to macroeconomic system including providing employment. (European Commission, 2007). The EU countries make plans considering the business volume of the sports sector. Within this scope, in the 2014-2020 period, the project costs distributed in the Erasmus Plus Sports section have reached to approximately 265 million euros. This fund provides project supports in the areas of good management in sports and dual career of

athletes (European Commission, 2016). As can be understood from the budget the EU countries transferred to the funds, it wants to use all the instruments it has to invigorate the sports economy and benefit fully from sport.

Sports industry has made a rapid progress especially in the USA and Europe because of prominent sports clubs and sports equipment. For example, it provided 46.677 million euros worth employment for 1.146.234 people in Germany, 5.828 million euros worth employment for 141.896 people, 3.043 million euros worth employment for 71.416 people (European Commission, 2012). In the UK, it is estimated that primary (the main activities of sports organizations) and secondary (side fields related to service and production sectors) activities of sports support more than 400.000 equivalent full-time jobs. In 2010, sports and related activities made up 1.9% of the total economic activities and created 25.8 billion euros economy.

Particularly, young women will contribute the economy with their participation to employment. As stated in the B-Fit sports organization's report in Turkey, it created opportunities for 250 young women to be employers and for 1,500 young women to become trainers in 10 years (KUSIF, 2017). Specifically, participation of disadvantaged young people to employment through sports is vital. In Canada, a development program for Aboriginal youth has been conducted on the employment creation of sports. These findings inform about the effects of sports and recreation activities on short-term and long-term employment (Gartner-Manzon and, Giles, 2016). It is seen that sports have significant effects on disadvantaged groups about employment. Another study demonstrates that as qualifications of disabled people advance, their capability to get a job increases (Wright and Cunningham, 2017). Finely-modelled policies can also support young people's initiatives in the sports sector, as they do in many other sectors (Coenjaerts et al., 2009). Especially the young in underdeveloped countries tend to sports with the impact of the football industry on the world. For instance, a study conducted in Gana indicates that the football industry set up a financial system focusing on the transfer of young players to foreign leagues (Esson, 2015). Although this example seems to build a negative system for young people, when we consider the lack of available resources and regional conflicts, this gives

them an opportunity to start a new life and also become financially independent through sports.

Consequently, the studies show that the sports sector has an employment rate of around 2% of GDP in EU member states. In Turkey, the share of the sports sector in general employment is 0.5%. Nearly 40% of the individuals employed in the sports sector is composed of youthful population. According to this figure, we can say that sports sector provides new job opportunities for many young people. When examined sports economy and employment in sports data, sports sectors grew more than the growth rates of the countries. The current young employment sources of the sports industry are thought to be able to solve some of the problems of young employment in the future.

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