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WHY RUSSIAN YOUNG PEOPLE DO NOT SEE PERSPECTIVES IN THE SPHERE OF SERVICE

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Topicality. In modern society, the sphere of service has honorable place in the area of economic relationships of developing countries. This branch of the economy is becoming one of the most promising in recent years. Nowadays, developed countries do their best to set themselves the task of accelerating the development of the sphere of service to the maximum. Accordingly, enterprises in this industry are increasingly in need of new personnel. The same trend is observed in Russia.

The purpose of work. The main purpose of this research is to analyze the development of the sphere of service in the world community, assess the perspectives of this industry for young people in Russia, and prepare recommendations how to increase the interest of young people in this sphere.

Research results and discussion. The sphere of service has many concepts, so first, let's consider the general provisions and give a precise definition.

The sphere of service is one of the parts of the economy, it is a collection of non-commercial and commercial services designed to satisfy material and non-material needs of people. Employees take part in the provision of various kinds and types of services, are called personnel. There is a huge number of services provided: 1) Medical services; 2) Repair and maintenance; 3) Trade; 4) Insurance; 5) Communication; 6) Education; 7) Transport; 8) Advertising; 9) Banking services; 10) Government services; 11) Legal services.

In recent years, the sphere of service has become one of the most promising services in the economy. Today, both developing and developed countries set themselves tasks for the most efficient and rapid development of the sphere of service. Such an impulse is connected with the fact that this sphere has a strong effect on the economic growth and well-being of the country. Also, the intensive development of the sphere of service in the West is a way of using modern information and communication technologies for service organizations [1].

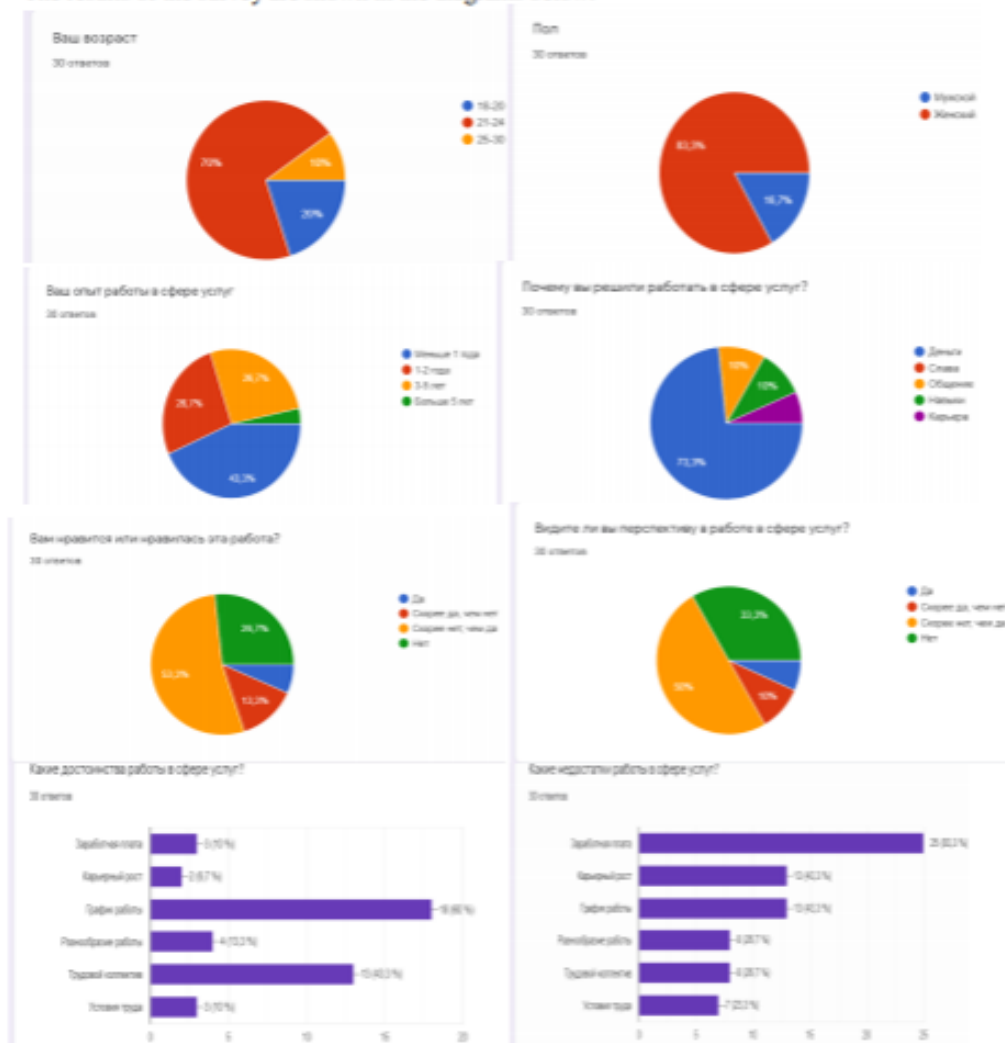
Recently, service products in the five developed countries of the world averaged 65% of GDP in 1990 and 77% in 2019. This indicates that the importance of this area in the world economy is growing significantly every year. With the growth of GDP, the volume of these services has doubled in developed countries, and their quality has practically radically changed. Almost all service industries have successfully undergone colossal modernization thanks to modern information technologies. The enterprises received at their disposal relatively inexpensive, but at the same time highly productive equipment. In this regard, labor productivity in the sphere of service, judging by the developed countries, approached the level of industrial production.

As for Russia, in 2014 about 65% of citizens were employed in the sphere of service. The largest percentage of employees work in the trade – 24.6%. The second place is occupied by transport and communication services – 15.3%. The three leaders are closed by education services – 13.8% of all employed in this sector of the economy. The share of services in Russia's GDP in the period 1990 to 2013 increased from 32.6% to 69% [3]. In general, in terms of the volume of services provided to the population, the leaders are utilities, transport and communication services. Unfortunately, as a rule, salaries in the sphere of service are below the national average. Of course, there are exceptions, for example, in financial services, salaries are much higher and on average can be 66,605 rubles.

Russia also has experienced a large number of economic crises that have tangibly affected all sectors of the economy, including the sphere of service. Thus, the volume of provided paid services in 2014 decreased by 10-20%. The population of the country focused its costs mainly on the most essential services, while additional and optional services remained on the sidelines.

Young people in Russia mainly consider work in the sphere of service as temporary part-time employment. This state of affairs leads to the fact that the drain of personnel in the service sector is quite large, and accordingly it is very difficult for service enterprises to maintain the level of quality of services provided. There are many reasons for this lack of interest in working in the sphere of service. First of all, the salary, which is more suitable for covering the most basic needs. Work in this area is quite difficult and energy consuming. And the level of salaries for many young people is not at all suitable for working in this area for a long time. Secondly, the attitude towards work. For the citizens of our country, work in this industry is not considered prestigious. Many people regard workers in this field as desperate people who have decided to earn at least something, while there are no other options or opportunities. Unfortunately, the words about the "vocation" to work in this industry in our country are considered for many not as a compliment at all [2].

In order to understand the issue in more details, we decided to conduct a survey among 30 students of our Academy, who had a work experience in various branches of the sphere of service. The results of the survey are shown in the diagrams below.



Picture 1 – Diagrams of students' answers

Based on these data, we can say that the average age of young workers in the sphere of service is from 21 to 24 years (70%). Most of the workers in this sphere are female (83.3%). Unfortunately, young people did not stay for a long time, the majority of them had less than a year's work experience (43.3%), which confirms the rather high drain of personnel in the sphere of service.

Of course, many young people who worked in this sphere did it only for the sake of earning money (73.3%), practically none of the respondents considered this work as a way to achieve fame and success (6.7%). A large percentage of young respondents did not like their work very much (53.3%), and a large part answered that they did not like this work at all (26.7%). We see the same sad result when assessing the perspectives of work in the sphere of service. Exactly half of the respondents practically do not see potential in this area (50%), and a whole third of young people do not see a decent future in the sphere of service at all (33.3%).

However, we, together with the respondents, nevertheless tried to find the dignity of such work. Most young people liked the work schedule provided by their employer (60%). Also, a considerable part of the respondents remembered a good work collective (43.3%).

But among the disadvantages, salaries are in the lead (83.3%). The second among the minuses are equally – career growth and work schedule (43.3%). It is interesting that the young respondents attributed the “work schedule” to both advantages and disadvantages. This suggests that this item differs greatly from place of work.

Accordingly, in order to increase the perspectives of the sphere of service for young workers, first, it is worth thinking about salaries. After all, the higher the average salary, the higher the quality standard the enterprises will strive for. Employees will have to constantly improve their skills and strive for self-improvement. In this regard, the public will begin to treat workers in this sphere with great respect. It will also help solve the problem of career growth, employees will be comfortable in their place, and a promotion will be a pleasant bonus. However, it should be borne in mind that a stable economic situation should also develop in the country, where the income of the population will be commensurate with the prices for the quality of the services provided.

Conclusion. Thus, based on the analysis of the group survey and the analysis of the descriptive statistics of the available data, the following conclusions can be drawn:

1. The sphere of service in recent years has become one of the largest and most important sectors of the economy in developed and developing countries around the world;
2. In Russia, the sphere of service is also actively developing, however, there are various barriers that decrease the interest of young people in working in this sphere, which leads to a massive drain of personnel (low salaries; dubious career growth; not the most comfortable work schedule; public attitudes towards service workers).

Addressing these challenges it will significantly improve service drain and help create real perspectives and career potential for young people.

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