

The sport labour market in a merging Europe: a challenge for higher education in sport

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1. Introduction

For a long time the area of education – especially higher education – was excluded from the endeavours of the European integration process. Against the attempts towards harmonisation undertaken by the European Union, this policy area remained principally a domain of the Member States.

With the implementation of the European Internal Market in 1993 the requirements for the vocational and academic education in Europe have changed significantly. One of the explicit responses to this development is the so-called Bologna Process¹ which does not stop at the borders of the European Union but is valid for meanwhile 46 European countries. This has brought a lot of challenges to the higher education institutions in Europe. In my presentation I want to discuss the development of the EU Internal Market, the emerging sport labour market in Europe and the adaptation of this process at the German Sport University.

In detail I will describe the European Internal Market and its impact on the labour market in general at the very beginning. Subsequently, I will focus on the sport labour market. Within this context I will discuss the particularities of the sport labour market and the problems of a clear definition. An important aspect is the intersection between the higher education institutions and the labour market with its specific occupational requirements. Here I will take a closer look at those objects of the Bologna Process which are linked to the requirements of the labour market. Especially the aspect of employability will be discussed as one of the key elements of the European Process. In addition I will refer to some examples for the integration of employability into study programmes in general. And finally I will present the changes at the German Sport University and how we ensured the consideration of

¹ The process is named after the city of Bologna (Italy), where in 1999 the ministers responsible for higher education of 29 European countries met to start the initiative to harmonize the European education systems.

employability within the new Bachelor and Master programmes.