

**STUDENTS' UNIVERSITY CHOOSING TREND AT SPORT GIFTED HIGH SCHOOL IN SOUTHEAST REGION (VIETNAM)****\*Linh Nguyen Thi My**

Head of Training, Scientific Management and International Cooperation, University of Sports and Sports, HCMC (Vietnam)

**Received 12<sup>th</sup> March 2021; Accepted 16<sup>th</sup> April 2021; Published online 24<sup>th</sup> May 2021**

---

**Abstract**

The study was conducted on 510 gifted sports students studying at 07 high schools and the Center teaching gifted sports students in the provinces of the Southeast region. By qualitative and quantitative methods, the research scale for assessing the student's university choice trend includes 06 components with the following contents: Student relationships, Characteristics of University, Admission Opportunities, Admission to School, Post-School Opportunities, University Communication, Marketing and Student Qualifications, Individual Qualifications. The results of the study contribute to improving the efficiency of the enrollment work, attracting students' choices at the gifted sports high schools in the Southeast region for universities.

**Keywords:** Trends, Choices, Students, High School, Gifted, Sports, Southeast Region.

---

**INTRODUCTION**

In the current developing trend, vocation education in general or especially surveying in choosing school for pupils is necessary and should be done regularly. Knowing the pupil's trend, expectation, especially pupils in Sport Gifted High School aims to help them have a basic perception of the profession in this society, building interest and capacity from this profession then deciding their a specific one base one their need, interest, abilities, and health. The survey of students' career choices and school choices in a conscious and scientific manner are the conditions for each student to maximize their quality and capacity in learning. training as well as in the process of labor production, contributing to improving the quality of current human resources. In the Southeast Region, there are currently following Sport Gifted High School such as: Nguyen Thi Dinh Sport Gifted High School, Ho Chi Minh City Sport Gifted High School, Binh Duong Sport Gift High School, Dong Nai Sport Gifted High School. In general, high school and specific sport gifted high schools today, vocation education, university selection instruction is known through many way: career workshop, extracurricular activities, integrating into other subjects. However, compared to other educational aspects, this activity has not been concerned with its correct position and role. The implementation, examination and evaluation are still heavily formalistic. This has led both teachers and pupils to underestimating the selection of a major or University which is not a main activity in teaching and educating process in school. This means People are not aware of the role and the meaning of choosing a major and a School. The influence from the negative side of the market economy make the orientation's value of young people change a lot. This directly impacts on their motivation, career choice, university choice. All of these things have made the majority of students who graduated high school in general and the sport gifted high schools in particular do not self-assess their abilities, interest, and forte to choose right major and school.

Many students, once admitted to new universities, realized that they are not suitable for their chosen profession, leading to depression, dropping out of school to continue exams to other schools. There is not exception in the field of sport. This has caused many complicated problems for the society such as: poor quality of study, poor practice leading to weak quality of human resources, wasting time and effort for both students, their family and society. Therefore, the study " *students' university choosing trend at sport gifted high school in southeast region* " is necessary, in order to provide materials, scientific data to support the enrollment and human resources training in sport to be more effective in the future.

**Research Methodology and Approaches**

The research process used the following methods: Method of Reading, analyzing and synthesizing documents, Questionnaire survey method, Sampling method, Statistical mathematical method. The scale is used to evaluate the student's trend to choose a university at the Sport Gifted High Schools in the Southeast Region is built on the theory of customer selection behavior and student's choice behavior in selecting the university, models of students' university selection, factors affecting students' choice of careers, schools and related researches have been published.

However, due to the specificity of each industry, factors and the differences in research content, research methods, and research objects; the scale needs adjustment and do qualitative research to make this scale according to actual research conditions. After doing the Cronbach's Alpha test and Exploratory Factor Analysis (EFA), the results obtained the scale to evaluate students' university choosing trend at sport gifted high school in southeast region includes 06 following components such as: Students' Relations Group has 07 variables; The University Characteristics Group has 05 variables; The Admission Opportunities has 3 variables; The Post-School Opportunities Group has 06 variables; The Group of the Communication and Marketing of the University consists of 08 variables and the Group of Student's Capacity and individual conditions are comprised of 05 variables.

---

**\*Corresponding Author: Linh Nguyen Thi My**

Head of Training, Scientific Management and International Cooperation, University of Sports and Sports, HCMC (Vietnam).

**RESULTS**

**General Information of Research Objects**

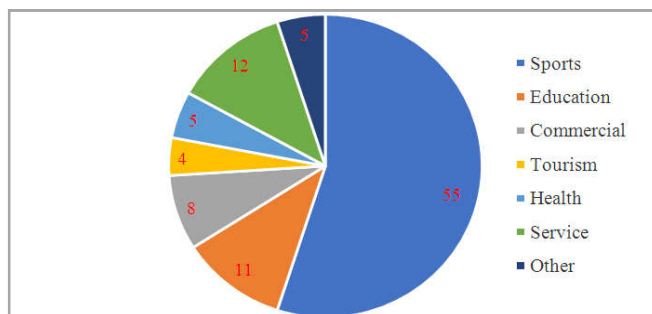
The information of research object (students) includes: Gender; Class; Average mark; Sports, Living location. After statistical analysis, the results obtained are as follows: The majority of students are: male students (accounting for 65.7%, n = 329). Regarding the classroom, the students "Grade 12" had the highest number (accounting for 58.8%, n = 300) and the lowest one was the "Grade 10" students (accounting for 14.7%, n = 74). In terms of GPA, students with "Fair" had the highest percentage (accounting for 49%, n = 250) and students with the lowest is "Weak/Poor" grade (accounting for 6.9%, n = 35). Regarding to the living place, students in "Ho Chi Minh City" was the highest portion (accounting for 34.7%, n = 177), the lowest one was in "Binh Phuoc Province" (accounting for 13.9%, n = 71). For practicing the sport, students who are playing "Football" have the highest number (13.5%, n = 69) and the lowest is "Chess" with only 10 students (accounting for 2%). The general information of students is shown in (Table 1)

**Table 1. General Information of Research Objects**

Content		Number	Percentage (%)
Gender	Male	334	65.5
	Female	176	34.5
	Total	510	100
Class	Grade 12	300	58.8
	Grade 11	123	24.1
	Grade 10	87	17.1
	Tổng	510	100
GPA	Excel	45	8.8
	Fair	250	49.0
	Moderate	170	33.3
	Poor/Weak	45	8.8
	Total	510	100
Living place	Ho Chi Minh City	177	34.7
	Tay Ninh	94	18.4
	Dong Nai	87	17.1
	Binh Phuoc	71	13.9
	Binh Duong	81	15.9
	Total	510	100
	Practicing Sport	Swimming	60
Table Tennis		49	9.6
Volley Ball		44	8.6
Football		69	13.5
Basketball		32	6.3
Badminton		33	6.5
Sepak Takraw		15	2.9
Chess		15	2.9
Track and Field		45	8.8
Karate		32	6.3
Tennis		22	4.3
Taekwondo		49	9.6
Traditional Martial Arts		45	8.8
Total		510	100

**Actual situation of fields were selected by Sport Gifted High Schools' student when choosing the university in the Southeast region**

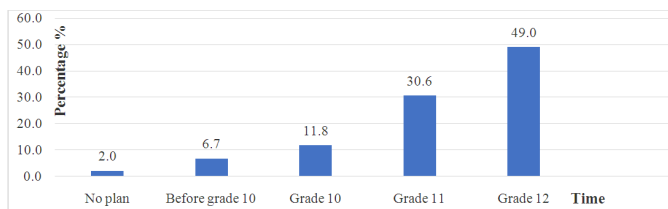
The survey results show that there are 7 fields selected by students. The most popular fields was chosen by students are "Sport " (accounting for 55%), the second is the "Services" (accounting for 12%), then universities has the field of "Education" (accounting for 11%). The statistical results are presented in chart 1.



**Chart 1. Statistics on the current situation of the fields selected by students when choosing the university**

**Situation of Sport gifted high school students' time choosing universities at in the Southeast region**

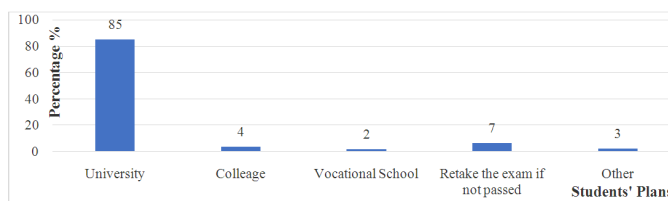
From the results in chart 2, the highest number of students starting to choose the intended university is grade 12 with 250 students, accounting for 49%, 156 students begin choosing the school from grade 11 (30.6%). the class 10 is 60 students accounting for 11.8%. Only 34 students started to choose schools before entering 10th grade. Specially, there are 10 students at the time of doing the survey did not have any plans to choose schools to attend after high school graduation.



**Chart 2. Statistics on students' time to choose universities**

**Situation of the sport gifted high school students' intentions in the Southeast region after graduating from high schools**

In terms of plan after graduating from high school, there are 434 students (accounting for 73%) who intent to take university exams, following is "to retake university exam if not passed" with 34 students (accounting for 7%). The remaining plans account for a low rate, the lowest is "vocational school" with only 10 students (2%). Detailed statistical results are presented in chart 3.



**Chart 3. Statistics on student's plan after graduating high school**

**Situation of the chosen universities to attempt students by the Sport gifted high schools' students in the Southeast region**

When asking about the university was chosen to take the exam, most students select schools with specialized sports training. In which, up to 32% of students participating in the survey want to take the entrance exam to Ho Chi Minh City University of Sport, then "Ho Chi Minh City University of Physical Education and Sports (accounting for 17%), and " Ton Duc Thang University "(accounting for 13%). The detailed results were presented at the below chart 4.

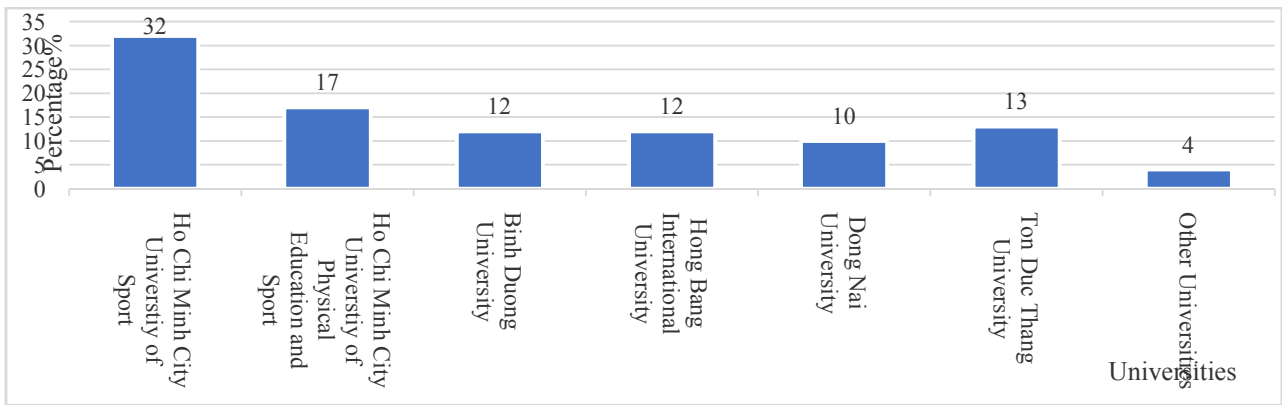


Chart 4. Statistics on Universities was chosen to take the entrance exam

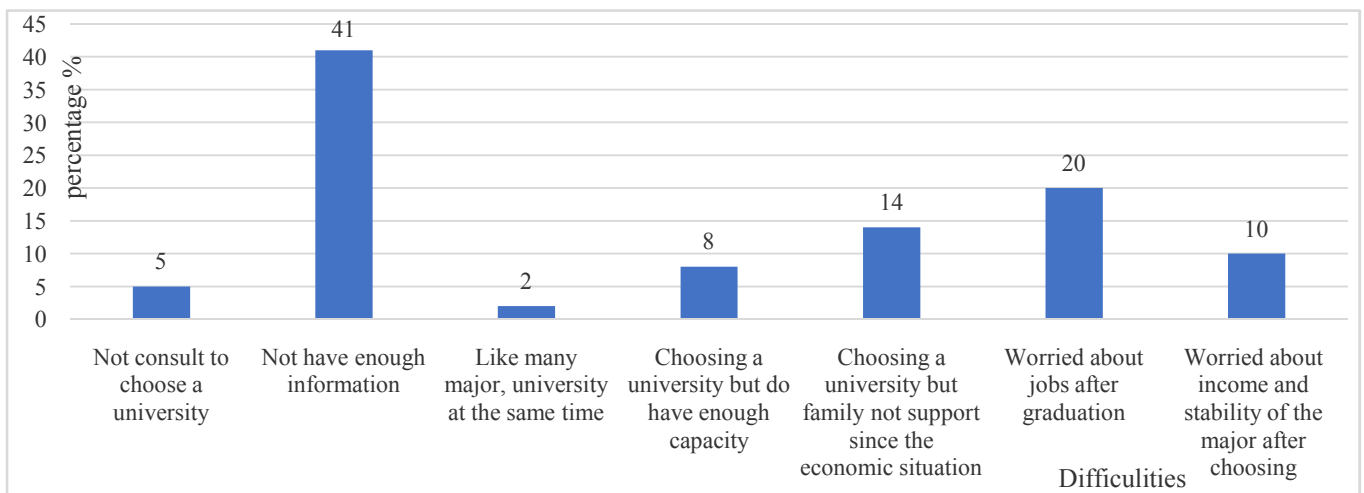


Chart 5. Statistics on Difficulties that students have to face when choosing a university

**The difficult situation that the Sport gifted high schools student in the Southeast region face when choosing the university**

The survey shows that students at gifted sports high schools are still facing many difficulties in the process of choosing universities to enroll. There are 7 common difficulties that participants in the survey encounter. In which, up to 41% of students "Do not know enough information about majors and schools", followed by 20% of students "Worried about jobs after graduation" when choosing universities. These issues that universities need to pay attention, advise and support students, especially in the university's enrollment time. The remaining difficulties are detailed in chart 5.

**The analyzing results of the choosing universities' trend of students at sport gifted high schools in the Southeast region**

Through the survey results, the research analyzed the trend of choosing a university of students at the sports gifted high schools in the Southeast region by calculating the average value of the groups of factors.

**The analyzing results of the Sport gifted high school students' trends in choosing universities in the Southeast region according to groups of factors**

The statistical results have generally described the actual situation of groups that affect the tendency to choose a university for student at sports gifted high schools in the Southeast region.

In which, students tend to choose a university based on "Admitted chances to the university" is the highest rank (Average = 4.4), the 2nd is "The ability and personal conditions of students." (Average = 4.2), then the 3rd as "Communication and marketing of the university" (Average = 4.1). The another statement take turn such as "Characteristics of the university" (Average = 4.0), "Relationships of students" (Average = 3.6) and finally "Opportunities after studying at school" (Average = 3.5).

In order to deeply understand students' tendency to choose universities, the author conducted an analysis of the average value of each group of factors. Detailed results include the following contents:

**\* Results of analyzing student's school choice trend for the Student Relations group**

The statistical results show that the content that has the highest impact on students is "Choosing schools since coaches 'advise'" (QH4); " (Average = 4.2). The lowest in this group is "Choosing schools due to consultants' advice (QH6)" (Average = 3.2). The remaining factors are presented in detail in chart 7.

**The analyzing results of student's sectioning trends from the group of Characteristics of universities**

Through analyzation, students tend to "Choose schools because of modern facilities and equipment (ĐĐ3)" is the highest (Average = 4.4), ranked 2nd as "Choose schools because of school's scholarships and supporting policies for

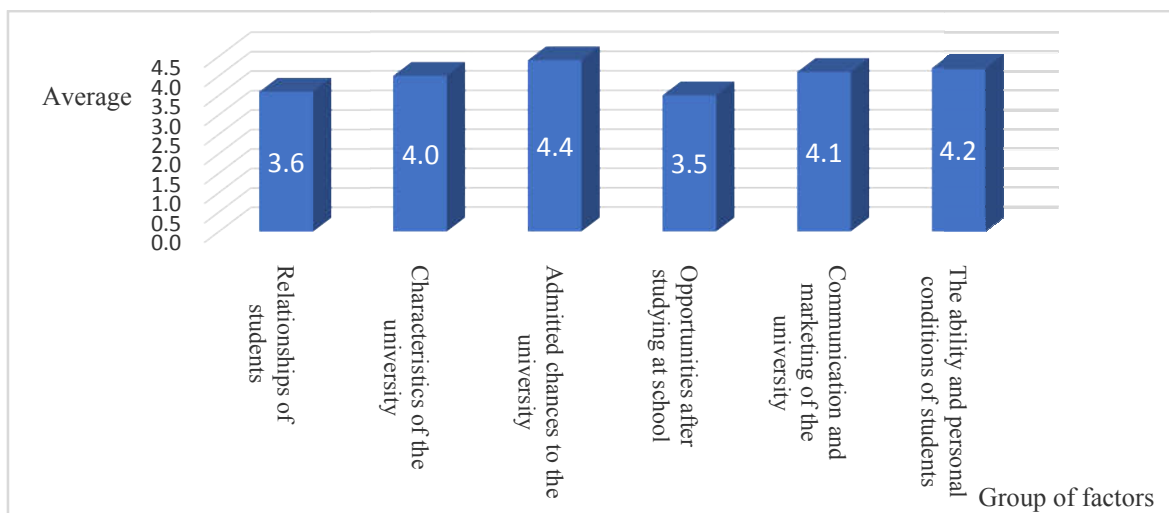


Chart 6. The analyzing results of the Sport gifted high school students' trends in choosing universities in the Southeast region according to groups of factors

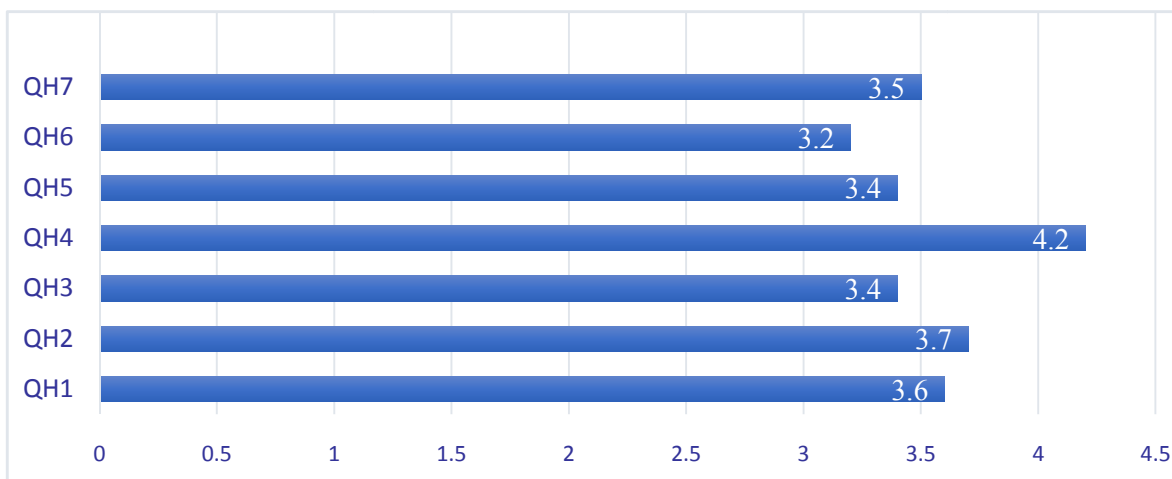


Chart 7. Results of analyzing student's school choice trend for the Student Relations group

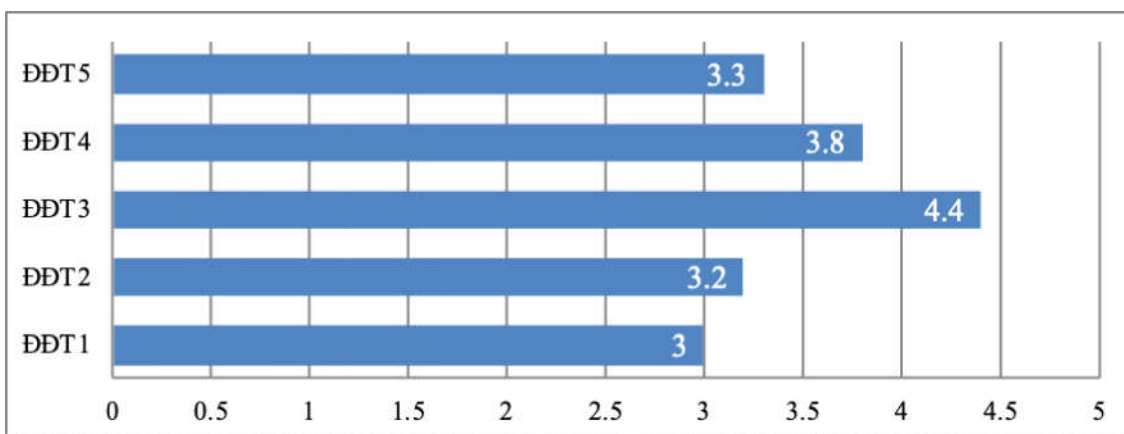


Chart 8. The analyzing results of student's selection trends from the group of Characteristics of universities

students to study (ĐĐ3) ”(Average = 3.8). These are two of the statements that universities need to pay attention, to prioritize building and development to attract students learning at the institution. The remaining contents are detailed in chart 8 below.

**\* The analyzing results of the student's sectioning trend of schools according to group of Admission chances to the university**

For high school students when taking university exams, getting admission to high or low level of the school is always a matter of their concern. That is shown through the evaluation of the factors in this group of students. In which, students tend to "Choose schools because schools have low enrollment standards, high chances of admission (TTXT2)" (Average = 4.6) is the highest. Next, "The admission benchmark for the major that match your ability (TTXT4)" (Average = 4.4) and the lowest in this group is "Choose a school because there are many choices of majors in the school. (TTXT3) ”

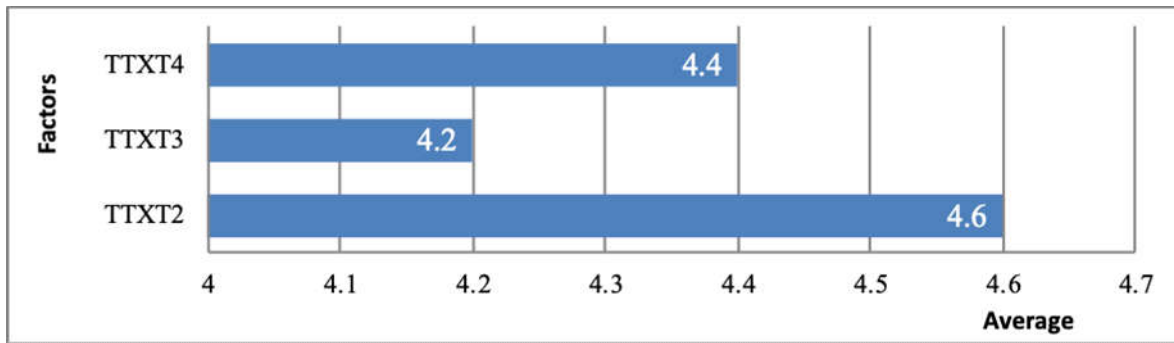


Chart 9. The analyzing results of the student’s sectioning trend of schools according to group of Admission chances to the university

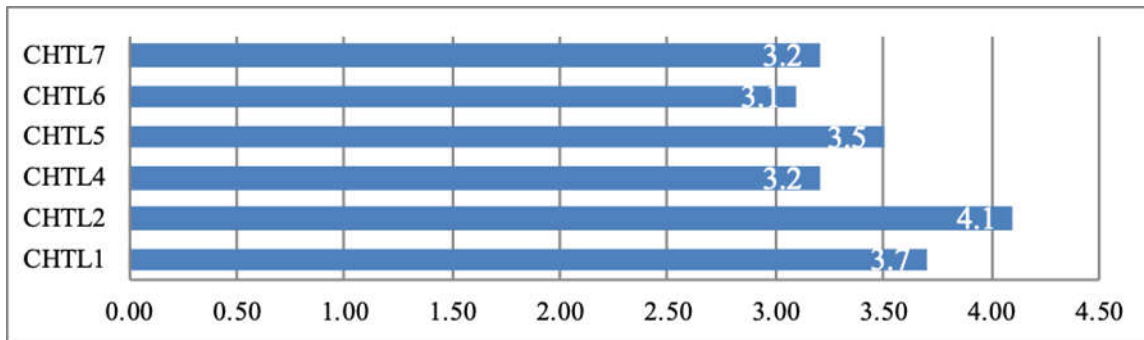


Chart 10. The analyzing results of the student’s sectioning trend of schools according to group of opportunities after graduation

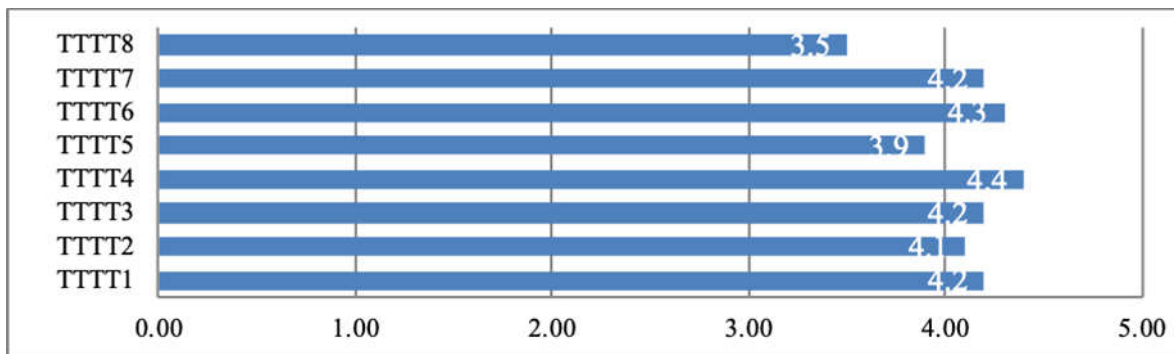


Chart 11. The analyzing results of the student’s sectioning trend of schools according to group of Communication and Marketing of the University

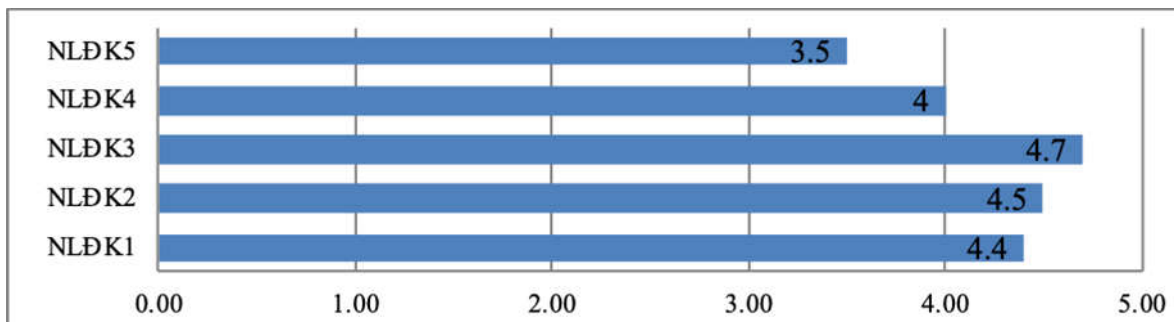


Chart 12. The analyzing results of the student’s sectioning trend of schools according to group of individual

**The analyzing results of the student’s sectioning trend of schools according to group of Opportunities after graduation**

Through the analyzed data show that students have many different perspectives on opportunities after studying at school when choosing a university. In particular, the factor "Choosing a school because students has at a high-income school after graduation (CHTL2)" is the most appreciated by students (Average = 4.1). Next, students "Choosing a school due to the high rate of students have jobs after graduation (CHTL1)"

(Average = 3.7). Detailed statistical results are presented in chart 10.

**The analyzing results of the student’s sectioning trend of schools according to group of Communication and Marketing of the University**

The survey result shows that the factors of communication and marketing of the university have a high effect on decision to choose a school. The factor “Choosing a school because it was introduced through enrollment counseling activities” (TTTT4);



(Average = 4.4) affects the students at highest level. The lowest one in this group is "Choose a school because it was introduced through vocational education activities in high schools (TTTT8)" (Average = 3.5). Through the results, the communication and marketing activities of universities to students at the sports gifted schools need to be invested more strongly in the enrollment process to collect attracted students registering into the institution.

**\* The analyzing results of the student's sectioning trend of schools according to group of individual ability and condition**

The results in Chart 2.12 shows that "Choosing a school because of a low tuition fee that is suitable to family economic conditions ((Average = 4.7) is the highest influence students in choosing a university. The second rank is "Choosing a school have a major that is suitable for their own capacity" (NLDDK2) (Average = 4.5), followed by "Choosing a school has a major is suitable for personal interests (NLĐK1)" ((Average = 4.4). The 4<sup>th</sup> one is "Choosing a school because the school has a suitable geographic location, convenient for travelling and learning (NLĐK4)" (Average = 4) and the lowest fact in this group is "Choosing a school because the school has suitable training system for you"(average = 3.5).

**CONCLUSION**

Through research, students tend to choose a university based on "Admission chances to the university" is the highest point (Average = 4.4), the 2<sup>nd</sup> rank is "students' Individual ability and condition"(Average = 4.2), third statement is "Communication and marketing of the university "(average 4.1). The next positions in turn are the group "Characteristics of the university" (Average = 4.0), "Relationships of students" (Average = 3.6) and finally "Opportunities after graduation" (Average = 3.5). Through ranking the average values, it shows that Universities need to pay attention to the following issues: In the enrollment, the university should provide students with complete, easy-to-understand, detailed and truthful information related to the factors "Admission chances to the university" such as: information about major, enrollment quota, year-over-year benchmarks, rate, types of entrance exams, athletes' preferences policies, ... these factors directly affect students' choice of schools. Universities must regularly update and inform students about the training programs, facilities, faculty,

tuition, support policies for students, scholarships, current job' needs in society and must manage the statistics that track the rate of students employment after graduation and promote this clear and honest information on their Website as well as other mass media to high school students. The form of advertising on the mass media, school website, publishing school journals, connect with high schools, student counseling centers to provide information to students, and even organizing school visit at the high schools or inviting the high school students to take a campus tour to see with their own eyes. In promotional activities, universities should pay attention not only to high school students, but also their parents, relatives and teachers. These factors also play a very important role in the career orientation and school choice of students.

**REFERENCES**

- Ajzen, 2002. "Perceived behavior control, self – efficacy, locus of control, and the theory of planned behavior", *Journal of Applied Social Psychology*, 665-683
- Ajzen, I. 1991. "The theory of planned behavior, Organizational behavior and Human decision processes". 50: 179-211
- Borchert M. 2002. "Career choice factors of high school students", University of Wisconsin-Stout, USA.
- Hoang Trong, Chu Mong Ngoc, 2008. *Analyzing research data with SPSS*, Statistical Publishing House.
- Le Quy Phuong, 2015. *Curriculum on Scientific Research Methods in Sports Management*, National University Publishing House, Ho Chi Minh City.
- National Assembly, 2019., Law No. 43/2019 / QH14, June 14, 2019, *Law on Education*.
- Nguyen Minh Ha, 2011. *Research on factors affecting students' choice of Ho Chi Minh City Open University*, University-level science and technology topic T2010-05, Ho Chi Minh City Open University.
- Nguyen Phuong Toan, 2011. "Survey of factors affecting the choice of school for high school students of grade 12 in Tien Giang province", Master's thesis, Hanoi National University.
- Nguyen Van Ho and Nguyen Thi Thanh Huyen (2006), *Career-oriented and technical teaching activities in high schools*, Education Publishing House, Hanoi.
- Tran Van Qui and Cao Hao Thi, 2009. "Factors influencing high school students' decision to choose a university", *Journal of Science and Technology Development* (No. 15-2009), VNU HCMC

\*\*\*\*\*