Talent Demand Analysis of China’s Horse Racing Industry

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Abstract: through the investigation of 12 Chinese equestrian clubs, to figure out the number of positions and personnel of Chinese equestrian clubs in nearly three years; to figure out the main posts of those equestrian clubs and the job responsibilities concerning each post; to figure out the required professional abilities for each post, and related quality, knowledge and skills needed to meet those abilities.

Introduction
With the rapid development of China’s economy and the improvement of people's living standard, horse racing and leisure riding have received considerable attention as one of the most important leisure activities. The two have driven the development of a series of related industries, and have brought remarkable influence on the social development and the prosperity of sports in China.

Horse racing clubs in China have witnessed rapid development. Statistics from the National Equestrian Work Conference show that there were 107 clubs in the country by the end of 2004. However, the year 2007 saw another 60 clubs open in the country. By the end of November 2010, all together more than 360 horse racing clubs were registered, with members amounting to nearly 300,000. Moreover, the number of horse racing clubs in the country with a certain scale reached 538 by the end of 2016.

Under this background, a new task for training sports talents has been raised in China as traditional training mechanism fail to meet the needs of the rapid development of the horse racing industry. It’s required to understand the main positions of the horse racing clubs, analyze the work tasks included in each job, define the professional abilities that must be possessed to complete the work tasks, and figure out what qualities, knowledge and skills must be equipped to achieve these professional abilities.

Main Positions of Chinese Horse Racing Clubs

Horse racing clubs are a top career priority for horse racing graduates. By the end of 2016, there were more than 500 horse racing clubs in China, mainly distributed in Beijing, Zhejiang, Shanghai, Guangzhou, Liaoning and other provinces and cities. These clubs are featured with large scale and lack of professional employees.

Through the investigation of the 12 horse racing clubs, it’s found that the overall educational level of the practitioners is relatively low, with 82 % acquiring a primary degree, 13 % a secondary school degree, and 5 % a bachelor degree or above. Talents with high quality and innovation are required as most of the current practitioners fail to accept systematic and professional education, poor in theoretical knowledge and innovation ability.

It’s found that there are mainly three kinds of positions in the horse racing industry: the first kind is about technology and skills, including trainers, jockeys and riding instructors; the second kind is concerned with management, which is divided into race organization and management, and stable management; the third kind is related to horse racing industry development, which includes commercial horse racing development and horse racing information and services.
Horse Racing Talent Demand

478 talents are required for the 12 horse racing clubs now, with 156 for leisure riding, accounting for 32.6% of the total demand, followed by horse management of 20.9%, riders of 15.3% and masseurs of 14.2% respectively. 397 talents are required for the four posts, accounting for 83.1% of the total demand. 967 talents are expected to be required in the next three years for the 12 horse racing clubs, among which leisure riding accounts for 36.4% (352 talents) of the total demand, tailed by horse management of 20.3%, riders of 14.4% and masseurs of 12.6% respectively. The four together claim 83.7% of the total demand with a required demand of 809.

50,000 talents are predicted for the existing more than 500 horse racing clubs in China in the next three years. Besides, the three years between 2018 and 2020 is expected to see another 60 horse racing clubs emerge in the country, which requires 12000 talents. That means there would be a talent vacuum of 62000 in the next three years. However, the fact is that graduates of related majors are unable to meet the requirement for the horse racing industry, and relevant practitioners also fail to meet the required needs.

Qualities and Requirements Needed for Chinese Horse Racing Talents

The rapid development of the horse racing industry has driven the great demand for students majoring in horse racing management. Apart from large horse courses, small and medium sized equestrian clubs and related equestrian organizations also need professional talents as these clubs and organizations are in the rising and developing stage, with urgent need for cultivating their own technicians and management talents.

Through the investigation of 12 Chinese equestrian clubs, to figure out the main posts of those equestrian clubs and the job responsibilities concerning each post; to figure out the required professional abilities for each post, and related quality, knowledge and skills needed to meet those abilities.

Post: Horse Trainer

Job responsibilities: Test the muscular strength of horses; formulate horse training plans; horse training

Professional competence requirement: Master the basic anatomy and physiology knowledge of horses, master the basic methods of testing horse's athletic ability, master the use method and operation steps of various testing instruments of horse's athletic ability, understand the life habits of various horses, master the basic principles and methods of horse training, make plans according to different characteristics of horses, and equip with abilities to make scientific training programs and train horses.

Post: jockey

Job responsibilities: physical quality training, strengthen horsemanship, study contest rules, participate in horse racing tournament

Professional competence requirements: equip with good physical quality, master the method of physical fitness, develop the ability to make physical fitness training plans, figure out the life habits of different horses, have certain horse abnormal condition judgment ability, understand horse ability, can complete training task, have strong ability to deal with unexpected situations, have good learning and understanding abilities, have strong practical ability, have certain analytical ability, have good self-protection consciousness, have strong psychological bearing ability, have very strong horse control ability, and have certain ability concerning competition.

Post: leisure horse riding guider

Job responsibilities: select horses for riders; provide guidance for riders

Professional competence requirements: figure out the life habits of various horses, get familiar with the procedures for the selecting of horses, have a strong organization and coordination ability, equip with communication skills, have rich riding horse theoretical knowledge and strong riding skills and guidance ability, and be able to formulate scientific plans in accordance to the needs of different customers.
Post: horse racing organization and management

Job responsibilities: formulate horse racing contests, establish organization structures, define the tasks of various structures, the registering of contests, make plans for contests and compile tournament files.

Professional competence requirements: equip with good communication skills, have a good writing skill, be familiar with the rules of the tournament at all levels, understand the composition of various organization structures, have a strong organizational coordination ability, be familiar with the functions of the tournament organs, master the use of tournament scheduling software, equip with referee ability, be familiar with the various processes of events, have a strong ability to respond to unexpected situations, master the use of statistical software in computing competition results, have a certain ability to summarize games, and have a strong ability to compile tournament files.

Post: stable management

Job responsibilities: management of stable staff, feeding and management of horses, maintenance and management of stable facilities, management of horse feeds

Professional competence requirements: get familiar with the staffing standards of the stables, be familiar with the rules and regulations observed by the stables staff, be familiar with the stables work procedures, understand the life habits of the various horses, master the techniques and methods of horse feeding, be familiar with the prevention and treatment of common horse diseases, be familiar with the use and management of stable facilities, be familiar with the nutrients of various horse feeds, be able to feed according to the individual characteristics of horses, master the formula design of horse feeds, grasp the storage and management method of horse feeds.

Post: development of commercial horse racing market

Job responsibilities: formulate commercial horse racing activities plans, commercial horse racing market operation, media publicizing

Professional competence requirements: have a good writing skill, have a good public relations ability, be familiar with the rules of horse racing, grasp the operation of commercial activities, have a strong ability to plan and develop, be familiar with the operation of the media platform, and have a strong media coordination ability.

Post: operation and management of horse racing clubs

Job responsibilities: operation investment and income analysis, organization and implementation, club personnel training and management

Professional competence requirements: be familiar with the basic economics knowledge concerning the sports industry, have an idea of market survey and analysis, be familiar with the operation procedures of the horse racing clubs, get a strong organization and coordination ability, equip with a club management ability, be familiar with the club staff training methods and procedures, have the basic knowledge regarding the management of staff, and have the ability to carry out staff management work.

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Reference


