

► Program &
Abstract Book



ISHPES 2013 Congress

**The 14th Congress of the International Society
for the History of Physical Education and Sport**
Games and Sporting Events in History: Organization, Performances and Impacts

August 18-22, 2013

Gymnasium, National Taiwan Normal University, Taipei, Taiwan

Content

Welcome.....	1
Organizing Committee.....	3
Scientific Committee	4
Congress Information	5
Congress Venue	6
Speaker Introduction.....	10
Program at a Glance	12
Scientific Program.....	16
Presentation Information	16
Daily Program	17
<i>Sunday, August 18th, 2013</i>	17
<i>Monday, August 19th, 2013</i>	18
<i>Tuesday, August 20th, 2013</i>	21
<i>Wednesday, August 21st, 2013</i>	24
<i>Thursday, August 22nd, 2013</i>	24
Poster Exhibition.....	26
Social Program.....	28
Abstracts.....	29
Keynote Lecture.....	29
Oral Presentation.....	35
Oral Presentation (Chinese).....	80
Poster Exhibition.....	89
Author Index.....	112

Welcome



Prof. Dr. Annette R. Hofmann
ISHPES President

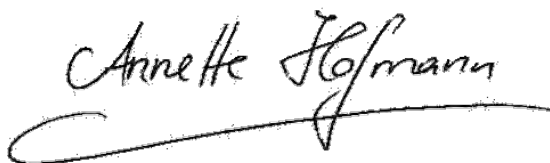
Dear participants of the ISHPES Congress 2013,

As the President of ISHPES I want to welcome you to Taipei to our Congress “Games and Sporting Events in History: Organizations, Performances and Impacts”. The Congress will cover a broad range of topics related to the history of various sport events and movement cultures from all over the world.

This is our third ISHPES conference held in Asia. I am happy to report that over 100 ISHPES members from almost 20 countries will attend this event. This four-day-event will be more than just an academic exchange and debate -we will also be able to make new friends and learn more about the culture of our hosts.

I thank the National Taiwan Normal University and Prof. Mei-Chun Lin and her team to have made this congress possible and for hosting us.

I wish you all an interesting Congress and an enjoyable stay in Taipei with exciting lectures and fruitful discussions.





Prof. Dr. Mei-Chun Lin
Chairperson, the 14th Congress of ISHPES

It is my great pleasure on behalf of the 14th Congress of ISHPES to welcome you all to this historical international event at National Taiwan Normal University.

Two years ago, Prof. Dr. Annette Hofmann offered us an honourable opportunity to organize this congress. Under the committee's guidance and assistance, our team has made great efforts to prepare one of the best sports history conferences in the Asia Pacific Region.

The theme of the conference "Games and Sporting Events in History: Organization, Performances and Impacts" emphasizes integration, connection, co-operation and application of research and learning. It's also with a focus on an interdisciplinary approach among various scientific areas such as leisure, physical activity, sports, health and community. There are about 150 participants from 28 nations. Their presence and participation will definitely establish a landmark in the sports history community in Taiwan.

The 14th Congress of ISHPES is jointly organized by 4 units: Taiwan Society of Physical Education and Sport History, The Taiwan Society of Sport Sociology, Taiwan Body Culture Society and National Taiwan Normal University. We are also sponsored by 5 units: Ministry of Education, National Science Council, Bureau of Foreign Trade, Department of Information and Tourism of Taipei City Government and National Taiwan Normal University. Thank you all from the bottom of our hearts.

For the following five days, please enjoy any types of professional interactions with your colleagues from different parts of the world. Make sure to visit the night markets, appreciate Taiwanese culture, and enjoy the hospitality in this vibrant and dynamic city.

Welcome to Taiwan!

Lin, Mei-Chun

Organizing Committee

Honorary President

Annette R. Hofmann President of ISHPES / Ludwigsburg University

Honorary Vice-President

Gigliola Gori University of Urbino, Italy

Thierry Terret University of Lyon, France

Patricia Vertinsky University of British Columbia, Canada

Secretary General of ISHPES

Kai Reinhart Muenster University, Germany

Honorary Congress Chairperson

Kuo-En Chang President of National Taiwan Normal University

Congress Chairperson

Mei-Chun Lin National Taiwan Normal University

Honorary Advisors

Chien-Tai Wang Taiwan Society of Physical Education and Sport History

Dong-Jhy Hwang President of The Taiwan Society of Sport Sociology

Tseng-Juei Chen President of Taiwan Body Culture Society

Executive Committee

Hsueh-Chi Hsu, Bao-Cun Dai, Jai-He Lin, Yuan-Ming Hsu, Chia-Ju Yen, Ching-Wei Chang, Chin-Fang Kuo, Po-Hsiu Lin, Ming-Zong Lee, Jen-Sin Lee, Li-O Chen, Hsiu-Hua Tsai, Ching-Hung Lin, Hsien-Wei Kuo

Scientific Committee

Annette R. Hofmann	Sport Pedagogy at the Ludwigsburg University of Education, Germany.
Kai Reinhart	Muenster University, Germany
Dong-Jhy Whang	National Taiwan Sport University, Taiwan
Tien-Chin Tan	Department of Athletic Performance, National Taiwan Normal University, Taiwan
Li-Hong Hsu	Dayeh University, Taiwan
C.T. Lucetta Tsai	National Taipei University, Taiwan
Gigliola Gori	The History of P.E. and Sport, the History of the Body, and the History of Pedagogy, in the Faculty of Sport Sciences at the University of Urbino, Italy.
Thierry Terret	President of the French Society of Sports History.
Patricia Vertinsky	University Scholar and Professor of Human Kinetics, University of British Columbia
Gertrud Pfister	The Department of Exercise and Sport Sciences, University of Copenhagen.
Dean Allen	University of Stellenbosch, Great Britain
Gerald Gems	Health and Physical Education at North Central College in Naperville, Illinois. United States
Gerd von der Lippe	Telemark University College Educational Institution; 201-500 Høyere utdanning industry, Norway
Hiroshi Arai	Biwako Seikei Sport College, Japan
Leena Laine	Department of Exercise and Sport Sciences, University of Copenhagen, Finland
Maureen Smith	California State University, Sacramento, United States
Sandra Heck	Ruhr-University of Bochum, Germany

Congress Information

Open Hour

Activity	Venue	Date	Time
Registration	Gymnasium Building 1F	August. 18 (Sun.)	10:00-17:00
		August. 19 (Mon.)	08:30-16:00
		August. 20 (Tues.)	08:30-16:00
		August. 21 (Wed.)	08:30-09:00
Poster Exhibition	Gymnasium Building 3F	August. 19 (Mon.)	13:20-13:50

Name Badge

Participants are requested to wear their name badges during all the Congress activities and social events. All staff will have the right to refuse entry to any session without a proper name badge.

Language

The official language of the Congress is English, which will be used in all presentations (except the Oral Presentation (CH) / COP) and all printed materials.

Lunch

Lunchbox will be served in Parallel Room1,2, and 3 on August. 19 (Mon.) On August 20 (Tues.,) the lunch will be served as buffet in General Building (B1). Please bring the coupon and give it to staff at the entrance. On August 21 (Wed.), snack box will be served on the way to city your.

Sessions / Changes

Please make sure to be in the session room on time as all sessions will begin per scheduled. The organizing committee reserves the right to adjust or change the program.

Certificate of Participation / USB Drive / Group Photo

Please come and get the certificate, USB Drive, and Group Photo with your badge at registration desk during **11:00-12:00, August 22 (Thursday)**. If participants do not come and get in time, the secretariat of Congress will not retain or reissue the certificate, USB Drive, and Group Photo.

Access to Internet

Free wireless is available in the entire building so that you can use your laptop to gain internet access. Please ask the account and password of free wireless at the **Information Desk**.

Congress Policy

- Smoking is prohibited at all times in the Congress rooms and the entire school.
- Please switch your mobile phones off or to vibration mode during all sessions.

Congress Venue

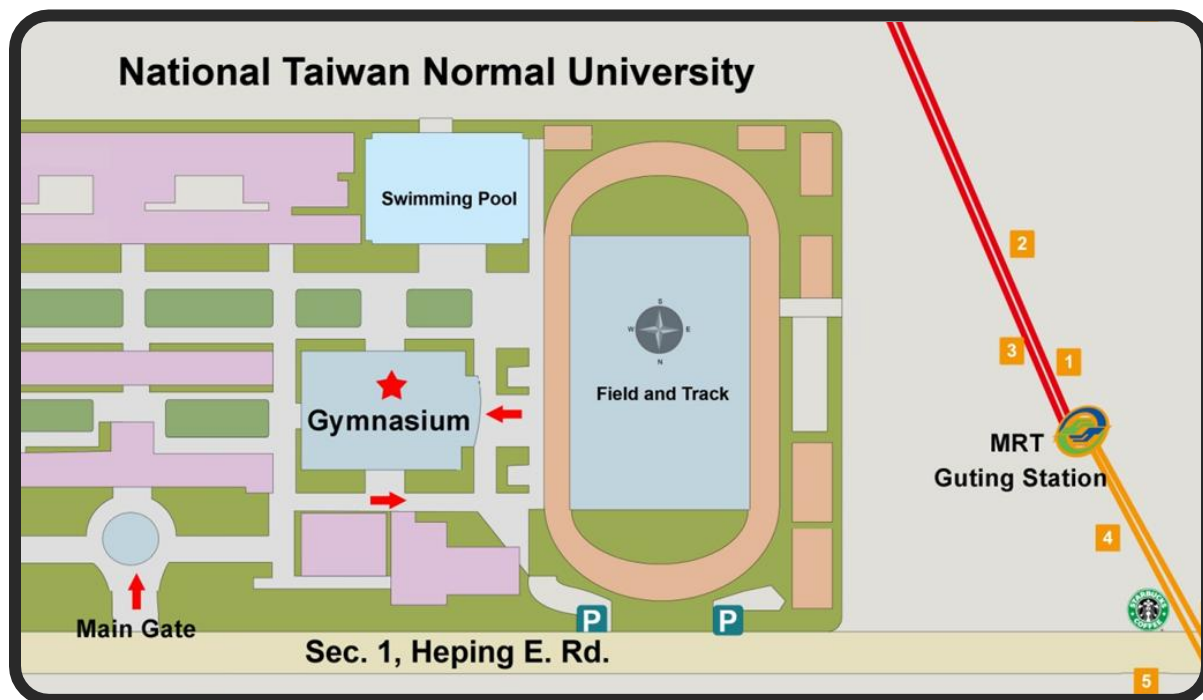
Campus Map

National Taiwan Normal University (NTNU)

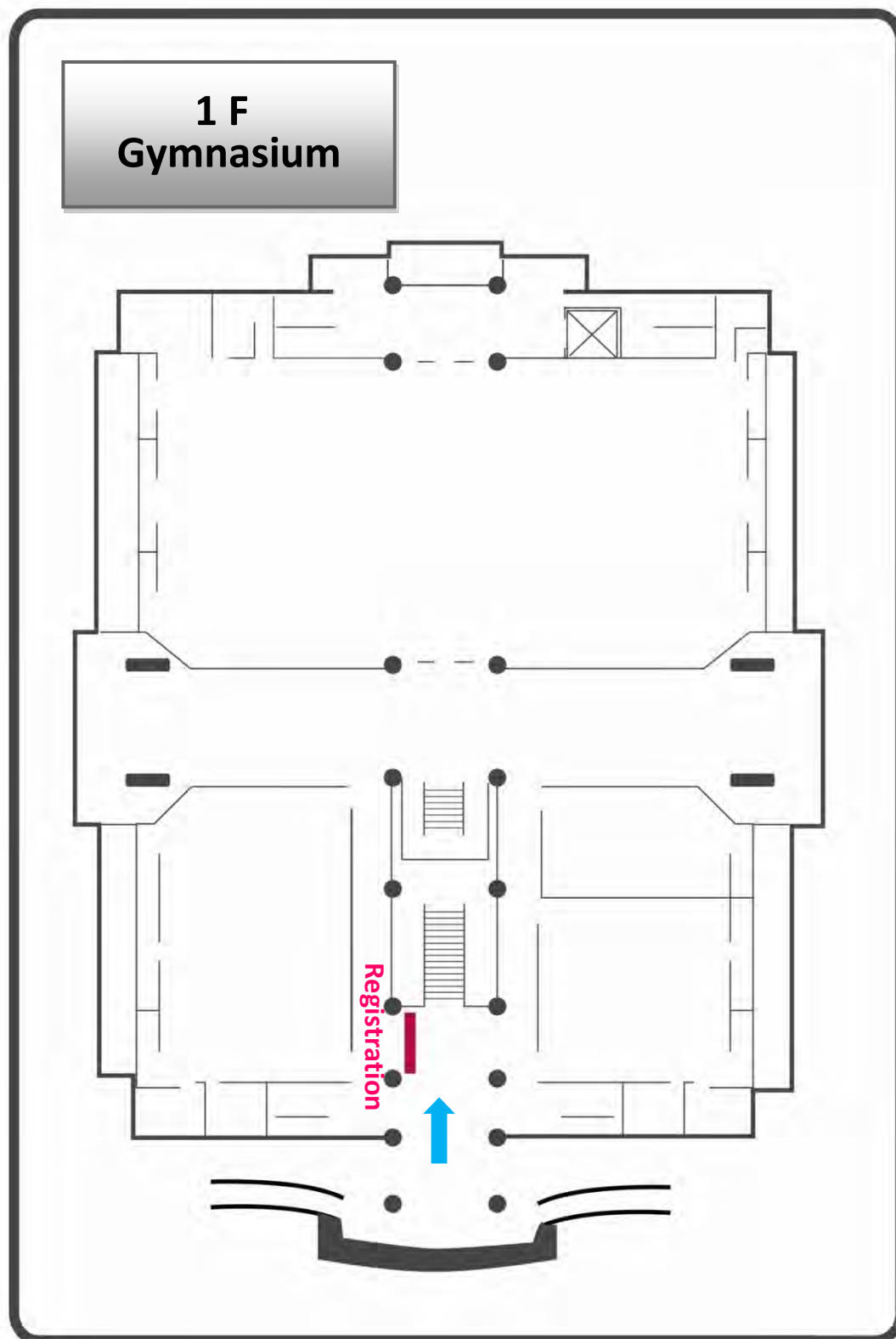
Address: 162 HePing East Road, Section 1, Taipei City 106 , Taiwan (R.O.C.)

Tel: +886-2-77341111

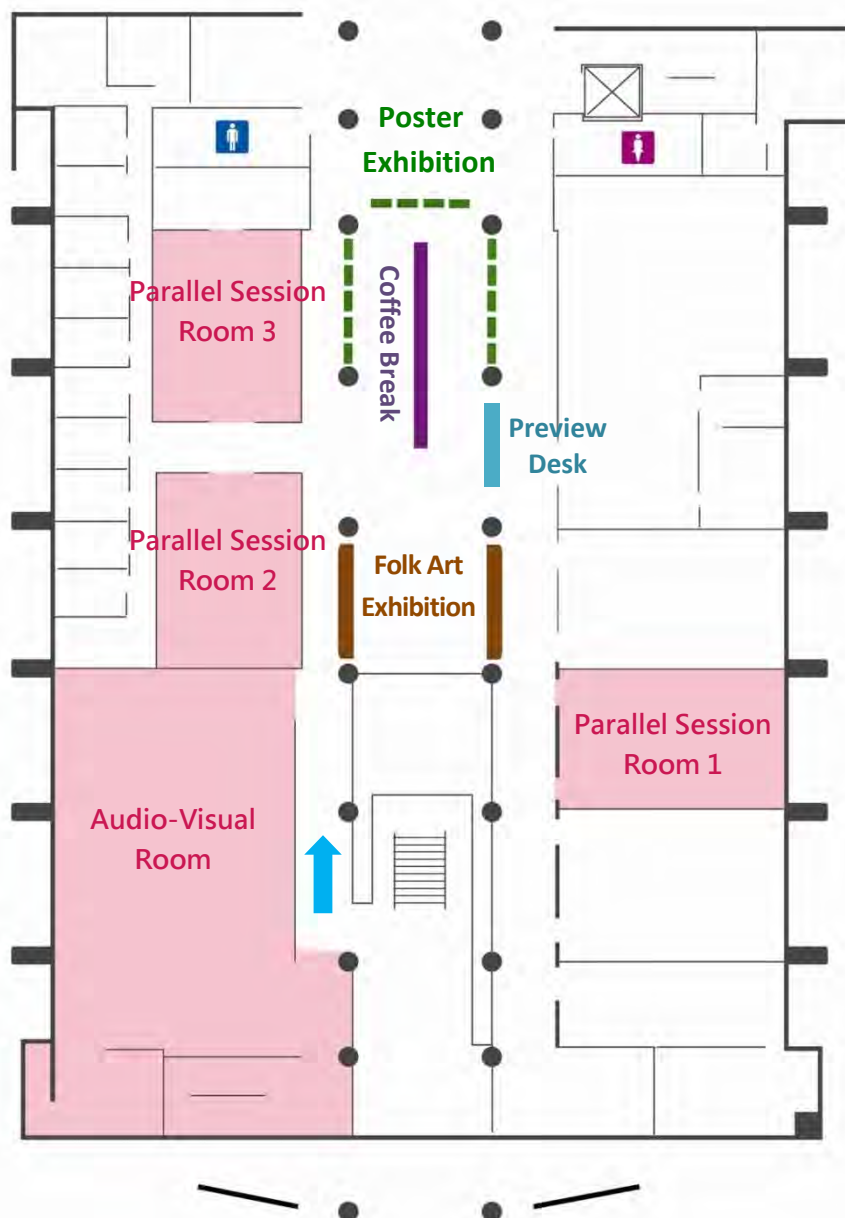
Website: <http://www2.ntnu.edu.tw/en/index.php>



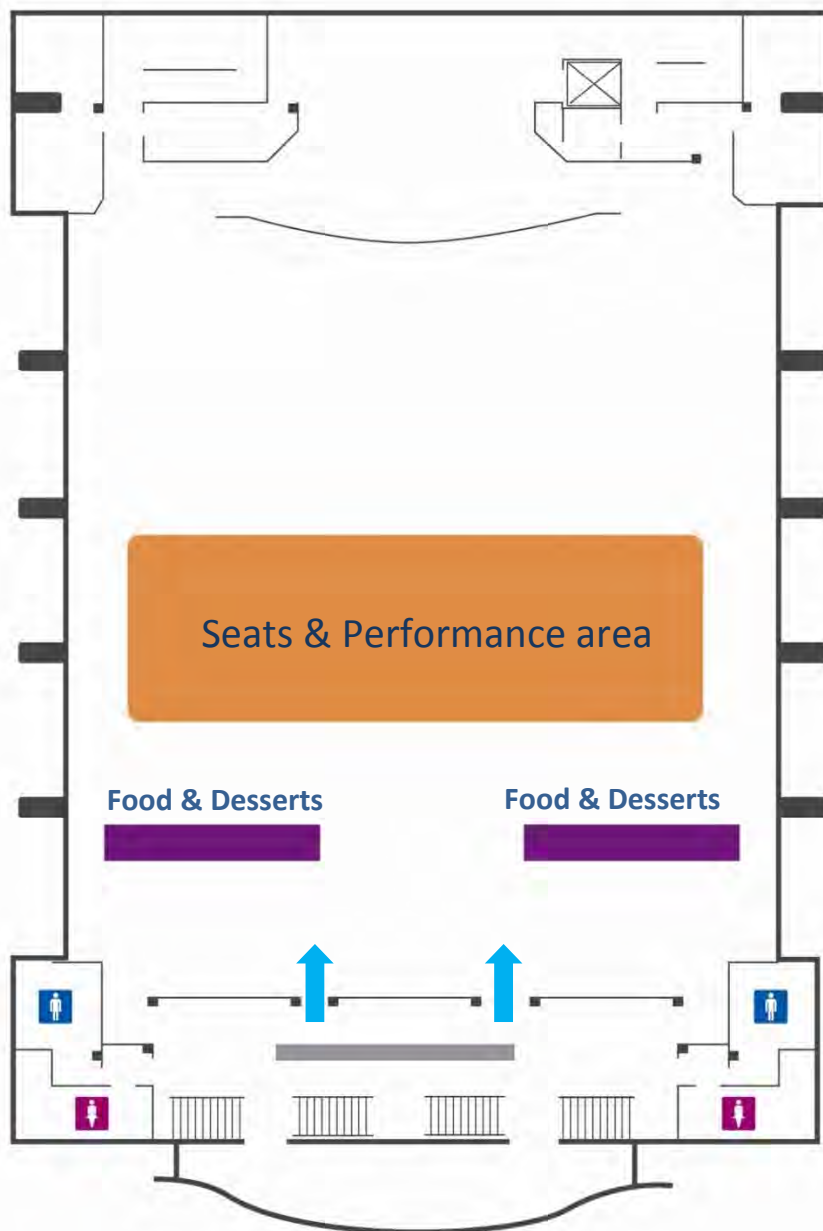
Floor Plan



3 F Gymnasium



4 F Gymnasium



Speaker Introduction

Keynote Lecture Speaker



KL1

Abe Ikuo (Japan)

Professor, Institute of Health and Sport Sciences, University of Tsukuba

[Topic]

A Prolegomena on the Asiatic Perception and Understanding of “Sport”:
A Study on Japanese Case before 1911



KL2

Henning Eichberg (German)

Professor, Institute of Sports Science and Clinical Biomechanics (IOB),
University of Southern Denmark

[Topic]

Play, Game, and Sport. An Historical — Phenomenological Critique of
Sport Idealism



KL3 (Junior Scholar)

Chia-Ju Yen & To-Pin Wen (Taiwan)

Graduate Institute of Physical Education, National Taiwan Sport
University

[Topic]

Historical discovery of the passage of Tou Hu from China to Japan and
South Korea



KL4 (ISHPES Award)

Alison Wrynn (USA)

Professor, Department of Kinesiology, California State University, Long
Beach

[Topic]

On the Margins: Therapeutic Massage, Physical Education and Physical
Therapy — Defining a Profession



KL5 (Routledge Speaker)

Malcolm McLean (UK)

University of Gloucestershire

[Topic]

Revisiting (and revising?) sports boycotts: from rugby against South
Africa to soccer in Israel

Panel Discussion

[Topic] Asian Sports Meets Western Sports: Cross-cultural Exchanges



**Dong-Jhy Hwang
(Taiwan)**

Professor, National
Taiwan Sport
University, Taiwan



**Gerald Gems
(USA)**

Professor, Health and
Physical Education,
North Central College
in Naperville, USA



**Keiko Ikeda
(Japan)**

Professor, Faculty of
Education, Yamaguchi
University



**Maureen Smith
(USA)**

Professor, California
State University,
Sacramento, United
States



**Gwang OK
(Korea)**

Associate Professor,
Physical Education,
Chungbuk National
University



**Alison Wrynn
(USA)**

Professor, Department
of Kinesiology,
California State
University, Long Beach

Program at a Glance

18 Aug. (Sun.)			
Venue	-		Audio-Visual Room
10:00-11:00	Registration	-	-
11:00-15:00			Council Meeting
15:00-16:00			
16:00-17:00			-
17:00-17:30	-	Folk Art Exhibition	
17:30-17:50			Opening Ceremony
17:50-18:50			Keynote Lecture 1 (KL1) Abe Ikuo
18:50-19:30			
19:30-21:00		-	Welcome Reception

19 Aug. (Mon.)				
Venue	Audio-Visual Room	Parallel Session Room 1	Parallel Session Room 2	Parallel Session Room 3
08:30-16:00	Registration			
09:00-10:00	Keynote Lecture 2 (KL2) Henning Eichberg	-		
10:00-10:30	Group Photo & Coffee Break			
10:30-12:10	-	Oral Presentation 1 (OP1)	Oral Presentation 2 (OP2)	Oral Presentation (CH) 1 (COP1)
12:10-13:20	Lunch			
13:20-13:50	Poster Exhibition			
13:50-15:20	Panel Discussion	-		
15:20-15:40	Coffee Break			
15:40-16:55	-	Oral Presentation 3 (OP3)	Oral Presentation 4 (OP4)	Oral Presentation (CH) 2 (COP2)
16:55-17:05	Break			
17:05-18:20	-	Oral Presentation 5 (OP5)	Oral Presentation 6 (OP6)	-
18:20-19:30	-			
19:30-	Junior Scholar Social Night			

20 Aug. (Tue.)				
Venue	Audio-Visual Room	Parallel Session Room 1	Parallel Session Room 2	Parallel Session Room 3
08:30-16:00	Registration			
09:00-09:45	Keynote Lecture 3 (KL3) Junior Scholar	-		
09:45-11:00	-	Oral Presentation 7 (OP7)	Oral Presentation 8 (OP8)	Oral Presentation 9 (OP9)
11:00-11:20	Coffee Break			
11:20-12:35	-	Oral Presentation 10 (OP10)	Oral Presentation 11 (OP11)	Oral Presentation 12 (OP12)
12:35-13:45	Lunch			
13:45-15:00	-	Oral Presentation 13 (OP13)	Oral Presentation 14 (OP14)	Oral Presentation (CH) 3 (COP3)
15:00-15:20	Coffee Break			
15:20-16:00	-			Session for Junior Scholars: Research and Publication
16:00-16:50	Keynote Lecture 4 (KL4) ISHPES Award	-		
16:50-17:50	ISHPES General Assembly			

21 Aug. (Wed.)				
Venue	Audio-Visual Room	Parallel Session Room 1	Parallel Session Room 2	Parallel Session Room 3
08:30-09:00	Registration			
09:00-10:00	Keynote Lecture 5 (KL5) Routledge Speaker	-		
10:20-17:30	City Tour: National Center for Traditional Arts, Yilan			
17:30-21:00	Banquet (Gala Dinner)			

22 Aug. (Thur.)				
Venue	Audio-Visual Room	Parallel Session Room 1	Parallel Session Room 2	Parallel Session Room 3
08:30-09:00	-			
09:00-10:15	-	Oral Presentation 15 (OP15)	Oral Presentation 16 (OP16)	Oral Presentation 17 (OP17)
10:30-11:00	Closing Ceremony	-		

Scientific Program

Presentation Information

[Oral Presentation]

1. Oral presentations are 25 minutes in length, with 20 minutes of presentation and 5 minutes of discussion.
 - Reminder Card: 3 minutes left of presentation
 - The bell ringing: times up of presentation and discussion
2. Please check and duplicate your file at preview desk (3F, Gymnasium) 1 hour (at least) before your lecture. If you cannot make it in time, please bring your file to where your lecture is taking place then. The presentation file types which are acceptable for Congress's computers include: Microsoft Office PowerPoint 2003-7 (.ppt) / Adobe Acrobat (.pdf). If you are a Macintosh user, please supply your own Macintosh computer and a VGA socket for external device as well.
3. The congress provides equipments like overhead projector and computer. But if you have any other needs, such as video, please contact with the staff previously.
4. Certificate of Presentation: After the session is over, chair will confer one certificate to the presenter of each participated paper. Certificate includes title and all the authors listed on paper. (There is only one certificate for each paper.)

[Poster Presentation]

1. Poster Area: 3F Hallway, Gymnasium.
Poster Exhibition and Discussion: 13:20-13:50, August 19 (Monday)
2. August 19, 13:20-13:50. One of the authors of each participated paper has to stay in front of your paper during this period to present to participants.
3. Please paste your paper after 10:00, August 18 (Sunday), and remove it before 10:00, August 21 (Wednesday). *We will not retain your poster past the removal time. Please be sure that the poster is removed before 10:00, August 21.
4. The size of each poster is **90cm WIDTH x 150cm HEIGHT**. It is suggested that use font of Times New Roman, size of tile: 120-180, size of content: 36~ 48 (If the poster does not qualify as we suggested, the Committee of Congress has the right to deny conferring Certificate of Presentation to presenter.)
5. The organizer will prepare tapes and scissors for your convenient. (We can't assure you the tapes we prepare won't damage your poster. It is fine if you can prepare it by yourself, but please do not use twin adhesive.)
6. Please check your poster number and title in below, if there is any problem, don't hesitate to contact us.
7. Certificate of Presentation: During the Poster Exhibition, committee of ISHPES Congress will confer one certificate to the presenter of each participated paper. Certificate includes title and all the authors listed on paper. (If the presenter is absent at then, the secretariat of Congress will not retain or reissue the certificate.)

Daily Program

Sunday, August 18th, 2013

Time	Activities		
10:00-11:00	Registration (1F)	-	-
11:00-15:00		Folk Art Exhibition (3F)	Council Meeting (Room 3)
15:00-16:00			-
16:00-17:00			-
17:00-17:30	-		
17:30-17:50	Audio-Visual Room		
	Opening Ceremony Annette R. Hofmann- ISHPES President Kuo- En Chang- NTNU President Mei-Chun Lin- Congress President		
17:50-18:50	<u>Keynote Lecture 1 (KL1)</u> Chair: Keiko Ikeda Abe Ikuo A Prolegomenra on the Asiatic Perception and Understanding of “Sport”: A Study on Japanese Case before 1911		
	Welcome Reception (4F)		
18:50-19:30		-	-
19:30-21:00	-	-	-

Monday, August 19th, 2013

Time	Activities		
08:30-16:00	Registration		
09:00-10:00	Audio-Visual Room		
	<u>Keynote Lecture 2 (KL2)</u> Chair: Gertrud Pfister Henning Eichberg Play, Game, and Sport. An Historical-Phenomenological Critique of Sport Idealism		
10:00-10:30	Group Photo & Coffee Break		
(1) 10:30-10:55 (2) 10:55-11:20 (3) 11:20-11:45 (4) 11:45-12:10	Parallel Session Room 1	Parallel Session Room 2	Parallel Session Room 3
	<u>Oral Presentation 1 (OP1)</u> Combat Sport and Women Sport Chair: Alison Wrynn 1. Gertrud Pfister & Gerald Gems Fighting Women: Historical and Sociological Approaches to Women's Boxing 2. Yu-Jing Chen & Mei-Chun Lin From National to International: A Historical Research of Women's Baseball in Taiwan, 1950s-1970s 3. Wu-Lun Liu Mulan- A glory(ed) "Herstory" on Women's football in Taiwan- Politics and Gender Issue	<u>Oral Presentation 2 (OP2)</u> Sport Exchanges I Chair: Malcolm McLean 1. Hua Pan & Xiao-Wei Liu Historical Review of Cross-Strait Sports Exchanges 2. Shu-Ping Kuang Western Learning and the Evolution of Modern Shanghai Sport 3. Chen-Hsuan Lee & Tien-Chin Tan The Strategies and Implication of Taiwan's Participation in the International Sport Organizations 2008 – 2012	<u>Oral Presentation (CH) 1 (COP1)</u> Sport Culture in Asia Chair: Chia-Ju Yen 1. Ming Fang The Review On the History of CBA League Business Operation 2. Chin-Fang Kuo, Wen-Xiong Hu & Hsien-Wei Kuo The Eighteen Japanese Letters from Outside the Sport Ground: The Historiette and Thoughtfulness between Taiwan Champion and World Champion 3. Jui-Lang Chiu The Research about the Period of the "Taoist Inner Alchemy" 4. Yong Liu Spread of Sports Culture along with the Geopolitical Order Change in Northeast Asian Area

Time	Activities		
12:10-13:20	Lunch		
13:20-13:50	Poster Exhibition (3F)		
13:50-15:20	Audio-Visual Room		
	<p>Panel Discussion</p> <p>Chair: Ying WuShanley</p> <p>Prof. Dong-Jhy Hwang / Prof. Keiko Ikeda / Prof. Gwang OK</p> <p>Prof. Gerald Gems / Dr. Maureen Smith / Prof. Alison Wrynn</p> <p>Asian Sports Meets Western Sports: Cross-cultural Exchanges</p>		
15:20-15:40	Coffee Break		
(1) 15:40-16:05 (2) 16:05-16:30 (3) 16:30-16:55	Parallel Session Room 1	Parallel Session Room 2	Parallel Session Room 3
	Oral Presentation 3 (OP3)	Oral Presentation 4 (OP4)	Oral Presentation (CH) 2
	<p>Taiwanese Culture</p> <p>Chair: Chia-Ju Yen</p> <p>1. Pei-Chi Chuang Implanting China: Girl Scouts Movement in Post-War Taiwan</p> <p>2. Chien- Min Cheng, Chao-Chin Hung, Chun-Oh Wei, Artur Santos, Lovecchio Nicola, Chyong-Huoy Huang & Zito Viviana Popular Traditional Chinese Qigong Regimen Exercise Research between 1977 and 2012 in Taiwan</p> <p>3. Hsien-Wei Kuo, Yuan-Ming Hsu & Chin-Fang Kuo The Settler of Taiwan Acrobatic Performance -- Cheng-Kun Wu</p>	<p>Sport and Memory</p> <p>Chair: Gerald Gems</p> <p>1. Maureen Smith & Ellen Carlton Coup de Tête or Ode to Defeat? Zidane's Head Butt as Art and Sporting Memory</p> <p>2. Feng-Ran Lee An overview of Taiwan Baseball Stamps in 1970s</p> <p>3. Christof Thöny The reception of Hannes Schneider's journey to Japan in Austria</p>	<p>Olympic Aspects I</p> <p>Chair: Tien-Chin Tan</p> <p>1. Xian-Guo Li The Confusion and Scrutiny of the National Traditional Sports Culture Heritage under the Background of Market Economy</p> <p>2. Qian-Ping Yang Olympic Movement and Development of Chinese Women Sports</p>
16:55-17:05	Break		

Time	Activities		
	Parallel Session Room 1	Parallel Session Room 2	Parallel Session Room 3
	<u>Oral Presentation 5 (OP5)</u> Sport in Korea Chair: Kai Reinhart 1.Ji-Young Park Participation of Traditional Korean Physical Activities in French Culture 2.Young-Il Na Seokhojeong, Our Traditional Archery Club 3.Kyoung-Ho Park, Gwang OK & Youn-Jin Park South Korean Soccer and Ideology during the Cold War, 1946-1988	<u>Oral Presentation 6 (OP6)</u> Sport and Africa Chair: Annette R. Hofmann 1. Francois J. Cleophas A social historical overview of athletics in the Cape Colony, South Africa, until 1902 2. Kemo Keimbou David& Pascal Charitas From the Supreme Council for Sport in Africa (SCSA) to the Association of NOCs of Africa (ANOCA) (1966-1984) 3. Pascal Charitas & Kemo Keimbou David The Francophone Congresss of Youth and Sports Ministers (CONFEJES): A renewal of Franco-African cooperation? (1960-1969)	-
(1) 17:05-17:30 (2) 17:30-17:55 (3) 17:55-18:20			
19:30-	Junior Scholar Social Night		

Tuesday, August 20th, 2013

Time	Activities		
08:30-16:00	Registration		
09:00-09:45	Audio-Visual Room		
	<p align="center"><u>Keynote Lecture 3 (KL3)</u> (Gigliola Gori Junior Scholar Award) Chair: Gerald Gems Chia-Ju Yen & To-Pin Wen Historical discovery of the passage of Tou Hu from China to Japan and South Korea</p>		
(1) 09:45-10:10 (2) 10:10-10:35 (3) 10:35-11:00	Parallel Session Room 1	Parallel Session Room 2	Parallel Session Room 3
	<u>Oral Presentation 7 (OP7)</u> Sport, Politics and Media Chair: Maureen Smith	<u>Oral Presentation 8 (OP8)</u> Olympic Aspects I Chair: Kai Reinhart	<u>Oral Presentation 9 (OP9)</u> Physical Education I Chair: Leena Laine
	1. Annette R. Hofmann Katarina Witt: From being an East German Diplomat in a Training Suit to an Olympic Ambassador of Re-united Germany in a Dirndl	1. Rita Mafalda Amaral Nunes Ferreira Portugal in the Olympic Movement, from the Beginning to the Present	1. Zrinko Custonja Books, Textbooks and Manuals for Physical Education in Croatia before First World War
	2. Jing Wang Study of the Sports and Media Complex with Mass Appeal	2. Xiu-Ying Ru & Da-Peng Xu Promotion of the 2008 Beijing Olympic Games to Multiculturalism in the Olympic Movement: From the Ceremonies Perspective	2. Nonaka Yuta The Introduction of "Theory of Physical Education" in Course of Study in Japan
	3. Ya-Wen Huang & Tien-Chin Tan How Do Governing Elites Influence Taiwan's Sport-for-All Policy during President Ma's Regime?	3. Luis Henrique Rolim Silva & Ali Salat Establishment of the Qatar's National Olympic Committee (1979-1980): Implications in the Country's Sport	3. Hiroaki Sakakibara The Introduction of F. L. Oswald's 'The Age of Gymnastics' (1878)
11:00-11:20	Coffee Break		

Time	Activities		
	Parallel Session Room 1	Parallel Session Room 2	Parallel Session Room 3
(1) 11:20-11:45	<u>Oral Presentation 10 (OP10)</u> Winter Sports Chair: Annette R. Hofmann 1. Marit Nybelius Japan Strengthens the Olympic Value of Nordic Skiing	<u>Oral Presentation 11 (OP11)</u> Baseball in Taiwan Chair: Dong-Jhy, Hwang 1. Yu-Ting Huang, Shu-Fan Yang, Ya-Wen Huang & Tien-Chin Tan Top-down or Bottom-up? Reviewing the Policy Process of the Baseball Reinvigoration Plan	<u>Oral Presentation 12 (OP12)</u> Physical Education II Chair: Keiko Ikeda 1. Yumiko Fujisaka The Process of Introducing Physical Education in Early Modern Japan - The Practice of Physical Education in Aichi Prefecture in the Early Meiji Era -
(2) 11:45-12:10	2. Hiroshi Arai The Preparation of a Visionary Sapporo Olympics in 1940	2. Shu-Erh Liao, Kuang-Piao Hsu Taiwan's Successful Bidding for the Host of the 2001 Baseball World Cup	2. Yoshimi Kasuga Social Valuation of the Female Gymnastics Teacher in Japan during the Latter Meiji Period
(3) 12:10-12:35	3. Pierre-Olaf Schut The "Winter Sports Weeks" Organized by the French Touring-Club. A Lever for Tourist Development	3. Po-Hsiu Lin The Genealogy of Taiwanese Baseball (1951 - 2013)	3. Hideaki Okubo Understanding of Gymnastics Classes by Elementary School Teachers during the Kyoikurei (1879 Education Order) Period in Japan
12:35-13:45	Lunch		
(1) 13:45-14:10	<u>Oral Presentation 13 (OP13)</u> Environment and Space Chair: Gerald Gems 1. Russell Field Re-entering the Sporting World: China's Sponsorship of the 1963 Games of the New Emerging Forces	<u>Oral Presentation 14 (OP14)</u> Olympic Aspects II Chair: Russel Field 1. Zhan-Jie Liu & Dong-Guang Pei The Modern Olympic Movement: The Genesis of Olympic Matters in China, 1895-1948	<u>Oral Presentation (CH) 3 (COP3)</u> Traditional, Sporting Activities Chair: Tien-Chin Tan 1. Meng-Xia Xin Shooting Willow in the Yuan Dynasty

Time	Activities		
	Parallel Session Room 1	Parallel Session Room 2	Parallel Session Room 3
(2) 14:10-14:35 (3) 14:35-15:00	<p><u>Oral Presentation 13 (OP13)</u></p> <p>2.Jay Johnson & Jessica Chin Greenwashed?: A Critical Historical Perspective of Environmental Initiatives in Sport and Physical Activity</p> <p>3.Ying WuShanley Building 'Coliseums': Sport, Architecture, and the Business of Entertainment and Survival of American Universities</p>	<p><u>Oral Presentation 14 (OP14)</u></p> <p>2.Koichi Wada Knowledge of the Ancient Olympic Games in Early Meiji Era Japan</p> <p>3.Mao-Fu Gong Chinese Harmony Thought and Olympic Crises</p>	<p><u>Oral Presentation (CH) 3 (COP3)</u></p> <p>2.Chang-Ming Yang Research on the Development of Chinese Korean Ssireum Rules</p> <p>3.Qi-Lin Sun A Research on Heritage and Development of Chinese Century-old Famous Campus sports Culture</p>
15:00-15:20	Coffee Break		
15:20-16:00	-	-	<p><u>Session for Junior Scholars: Research and Publication</u></p> <p>Chairs: Gertrud Pfister& Annette Hofmann</p>
	Audio-Visual Room		
16:00-16:50	<p><u>Keynote Lecture 4 (KL4)</u></p> <p>(ISHPES Award)</p> <p>Chair:Annette R. Hofmann</p> <p>Alison Wrynn</p> <p>On the Margins: Therapeutic Massage, Physical Education and Physical Therapy—Defining a Profession.</p>		
16:50-17:50	<p><u>ISHPES General Assembly</u></p> <p>Chair: Annette Hofmann</p>		

Wednesday, August 21st, 2013

Time	Activities
08:30-09:00	Registration
09:00-10:00	Audio-Visual Room
	<u>Keynote Lecture 5 (KL5)</u> (Routledge Speaker) Chair:Maureen Smith Malcolm MacLean Revisiting (and Revising?) Sports Boycotts: from Rugby against South Africa to Soccer in Israel
10:20-17:30	City Tour (National Center for Traditional Arts, Yilan)
17:30-21:00	Gala Dinner (Glass House, Yilan)

Thursday, August 22nd, 2013

Time	Activities		
	Parallel Session Room 1	Parallel Session Room 2	Parallel Session Room 3
(1) 09:00-09:25 (2) 09:25-09:50	<u>Oral Presentation 15</u> (OP15) Olympic Education Chair: Zrinko Custonja 1.Lawrence W. Judge, Jeffrey C. Petersen, Karin Surber, David Bellar & Don Lee The Sustainability of the Youth Olympic Games 2.Dong-Guang Pei & Xiao-Ping Wang Planning and Implementation of Olympic Education Program in China	<u>Oral Presentation 16</u> (OP16) Sport Exchanges II Chair: Malcolm McLean 1.Wan-Ching Cho, Chi-Fu, Cheng & Tien-Chin, Tan The Basketball Athletes' Migration from Taiwan to China 2. Keiko Ikeda British Cultural Influence and Japan: Elizabeth Phillips Hughes's Visit for Educational Research in 1901-02.	<u>Oral Presentation 17</u> (OP17) Body, Culture in Early 20th Century Europe Chair: Gertrud Pfister 1.Rudolf Müllner No Body is Perfect – Discourse of the Production of the Sportive Lean Body in Europe Around 1900 2.Francisco Pinheiro & Sergio Diosdado The popularization of sport in Portugal and Spain during the 1920's

Time	Activities		
	Parallel Session Room 1	Parallel Session Room 2	Parallel Session Room 3
(3) 09:50-10:15	3.Wei-Hong Wang & Dong-Guang Pei A Study on the Olympic Educational Value of Beauty	3.Charles Little Sport and the Foreign Policy of Small Nations: New Zealand-Taiwan Sporting Relations	3.Leena Laine “Invention of Tradition”: Folk Dances as a Part of Nation-Building in Finland
10:30-11:00	Audio-Visual Room		
	Closing Ceremony Annette R. Hofmann- ISHPES President Mei-Chun Lin- Congress President		

Poster Exhibition

NO.	Name	Topic
P-1	Jin-Jing Cui	Research On The Value Of the Youth Football Program In China's Schools
P-2	Ya-Jie Wang	A Study on Cultural Changes of Tianjin Modern Sports:1840 to 1949
P-3	Dmitry Belyukov	State Policy in the Field of Physical Education in Russia in the Beginning of the 20th Century
P-4	Viacheslav Shliakhtov	Gymnastics Development in Russia in the Beginning of the XX-th Century
P-5	Jie Li	Research on the Evolution of Design and Value of the Olympic Games Mascots
P-6	Zong-You Zhang	Modern Olympic Marketing Strategy Development Path Analysis
P-7	Tetsuji Kakiyama	New Exercise Method Introduced to Girls' School by an American Woman in the Meiji Era
P-8	Xiao-Dan Yan	The Influence of the Introduction of NBA Stars by CBA on Chinese Basketball Culture
P-9	Chao-Chin Hung	Sport: An Ancient Origin-Classicism and Roman Empire
P-10	Ming-Hui Hsieh	The Influence of Western Natural Physical Education Thought of Modern Chinese Physical Education(1895-1937)
P-11	Tzong-Ming Ou	The Emergence of Teacher/Coach Role of Elementary School in Taiwan (1945-1968)
P-12	Hyun-Duck Kim	Societal Marketing of the IOC's Commercial Partners: Sustainable Development and Operation of the Olympics
P-13	Chun- Oh Wei	Sport: An Ancient Origin-What about the Future?
P-14	Chien-Min Cheng	Sport: An Ancient Origin-from Middle Age to Renaissance

NO.	Name	Topic
P-15	I-Chieh Tseng	The Rise of an Emerging Sport — The Preliminary Study of the Historical Development of Kabaddi in Taiwan
P-16	Ping-Feng Lung	Research on the First United Games of Jiangsu Provincial Schools in Modern China (1914)
P-17	Sun-Ah Jeng	Eastern Reverberation on West: The 2012 London Olympics and South Korean Responses
P-18	Je-Hoon Sung	Orientalism Reflected in Globalizing Taekwondo
P-19	Hsiang-Pin Chin	A Study on Women Physical Education in Taiwan Schools and Foot Binding During Initial Period of Japanese Colonization (1895~1907)
P-20	Han-Ching Lin	The Examination of the Historic Development of Boxing in Taiwan
P-21	Hui-Mei Ho	The Study in Historic Development of Track and Field Team in Chen-De Senior High School
P-22	Yi-Chan Chen	Successive Sixteen-year Championship-historical Records of the Tainan City Rugby Team (1976 - 1992)
P-23	Chiao-Chun Huang	The Study of Participation Progress of Female Track and Field Activities in Taiwan
P-24	Chung-Wei Chiu	Research Taiwan Youth Baseball Participation in International Competitions Taking LLB Trophy Tournament as an Example
P-25	Hsin-Tzu Ho	The Evolution of Taiwanese Sport and Leisure Professional Training
P-26	Mei-Chun Lin	How PE Examination Had Suddenly Joined the Last Reign of Junior High School Entrance Examination in 1967

Social Program

Folk Art Exhibition (15:00 - 19:30, August 18, 2013)

In order to have every guest experience and recognize Chinese traditional folk art, the host of congress invites 4 masters to demonstrate the Chinese folk artistry, include flour miniature, paper-cutting, Chinese knot, and calligraphy. It is worthy to take your time, visit the booths and enjoy the beauty of Chinese traditional folk art.

Welcome Reception (18:50 - 21:00, August 18, 2013)

To celebrate and welcome everyone attending 2013 ISHPES in Taipei, the host of congress arranges 3 special programs.

1. Techno Prince Dance

3 dancers dress up in 3 big dolls (the Third Prince) and dance with the electronic music. The Third Prince, Li Nezha, was a deity in Chinese mythology in the form of a young warrior fighting demons, and this dance parade has long been part of the raucous performances at temple carnivals in Chinese communities to enhance Nezha's role as a religious and folklore icon of Taiwan.

2. Juggling Performance: Chinese yo-yo

The juggling performance with Chinese dance and music shows large variety of tricks with the Chinese yo-yo which can be as easy as throwing the yo-yo up into the air or tossing it around the user's back. The Chinese yo-yo is a toy from China consisting of two equally-sized discs connected with a long axle. It was found during the Ming dynasty; roughly 1386-1644.

3. Dancing and Singing Performance of Taiwan aborigines

Taiwanese Aboriginal is renowned for their powerful voice when singing songs, and their unique dance. In Taiwan Evening, there will be a famous aboriginal group to show you an exciting performance through their beautiful voice and dance.

City Tour- National Center for Traditional Arts, Yilan

(10:20 - 17:30, August 21, 2013)

The National Center for Traditional Arts is located beside beautiful Dong Mountain (Dongshan) River in Yilan. In addition to organized displays and performances of culture and art, it also provides a stage where performing artists can show off their creative works. The emphasis here is on the continuous propagation, innovation, and renewal of traditional arts. You can stroll casually among artistic creations, listen to elegant music, and enjoy exciting opera performances--and you can even participate in the process of artistic creation yourself.

Gala Dinner (17:30~21:00, August 21, 2013)

The Glass House (Yilan) is the most famous no menu restaurant in North Taiwan. During the night you can experience natural taste from the freshest organic food, and graceful Taiwanese ballads played with traditional Chinese musical instrument.

Abstracts

Keynote Lecture

[KL-1]

A Prolegomena on the Asiatic Perception and Understanding of “Sport”: A Study on Japanese Case Before 1911

Abe Ikuo, Ph.D.

Professor Emeritus, University of Tsukuba

Is “sport” a stimulant for nationalism, or a sedative for the national antagonism? Otherwise, is it a conveyer for the individual health and happiness, or a refinery of morality? Anyway, the “sport” is a cultural device having all these functions.

Today, Asia, especially the East Asia has become the locus where the international interests and concerns are attracted; there are attractive huge-economic markets, the grave emulations between hegemonic members of the region, and sever confrontations between not only the divided nations, but also among the surrounding countries. The dysfunction of international amity has been growing dangerously higher over the watermark that used to be.

Although a lot of problems exist, Japan is now going to invite 2020 Olympic Games to Tokyo City. Leaders of the organizing committee for the Games are so ambitious and serious that they are sometimes apt to put aside the most important thing to bid the Games, and they are also inclinable to forget the ideal of “Olympism” and its philosophy. Rather, they seem to be departing from the international partnership because of their “internationalism” for their own “nationalism”.

Standing on the recognition of status-quo, my keynote lecture will argue about cultural functions of “sport”, which may promote the effort of peace-keeping, making a man of morality, and enhancing international understanding. In Asian sports history, luckily enough, many sports historians have produced a large number of critical books on the imperial exploitation of sport as a whole. I agree with the criticism against imperialistic sports.

However, beside with the criticism against imperialistic/invasive use of “sport”, we need to know whether, under the age of nationalism and imperialism, the cultural functions and understandings of “sport” which might lead to the world peace and international partnership can exist or not.

Taking Japan’s case during 1868 and 1911 (the age between the Meiji Restoration and the formation of Japan Amateur Sport Association), I try to examine, in the early age of

modernization in Japan, how far Japanese people could perceive “sport” and its universal culture, and how far they could interpret or rationalize it as a cultural tool, and how far they could understand the universal attribution of “sport” which might be relativistic with Japanese mentality.

Examining historically that “sport” can transcend international / regional / national confrontations and it can keep existing as the universal culture, would be the most fundamental and underlying problem. We have to scrutinize historically the existence or evidence of the idea that the universal culture of “sport” has grown in Asian countries, among them, in Japan.

This prolegomena will consist of 4 parts:

1. Japanese Perception of “Sport” and “Sportsmanship”
2. Japanese Understanding of “Sport” and “Sportsmanship”
3. The Formation of the Japan Amateur Sport Association
4. The Universal Culture of Sport in Japanese Nationalism and Imperialism

[KL-2]

Play, Game, and Sport: An Historical-Phenomenological Critique of Sport Idealism

Henning Eichberg

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Sport is game and receives its almost religious, holy undertones from its kinship with play. This is what we learn from Olympic idealism.

At a closer glimpse, the phenomena of play, game, and sport are, however, much more differentiated – and maybe contradictory? Some languages use “play” and “game” in a clearly differentiated way: Animals play, but do not engage in games – and the Olympic Games are not Olympic Play. The French phenomenologist Roger Caillois has proposed a deeper philosophical dualism between *paidia* (spontaneous play) and *ludus* (regulated, often competitive games). And yet, when involving further languages (like “leg” and “spil” in Danish, and “lek” and “spel” in Swedish) the relation becomes still more complex and less dualistic.

Let us listen to the deeper knowledge of languages. Maybe, etymology and the anonymous folk speaking through language can tell us something etymology – questioning the sacral constructions of sport idealism.

[KL-3]

Historical Discovery of the Passage of Tou Hu from China to Japan and South Korea

Chia-Ju Yen, To-Pin Wen

Graduate Institute of Physical Education, National Taiwan Sport University

Tou Hu (投壺) is an ancient Chinese game which involves throwing arrows into a vase by hand. It was not only popular in ancient China from 770 BC to 1900 AD, but also spread to ancient Korea and Japan between 500 and 600 AD. The aims of this paper are to find out the historical trajectory of Tou Hu from China to Korea and Japan and its related historical backgrounds. This research adopted the analysis of historical materials. With a distinctive national character, Tou Hu originated in the period of the times of Spring and Autumn (770-476 BC) and flourished in the period of the times Warring States (403-221BC). Its rise was closely related to the feudal system and is described in the separation of literary and martial arts. It was sustained and modified during the Three Kingdoms period (220-280 AD) and the Wei, Chin, Northern & Southern Dynasties (280-589 AD). During the Sui (581-619 AD) and Tang Dynasties (618-907 AD), due to the intensive development of politics and economics, sports activities became more popular and diverse. Moreover, due to its advanced civilization, wealth and vast territorial expanse, China had a great influence over her neighboring states. The findings of the passage of Tou Hu, as introduced by China, to Japan and South Korea showed that:

A: With the intensive attractiveness of Chinese culture and Buddhism, many monks and students visited China and brought back many classical books back to Korea. Some of them included the information of Tou-Hu. It is estimated by the analysis of historical materials that Tou Hu was initially introduced to South Korea under Emperor Wu during the Southern Dynasty (AD 503-549). Baiji(百濟), a kingdom of Korea had sent ambassadors to visit Emperor Wu learning Buddhist scribes, who learned Three Rites.

B: Under the same situation but almost one hundred years later, from a letter of credence showed that Tou Hu was first introduced to Japan during the Sui Dynasties within the period AD 607 – AD 608. Ononolmoko (小野妹子) came to China twice to learn the Chinese rites. Later, Japan sent envoys, students and educated monks to China frequently.

Thus, offering chances for learning Chinese culture and having more flexibility, Tou Hu could spread to Japan and Korea and was popular in the upper class and among aristocratic women. Tou Hu is elegant and lightweight; Chinese Confucianism is also one of the important factors that have increased its popularity.

Keywords: Tou Hu, Game, Body culture, sport spread

[KL-4]

On the Margins: Therapeutic Massage, Physical Education and Physical Therapy— Defining a Profession

Alison Wrynn

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The American physical therapy profession emerged during and following the First World War as a result of the need for trained providers of therapeutic exercise—who practiced under the supervision of a physician—for the rehabilitation of injured soldiers. Most of these pioneer physical therapists came to the profession with a background in corrective exercise developed in women’s physical education programs at a variety of colleges and universities throughout the country. It was female physical educators, almost exclusively, who would train to be the new rehabilitation aids—the foundation of the profession of physical therapy. And, although women and men were separated in sport and in the academic world of physical education, physical therapy was one arena where women were considered “experts” in the body.

Those women who decided to enter the emerging field of physical therapy had learned basic rehabilitation skills such as first aid, medical gymnastics, orthopedic gymnastics, massage and even hydro and electro therapy in their undergraduate physical education programs. A number of scholars have examined the therapeutic exercise components of physical education that migrated their way into physical therapy practice but less focus has been placed on the use of massage as a therapeutic tool in physical therapy’s earliest years. The history of therapeutic massage within American physical education has not been fully examined despite its use in men’s physical education in the context of Athletic Training (early Athletic Trainers were sometimes called “rubbers” for their extensive massage practice) and in women’s physical education—as a result of its foundations in Swedish Gymnastics. Recently, Danish historian Per Jorgensen began to analyze the connections among massage practice, physical therapy and chiropractic in Denmark from 1900-1930.

My central question focuses on an analysis of how the practice of massage was used in physical therapy, and the ways in which massage practitioners and physical therapists interacted and established their respective scope of practice in the first half of the twentieth century in the United States.

[KL-5]

Revisiting (and Revising?) Sports Boycotts: From Rugby against South Africa to Soccer in Israel

Malcolm MacLean

University of Gloucestershire, England

For the first time in nearly 30 years, 2013 has seen increasing public awareness of the revival of calls for a comprehensive boycott of and sanctions on a state based on questions of an “entrenched system of racial discrimination”¹. The call to boycott South African sport emerged in the mid 1950s as the apartheid state was developing and refining its comprehensive and systematic legal form amid growing international pressure for decolonisation. This is a different social and political context than the call 50 years later by a wide group of organisations in Palestinian civil society for boycott, divestment and sanctions against Israel.

As with the call for sanctions from South Africa, the Palestinian call had limited impact in the ‘west’ outside a small number of social areas – trade unions in the UK being among the most notable – until pressure was put on sports organisations to boycott competition; in the case of South Africa there was increasing pressure on the IOC, the Imperial Cricket Congress and International Rugby Board prevent sporting contact, while in the case of Israel the boycott call reached public consciousness in 2013 through the withdrawal of the physicist Stephen Hawking from an international academic Congress and pressure on UEFA to halt its under-21 international football championship due to be held in Israel.

This paper draws on analyses of international anti-apartheid movements’ campaigns against sporting contact with South Africa and the BDS call for the isolation of the Israeli state to consider the place of and potential for sports boycotts. It looks at the anti-apartheid campaigns, especially those in the early 1960s, to consider ways in which the BDS campaign has an impact on existing historical understandings of cultural boycotts as a tactical and strategic campaign tool.

1. ‘BDS Movement Call’ Lim, A. (2012) *The Case for Sanctions Against Israel* London, Verso. p23.

Oral Presentation

[OP1-1]

Fighting Women: Historical and Sociological Approaches to Women's Boxing

Gertrud Pfister, Gerald Gems

University of Copenhagen

The aim of this study is to gain insights into the development of women's boxing through the experiences and perspectives of the women participating in this sport. Various sources will be used to gather information about the history of women's boxing and the challenges which women faced when entering this domain of masculinity, both in the United States and Europe. In addition we will use published biographies and narratives of female boxers in order to understand the limited role of boxing in past lives and to provide a historical context. Current developments will be assessed by questionnaires delivered to the participants in boxing programs in the state of Illinois which will provide information on the aims and motives as well as on the social background and the sport biographies of the members of each club. In follow up interviews with selected women, we will explore together their past experiences and their future perspectives in boxing.

The theoretical frameworks will be constructivist gender theories, concepts

of hegemonic masculinities as well as current socialization theories, and Bourdieu's approaches to habitus and taste. These concepts will guide our questions to the material and to the informants; they will also be used for analysis and interpretations, and to assess changes in motives over time and interpretation of current conditions.

[OP1-2]

From National to International: A Historical Research of Women's Baseball in Taiwan, 1950s-1970s

Yu-Jing Chen, Mei-Chun Lin

Department of Physical Education, National Taiwan Normal University

By hosting the 34th Baseball World Cup in 2001, Taiwanese women's baseball has reached significant achievement and has drawn the attention of the general public. Nowadays, nevertheless, the research concerning Taiwanese women's baseball teams is relatively rare, not to mention the early studies of its early development. Hence, this research aims to bring the historical track of the Taiwanese women's baseball to light by collecting historic materials from newspapers, government documents, and data of schools owning women's baseball teams at the time. The initial

achievements are revealed below: First, the first women's baseball competition in Taiwan is identified as the "1st Provincial Women's Softbaseball Cup" in 1954. Second, several international women's baseball teams, mainly from the United States and Japan, held friendship invitational tournaments in Taiwan and played with our players, and such events were greatly reported. Third, only a minority of women's baseball teams play voluntarily in early stage of post-war Taiwan; however, visiting foreign women's baseball teams have made a huge change to the situation in 1950's. Not until the great triumph was honored in Little League Baseball in 1974 were the professionals in this area aware of the potential of Taiwanese women's baseball. Moreover, the first women's baseball team was established, and the "Provincial Girl's Baseball Cup" was held as well. To draw a conclusion, it is shown in this research that the development of Taiwanese women's baseball has been thriving between 1950's and 1970's, and further research will be conducted to form an overall picture of women's baseball in Taiwan.

Keywords: Women's Baseball, the 1st Provincial Women's Softbaseball Cup, Provincial girl's Baseball Cup

[OP1-3]

Mulan- A Glory(Ed) "Herstory" on Women's Football in Taiwan- Politics and Gender Issue

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Mulan women's football team was created in 1975, after the "Republic of China" in Taiwan declined and almost disappeared. As the first female sport team in Taiwan and a synonym of "Republic of China women's football team", Mulan has a crucial character nationally and internationally. This paper aims at exploring the significance of Mulan women's football team from the aspect of political and gender issue, describing the team's "herstory" through historical review, and an analysis of its contribution to Taiwanese society. This research found that those Mulan heroines who carried the expectation of compatriots and government won consecutively three times the championship of AFC Women's Asian Cup in 1977, 1980 and 1981, twice the championship in OFC (Oceania Football Confederation) Women's Championship in 1986 and 1989, and even reached the quarterfinal in the first Women's World Cup in 1991. Furthermore, Mulan women's football team represented an important political role for Taiwan during the 1970s and 1980s when "Republic of China" in

Taiwan almost disappeared in the international realm. They maintained the visibility of the nation with their tremendous performance in football. Moreover, as a female team, Mulan has proved that women can hold up half the sky and broken the stereotype of women are seen disabled in sports such as football.

[OP2-1]

Historical Review of Cross-Strait Sports Exchanges

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1. Object: this abstract contributes to the understanding of the sports exchanges between China and Taiwan since 1949.

2. Method: literature review and logical analyses.

3. Result : Sport. as an important part of culture and one of the important forms of economic and cultural exchanges, has promoted the exchanges and cooperation between the two sides of the Taiwan Strait, so great importance has been attached to it by the peoples and the governments on both sides. More than 60 years of

sports exchanges between the two sides since 1949 have witnessed unforgettable progress, passable achievements and valuable experience.

This paper examines the changes of relationship between the two sides in the past sixty years and illustrates the development process, the characteristics of sports exchanges and the importance of cross-strait sports exchanges. It also suggests some measures for further strengthening the exchanges.

3.1 Development Process

Sports exchanges between the two sides since 1949 can be seen according to the foreign affairs and sports exchanges across the Taiwan straits which is divided into five periods: 1) closed period (1949-1979); 2) indirect exchange period (1979-1987); 3) unidirectional semi-official exchange period (1987-1992); 4) slow bidirectional official exchange period (1992-2001); 5) rapid bidirectional official exchange period (2001-2012).

3.2 Important Role

In these five periods, sports associations, individual events, local sports organizations, and various sports teams, athletes and coaches on both sides communicated very frequently and sports exchanges developed rapidly. In general, there are several characteristics in cross-strait spots exchanges as follows: the exchanges maintained the peaceful coexistence,

promoted the mutual understanding and friendship, enhanced the level of competitive sports, sped up the prosperity of mass sports, raised the status of sports industry and boosted the sports culture on both sides. Through the sports exchanges, the two sides learned from each other and cooperated smoothly in competitive sports, mass sports and physical education, sports scientific research, etc., thus promoting the cooperation and friendship between the sports fields of the two sides.

4. Suggestions

The purpose of reviewing the past is to serve the present. In order to further strengthen the cross-strait sports exchanges, this paper offers the following suggestions: opening the policies of both sides to create a good environment for cross-strait sports exchanges; Holding cross-strait sports competitions and academic Congresses to provide opportunities for sports exchanges of the two sides.

[OP2-2]

Western Learning and the Evolution of Modern Shanghai Sport

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The purpose of this paper is to elucidate the transformation of modern sports in Shanghai under the influence of the western modern sports.

The notion “western learning” is a vivid abbreviation of the historical process of the transmission of western culture into modern China. The culture “learning” is not simple transfer, but the conflict and the blending of two heterogeneous cultures. Generally speaking, it is the process of traditional Chinese culture’s accepting and fusing with a western one. As a materialized carrier of the ‘western culture’, sport was imported into China after the failure of The Opium War. Because of the essential differences between western sport culture and the eastern traditional sport culture, the transmission of western modern sport culture was inevitably resisted by Chinese traditional sport culture. Hence the sport part of “western learning” is a conflicting process.

The modern “physical activities” began in Shanghai, where various big powers were fighting for concessions, when it was forced to be officially opened as a commercial port on November the 17th, 1843. Since 1843, with the influence from the western nationals’ sports activities, western sports organizations, missionary schools, YMCA (Young Men’s Christian Association) and the internal needs to improve the inner spirit, modern Shanghai has changed its attitudes towards the western modern sports from exclusion to adjustment and

absorption. The development of Shanghai modern sports has gone through different stages, including germination stage (1843-1911), rise stage (1911-1927), thriving stage (1927-1937), depressed stage (1937-1945) and recovery stage (1945-1949). Under the demonstration and guidance of western expatriates, Shanghai modern sport underwent the development from shock, rejection to reconciliation and absorption, from physical reactive absorption to metaphysical corresponding consultation and further to comprehensive digestion, of modern western sport. While western sport was “transited” and “rebuilt” during its localization in China, traditional sport in Shanghai finished its modernization from “deconstruction” to “reconstruction”.

Shanghai became the transmitting center of modern western sports in China, as it took the initiative, accepted the essence from western sports culture and assumed the responsibility to spread it over the country simultaneously. The wide spread of the idea, events, management system and rules of western sports in Shanghai has not only promoted the production and development of Shanghai modern sport, but also spurred the growth of national sport activities, sport theories and sport education theories. Thus it is of great importance to the revitalization and prosperity of the Chinese traditional

sport culture by shortening China’s distance from the world.

Modern Shanghai sport is the model of the interaction between western sport’s “transition” in China and Chinese traditional sport’s “reconstruction”.

[OP2-3]

The Strategies and Implication of Taiwan’s Participation in the International Sport Organizations 2008 - 2012

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After being forced out of the United Nations, Taiwan has sought to break out of the diplomatic isolation by joining international non-governmental organizations. International sports which can help Taiwan gain international recognition draw the attention of Taiwanese government after PRC’s successful ‘ping-pong diplomacy’.

The aim of this research is to examine the strategies and implications of Taiwan’s participation in the international sport organizations (ISOs), particularly focusing on the International Olympic Committee (IOC), the Olympic Council of Asia (OCA), and International Sport Federations (IFs) from 2008 to 2012. The research

questions are as follows: 1. What are the strategies of Taiwan's participation in the ISOs for Taiwan government and the Taiwanese representatives in the ISOs from 2008 to 2012? 2. What is the implication of Taiwan's participation in the ISOs from 2008 to 2012? That is, what are the attitudes of Taiwanese representatives in the ISOs towards the government?

To fulfil the aim of research, content analysis is utilized to help analyse the data. The data are collected from related official documents from the Sports Administration of the Ministry of Education, policy documents, press releases, essays, journals, etc.. As for the theoretical frameworks, international relations theories are used to analyze the implication of Taiwanese government's involvement in the ISOs. Two major perspectives in international relations theories are adopted as criteria when analyzing Taiwan's participation in the ISOs, namely: realism and liberalism.

The findings reveal that the strategies of Taiwan's participation in the ISOs can be discussed from 2 aspects: the strategies of the government and the related Taiwanese representatives in the ISOs. The government's strategies are to support Taiwanese representatives primarily through funding and offering translators. On the other hand, the strategies of Taiwanese representatives are to build lasting and mutually beneficial relationships with key

persons in the ISOs, and follow the Olympic Formula when participating in the ISOs.

This research concludes that limited funding from the government makes Taiwanese representatives neither unilaterally relies on the government's subsidies nor be significantly influenced by the government. Besides, the implication of international relations theories on Taiwan's participation in the ISOs is that there is no sufficient evidence to show that Taiwan's participation in the ISOs conforms to the premise of realism, emphasizing the state's power in international relations.

[OP3-1]

Implanting China: Girl Scouts Movement in Post-War Taiwan

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This research aims to reveal the process of girl scouts education and movement in post-war Taiwan. Girl Scouts can be traced back to 1919 in China, and was mainly dominated under KMT-led government. By the end of Japanese occupation, scouting was introduced to the island along with new education system in 1947. The official organization "The General Association of the Scouts of China" was established in 1952, and the "Girl Scouts of China" was founded

later in 1958. These two organizations were governed by both Ministry of Education and a quasi-governmental organization, namely China Youth Anti-Communist National Salvation Corps (CYC). This research examines the government documents, scouts textbooks and the magazine Girl Scouts Bi-monthly to illustrate this process. In addition, in-depth interviews are also adopted to present more concrete images at the time. The results find that girl scouts education and activities were used as a vehicle for reconstruction of national identity. Firstly, due to the lack of teachers and limited knowledge toward scouting, the content of scouting curriculum was not divided by gender. Secondly, the concept of scouting stressed not only on self-development, but emphasized more on community involvement and ideal citizenships. Thus, it led to a perfect match to a “re-sinicize” project then. Thirdly, the general messages delivered in girl scouts texts not only built up the images of new independent women, but also the patriot Chinese citizens. Finally, the scouting activities which focused on physical, mental, and moral development were mostly held at schools and activity centers of CYC. Hence, certain political objectives could be combined legally through education system. In conclusion, Girl Scout Movement in Post-War Taiwan can be seen as a process of Chinese identity implantation.

Keywords: Taiwan, Girl Scouts, Re-sinicize

[OP3-2]

Popular Traditional Chinese Qigong Regimen Exercise Research between 1977 and 2012 in Taiwan

Jimmy Chien-Min Cheng¹, Chao-Chin Hung²,
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Zito Viviana⁴, Wen-Chi Ting⁵

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This paper aimed to explore and review the phenomenon of popular Traditional Chinese Qigong regimen exercise research between 1977 and 2012 in Taiwan. Due to the health promotion and disease prevention become in fashion at current time of the modern society in Taiwan, many people would like to practice any kind of Traditional Chinese exercise for health. For instance, Chinese martial arts, Tai Chi Chun, Wai Tan Kung, Yuanji Dance, Shiang Kung, and any kind of Qigong etc. Data were collected using literature review method revealed that Qigong is a

practice of aligning breath, movement, and awareness for exercise, healing, and meditation. It is now practiced throughout island wide, China and worldwide, also considered by some to be physical exercise, and by others to be a type of a wide range of health care practices or meditation. It comprises breathing, physical, and mental training methods based on Chinese philosophy, and also involves rhythmic breathing coordinated with slow stylized repetition of fluid movement, a calm awareness state, and visualization of guiding qi through the body. The various details showed that all qigong forms can be characterized as a mix of four types of training: dynamic, static, meditative, and activities requiring external aids. With the roots in Chinese medicine, martial arts, and philosophy, qigong is traditionally viewed as a practice to cultivate and balance qi (chi) or what has been translated as “intrinsic life energy”. The overall evidence for the health effects of qigong has been largely inconclusive or contradictory. Because the underlying clinical trials have been poorly designed and the data of poor quality, it is not possible to come to any firm conclusions as to the health effects of qigong. We should make well designed and enlarge clinical trials for the scientific research of qigong study in the future.

Keywords: clinical trials, physical exercise, Traditional Chinese qigong regimen exercise

[OP3-3]

The Settler of Taiwan Acrobatic Performance-- Cheng-KunWu

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This study focuses on the historical contribution of Chen-Kun Wu (吳成琨, 1930-1999), one of the characteristic professional acrobats in Taiwan. Data was gathered from oral history, interview, and historiography. Additionally documents were analysed to explore the acrobatic life and achievement of Chen-Kun Wu and his contribution to Taiwan acrobatics. We found that Chen-Kun Wu had never set his own acrobatic team but he had been performing for offering comfort services in military during the period of being the team leader of the Art working Organization in the Department of Defence. After retiring from service, he was invited to be an acrobatic instructor in the Training Center of Folk Art of the Republic of China. At the same time, he helped the government to establish and

develop the Department of Comprehensive Arts and Entertainment of the Fuxing Opera Troupe Experimental School. In his position as training lecturer and feats' leader, he organized the first program's standard and rules. Moreover, he established the Taiwan acrobatic culture foundation through publishing articles and books based on his practical performance and teaching experiences. Furthermore, he introduced Taiwan diabolo (Chinese yo-yo) to physical education in school. From the performing stage he was able to spread a sport trend "Diabolo" among the people.

Keywords: diabolo, entertainment for the troops, Chen-Kun Wu (吳成琨)

[OP4-1]

***Coup De Tête or Ode To Defeat?* Zidane's Head Butt as Art and Sporting Memory**

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In September 2012, Algerian born artist Adel Abdessemed unveiled his latest work located outside Paris' Pompidou Museum, as part of a retrospective of

his career at the museum. The five meter high statue depicted a tragic moment in French sport history, Zinadine Zidane's head butt against Marco Materazzi in the 110th minute of the 2006 World Cup final, a game France lost to Italy in overtime penalty kicks. A smaller version of the statue was included in Abdessemed's New York spring 2012 exhibition, "Who's Afraid of the Big Bad Wolf?" at the David Zwirner Gallery.

Reactions to the statue largely focused on the use of statuary to remember a moment in sport that seems better forgotten. Statues in general have been utilized to celebrate winners, individuals determined or at least perceived to be heroic. Often times, triumphant moments in sports have been captured in statue form. Zidane's action, resulting in a red card and an ejection from the game, meant he was unable to participate in the penalty shootout. Moreover, the final marked Zidane's final game of his career. Despite reports that Materazzi had made racial comments about Zidane's sister, most football fans were in agreement that Zidane's head butt crossed the boundaries of fair play and a basic level of sportsmanship.

Despite the unpopular nature of the statue, presenting in statue form a losing moment in sport, in fact, perhaps a disgraceful moment in sport, the artistic depiction was nothing new for Abdessemed, whose work pushes the

boundaries of art, politics, and religion. In an interview with the New York Times, the artist claimed, “Zidane, that day, offered us a rapture. He expressed himself as a man.” Exhibition organizer Alain Michaud told Agence France-Presse, “This statue goes against the tradition of making statue in honor of certain victories. It is an ode to defeat.” This paper examines the statue as both art and sporting statue, as an example of a sporting statue that remembers a less than triumphant sporting moment, and celebrates an athlete’s behavior that was roundly criticized. Audience and football fan reactions to the statue will be included in the analysis.

[OP4-2]

An Overview of Taiwan Baseball Stamps in 1970s

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Stamps are pictures expressing historical images and messages. They can function as a “memory container”, record every significant story in every period. With respect to Taiwan, national baseball teams performed successfully in international games, and sport stamps were hence distributed. However, the sport stamps were only covered with words instead of pictures. In this study, historical method was conducted, coupled with literature

analysis, to understand textual representation and meaning of Taiwan baseball stamps. It is found that Taiwan sport stamps were distributed to create cohesion among people, and promote the outstanding performance of grassroots baseball. The results also indicated that via the stamps distribution, political ideology and performance were positively conveyed to the people. To conclude, the sport stamps not only offer the background and meaning of the history of interest in baseball, but also draw a picture of the political environment in that period, which provides us a window to examine the development of sport and politics in Taiwan.

[OP4-3]

The Reception of Hannes Schneider’s Journey to Japan in Austria

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The development of Japanese skiing is closely associated with Austria, although Norwegians started it at the beginning of the 20th Century. It was Theodor von Lerch, a major general in the royal army, who was sent to Japan in 1911 to instruct the military in skiing. In 1930, Hannes Schneider was invited to Japan to teach his Arlberg technique that had attracted attention all over the world of skiing. The Japanese version of

the book “Miracle of the Snowshoe”, published by Schneider and Arnold Fanck, had already familiarised the Japanese with his way of skiing. On 24 February 1930 Schneider left St. Anton to travel via Berlin and Moscow with the Transsiberian railway. He arrived in Tokyo on 15 March and spent four weeks holding lectures and skiing courses.

The paper analyzes the reception of Hannes Schneider’s journey to Japan in Austria. It shows the description of the circumstances in the local press and how the image of Japanese culture and skiing tradition was described. Furthermore it tries to analyze the influence of Schneider’s journey to Japan in building up the international fame of his ski school. Besides the local press, Schneider’s book “Auf Schi in Japan” (On skis to Japan) will be the mayor source for this paper. The continuity of Japanese skiers with the Arlberg region will also be discussed. It culminated in an invitation of the Schneider family to Japan in 1930, 60 years after the famous journey.

Key words: Hannes Schneider, Japanese skiing culture, Arlbert technique

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Korea and France have maintained over 120 years of diplomatic relationship. However, there is little trace of remarkable diplomatic relationship until recent decades. Following the devastating Korean War in the 1950’s, South Korea has taken great measures to recover its economy; beyond the world’s expectation, it has made remarkable improvements in the economy, coming from one of the world’s poorest countries in the 1960’s to one of the world’s most advanced nations, joining G-20 in 2012. South Korea’s rise to the global stage can also be noted through its active participation in hosting global sports events, such as the 1988 Seoul Summer Olympics, 2002 Korea-Japan World Cup, and the recent 2011 Daegu Athletics Meeting. With the advent of globalization, another phenomenon that has recently spread around the globe is the Korean Wave. Originally based in Southeast Asia, the Korean Wave has extended to its sphere of influence to North America and Europe. This is due to the young people who learn Korean · Taekwondo or Korean folk songs through dance, and the exposure of the press. Nowadays, Korean culture is becoming one of the most popular cultures in French society. There are a growing number of French

[OP5-1]

Participation of Traditional Korean Physical Activities in French Culture

participating in the traditional Korean physical education forms such as Taekwondo, Taekgyeon, Sonmudo, etc. Therefore, this study hypothesizes that the k-pop boom in France may create a positive ripple effect, thus increasing the number of the French people participating in the traditional Korean physical education. This study analyzes how and why French people participate in traditional Korean physical activities both in France and South Korea. The purposes of this study are the following. First, this will help understand the current status of the traditional Korean physical education and provide a perspective of traditional Korean physical activities. Second, it can help determine the kind of path the French take in order to participate in traditional Korean education. The study presents an empirical data observed through utilization of the mixed research methods: a literature review is performed mainly with the magazines called 『Korean culture』 issued from 1982 to present, a case study approach to in – depth interviews and a participation observation through SNS such as Facebook, Skype, Kakaotalk, etc. We have selected a total of nine research participants (N=9) for the following four activities: Taekgyeon (n=2), Taekwondo (n=3), Sonmudo (n=3) and Korean traditional dance (n=1)

Keywords: traditional Korean physical Education, Hallyu, Korean traditional culture, Korean traditional martial arts

[OP5-2]

Seokhojeong, Our Traditional Archery Club

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Introduction: Recently, I wrote the book 『Seokhojeong, Our Traditional Archery Club』 (2012). Seokhojeong(石虎亭) is the representing club for the archery clubs located in Seoul for more than 380 years. Unfortunately Seoul city government, which didn't understand its historical important things, announced the move of Seokhojeong to another location at 2010. So I tried to find and collect the records, including the members, the year of establishment, the site, the photo about Seokhojeong and then wrote the book. The purpose of this research is to identify the historical values and meaning of the Seokhojeong.

Result: The story of the Seokhojeong club is a living history of the development of Korean traditional archery clubs. Currently, there are 370 traditional archery clubs in Korea. In the past, the clubs were the training camps for preparing for the military service examinations as well as centers for the local authorities for cultivating their

body and mind. Nowadays, these clubs play an important role as sporting clubs and as preservers of the precious traditional cultural heritage of archery.

The Seokhojeong was built on the site of Namsoyeong(南小營) which was a military service test site of the Joseon Dynasty(1392-1910). According to the Mangiyoram(萬機要覽, 1808), which has been compiled since 1625, Seokhojeong began as a private archery (私習). Seokhojeong was a traditional archery club and the home of a Korean sports club, which after the military service tests were discontinued in the Gabo Reform (甲午改革 of 1894).

Until 2012 London Olympic, Korean team won a total of 34 medals (19 gold, 9 silver and 6 bronze medals) in Olympic archery and this great performance is due to the efforts of Seokbonggun(石奉根) who was a member of Seokhojeong firstly founded Korea's Olympic archery team and trained them in this club.

[OP5-3]

South Korean Soccer and Ideology during the Cold War, 1946-1988

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Sport has been transformed as the most advanced cultural element in every nation around the globe. The representative sport, Korean soccer adopted from the West in the late nineteenth century has been developed through the turbulent modern history of Korea. This study analyses which kinds of ideological characteristics were expressed in Korean soccer under a political turmoil in the modern Korean society during the Cold War. A literature review was conducted based on the primary and secondary data to analyse the phenomenon from a socio-historical perspective. To complement findings from the literature review, inter-subjective discussions were employed, providing a more objective narrative. Its overall research outcomes are as follows. First, Korean soccer included resistant nationalism through the Japanese colonization since its introduction and it now expressed anti-communist ideology under a frame of ideological conflict of the Cold War since the Korean War. Second, Korean soccer had stronger anti-communist characteristics especially after the military regime appeared in the early 1960s. The successive military regimes contributed to creating sports nationalism and the South Korean government carried out an ideological superiority policy against the North Korea during the era. It can be understood in the same context of the

Cold War friction on the global sporting arena. Finally, it may be seen that anti-communist nationalism reflected on sport excessively was used for ideological competition during this era; however, South Korean soccer could set the stone for globalization in accordance with the elite sports policy under strong support of the military regimes. The continuation of the Cold War over its forty years of history had given various sufferings to the global society. On the other hand, this political ideology made a strong rivalry retrieving each nation's internal integration to win in the competitions especially in sporting arenas. Consequently, as the global development was rapid in a certain period of time with the influence of the political conflict through the Cold War ironically, there had been a great deal of competitions in the global sport and its legacy had been in a certain extent positive. As we learned from the story of soccer in the Korean modern history, the ideological history of sport can contribute to understanding of socio-political background for sporting culture and those legacies can reflect on the both contemporary and future cultural societies.

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Two national organisations controlled South African athletics during the 20th century, one that operated with state sanction, the South African Amateur Athletic and Cycling Association (later changed to the South African Amateur Athletics Union) and the other that operated outside this sanction, the South African Amateur Athletics and Cycling Board of Control (later changed to South African Amateur Athletics Board). Historical accounts of events leading to the establishment of the South African Amateur Athletic and Cycling Board of Control in 1946 is sparse compared to the official version. This is a reflection of the limited interest South African sport historians displayed in the subject. The present day ruling sport body is also negligent in recording and preserving this history, favouring the official version. Standard works, dealing with South African athletic history, either ignore the unofficial version or treat the subject as a peripheral episode. Yet, non-White sport administrators, in Cape Town, organized track and field meetings since 1898, albeit haphazardly and rudimentary at first. The athletic feats of Jesse Owens and other African American athletes in 1936 was a stimulus for Black South African athletes, especially in Cape Town, to think in

[OP6-1]

**A Social Historical Overview Of
Athletics In The Cape Colony, South
Africa, Until 1902**

terms of Olympic participation, resulting in post-war national organization. The undertaken research covers the athletic historical period in Cape Town leading to the establishment of the South African Amateur Athletics and Cycling Board of Control in 1946. The starting line is the first recorded athletic meeting, organized by a Black club, The Good Hope Athletic Club, in Cape Town (1898). A historical account is then given of the administrators and athletes as well as political influences that carried the sport during the period until 1946. An attempt is also made to identify spaces, symbolic and tangible, for the identification of heritage sites.

[OP6-2]

From the Supreme Council for Sport in Africa (SCSA) to the Association of NOCs of Africa (ANOCA)(1966-1984)

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The Supreme Council for Sport in Africa (CSSA, 1966) is an institution born out of the political movement for African independence. Following that event, a sporting decolonization took in the

francophone space in Africa, spurred on by France and aimed at contributing to the institutionalization and internationalization of African sport and the organization of the Olympic Games (Charitas, 2010).

The participation of the French Empire's new African States in the Olympic Games beginning in 1960 (Rome) and 1964 (Tokyo), as well as the creation of the first African Games (Congo-Brazzaville, 1965), together with the Africanization of their administrations (Bancel, 1999) enabled the establishment of a governmental structure attached to the Organization of African Unity (OAU, 1963) and independent of the Olympic movement, which would henceforth be responsible for sports policy throughout the continent. This body soon began to challenge the International Olympic Committee (IOC) in the fight against apartheid and in seeking assistance for Africa in athletic and Olympic development.

The IOC, concerned with expanding its worldwide influence and hence to control this continental space, decided to create an Association of National Olympic Committees of Africa (ANOCA) in 1981. Thus a two-fold political division grew up between the two bodies: the first, CSSA, because of its governmental status campaigned against apartheid since it fell outside the influence of the IOC, even though it organized regional African games

recognized by the IOC; the second, ANOCA, is a branch of the Olympic movement intended to supplement these objectives, especially in terms of athletic and Olympic development, with the advent of Olympic Solidarity (OS, 1981).

Our aim here is to examine the roles of these institutions in their actions and transformations as well as their links, both in synergies and conflicts. The goal is to understand to what extent African sporting elites were organized within and outside the IOC in order to pursue a policy vis-à-vis the Olympic movement, as illustrated by the boycotts of the Olympic Games in Montréal (1976), Moscow (1980), and Los Angeles (1984).

Keywords: Sport, Africa, Olympic organization, IOC, CSSA, ANOCA, boycotts, policies.

[OP6-3]

The Francophone Congresss of Youth and Sports Ministers (CONFEJES): A Renewal of Franco-African Cooperation? (1960-1969)

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In the context of the Franco-African community established at the start of the French Fifth Republic (1958), the newly-independent francophone African States (1960) organized a number of athletic competitions under the aegis of France (The Community Games: Madagascar, 1960; Côte d'Ivoire, 1961; Senegal, 1963) (Charitas, 2010). In fact, following these political changes each African State transformed its subordinating colonial links into partnership agreements referred to first as bilateral and subsequently as multilateral cooperations, which characterized the post-colonial situation (Balandier, 2007).

Franco-African sporting encounters then took place within the framework of these cooperation agreements and contributed to the institutionalization of African sport as well as its journey towards autonomy, in particular by the holding of the first Congresss of Youth and Sports Ministers (CONFEJES), modelled on the Congresss of Education Ministers (CONFEMEN). This process helped to maintain the metropolitan French sporting model and system in Africa (Chifflet, Gouda, 1992; Kemo-Keimbou, 1999). From 1960 to 1969 these Franco-African bilateral agreements worked to ensure that the French influence persisted within the African space.

However, as *la francophonie* expanded, these agreements began to include other western States (Canada, Belgium,

etc.) from 1969 onwards, which enabled the emergence of a new international institution designed to provide increasing financial and human support for the development of African sport: the Congress of Youth and Sports Ministers from the French-speaking world (CONFEJES, 1969), which meets annually.

Our objective is to understand how French-African post-colonial relations developed, changed, and recurred over the course of this decade, and were affected by the gradual creation of *la francophonie*. We do this by examining the design and objectives of these Congresses in order to grasp the strategies of the western donor countries - and also the tactics of the African countries which made use of this new and expanded francophone area of athletics, which led to the creation of the Games of La Francophonie (1987).

Keywords: Sport, Africa, France, CONFEJES, Francophonie, cooperation, political influences.

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The German ice skater Katarina Witt, who grew up in the former GDR, is known as a face of sport, a face of beauty, a face of commercialization. The outstanding ice skater not only attained fame for her Olympic gold medals in 1984 and 1988, but also for her beauty. She was known as “the most beautiful face of socialism”, and also was voted among the most beautiful women in the years 1991 and 1992. Not only Eastern German sport took advantage of her athletic and performance skills. In re-unified Germany, the German Olympic Sports Confederation (DOSB) used the famous ice skater as an ambassador in their world-wide promotion of the unsuccessful Olympic bid for the Olympic Winter Games which were to be held in Munich in 2018.

The paper will elaborate on the various phases in the biography of the German ice skater Katarina Witt, and show how she was instrumentalized in different political regimes for their purposes.

[OP7-1]

Katarina Witt: From being an East German Diplomat in a Training Suit to an Olympic Ambassador of Re-united Germany in a Dirndl

Annette R. Hofmann

[OP7-2]

Study of the Sports and Media Complex with Mass Appeal

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Background: Popular sport is attractive, and mediated sport has a mass appeal. Furthermore, the attraction value of sports is increasingly important for the mutual commercialization and development of both sports and the media.

Aim: This article presents an historical analysis of the symbiosis between sports and the media, and seeks to unravel the dynamics in this relationship.

Methods: Literature.

Results: Sports and press became mass phenomena during the 19th century, and the two spheres have developed in parallel ever since. There has always existed a mutual relationship between the two. Moreover, today's modern sports and media complex is the result of new technology and social developments.

Sports are a business - so is the mass media. Sports are social institutions - as are news and mass media. There is a historical and symbiotic match between sports - and media institutions. According to Rowe (1999: 32), both institutions are becoming mutually dependent: "It is little wonder that the relationship between sport and the media (especially in television) is commonly described as the happiest of marriages".

Concurrent with the increase in circulation, there was a decrease in costs. The newspaper market conditions were dramatically changed, and wider circulations could be produced and distributed to a mass audience. The introduction of the rotary press meant newspapers could fully benefit from its potential as a mass medium in a mass market. The press could now address a mass audience that were literate, and had money and increased leisure time.

According to Rowe (1999: 13), look at the great changes that have transformed the lives of a large portion of the world's population: "the rise of capitalism and the industrialism in general and the advent of mass consumption and the commodification of leisure time in particular." It is this relationship that even today "configures" the association between sports and the media.

Reference: Rowe, David (1999) *Sport, Culture and the Media. The Untruly Trinity*. Buckingham: Open University Free Press.

[OP7-3]

How Do Governing Elites Influence Taiwan's Sport-for-All Policy during President Ma's Regime?

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President Ying-Jeou Ma, the former mayor of Taipei, boasts quite a few sports achievements in his official career, including the construction of twelve sports centers in Taipei, Taipei Arena, bike lanes, etc. After the President's Inauguration Day in 2008, the Sports Affairs Council launched the "Public Sports Environment Improvement and Molding Taiwan into a Sports Island Plan" ("Sports Island Plan" in brief). Does the President have anything to do with this plan? If yes, who dominates its formation process? This study aims at analyzing the roles "governing elites" (government officials, legislators, non-governmental organizations, and scholars) play in the "Sports Island Plan". Research data were collected by semi-structured interviews, and analyzed through directed content analysis. Besides, elite theories were applied as the theoretical framework. The main findings are as follows: 1) In this study, government officials and scholars formed a closed policy-making group. During the policy-making process, government officials needed to consult senior scholars for academic support. On the other hand, scholars needed the resources given only when they took part in the policy-making process. In contrast, legislators did not have an active influence on the plan. As for the non-governmental organizations, in this research, they

were actually led by scholars. 2) Most of the interviewees mentioned the direct influence of President Ma's political views on this project. Certain parts of the project were even directly led by the President. 3) The fact that governing elites' values decide what the plan should be like is in accordance with elite theories. However, some interviewees in this research noted that the policy dominated by governing elites doesn't really meet the demand of local sport-for-all development. Thus, it is suggested that during future sport-for-all policies' making process, the central government should include persons to represent local sports organizations.

Keywords: governing elites, elite theories, Taiwan, sport-for-all policy, Sports Island Plan

[OP8-1]

Portugal in the Olympic Movement, From the Beginning to the Present

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The aims of this paper are to provide a perspective on the links between Portugal and the Olympic Movement and to promote knowledge about the Portuguese participation in the Olympic events.

Using an analytical approach I will start by showing the first contact of Portugal with the Olympic Movement through the first IOC Portuguese member, the foundation of the Portuguese Olympic Committee and the Olympic Academy. This will help to better understand the Olympic organizations in this country. IOC Sessions, General Assemblies of the European Olympic Committees Association (EOC) and the European Youth Summer Olympic Festival (EYOF) are some examples of the Portuguese skills on organizing sports meetings and events to which I will also refer. After the organizational perspective, I will focus on the Portuguese participation in the Olympic events: Winter, Summer and Youth Olympic Games.

Portugal has participated in 6 editions of the Winter Olympic Games. The first was in 1952 and the last one, in Turin 2010. Portugal has participated in the Summer Olympic Games since 1912 and has been present in all 23 Olympiads since. Until now Portugal was represented by 989 athletes that won 23 medals. In a quantitative analysis this number of medals means that, per participation, Portugal won one medal. Regarding the newest Olympic Event, Portugal was present in the first edition of the Youth Olympic Games - Singapore 2010 -with a team consisting in 19 athletes in 10 sports. Portugal conquered 3 medals.

The integration of Portugal with the mentioned structures and events led to

a greater notability, but sport wise there hasn't been a significant increase in results. Socially, the Summer Olympic Games have been gathering sympathy from the public and economic interest from the media, explaining why the few Olympic gold medals brought a status of heroship to the Portuguese athletes.

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[OP8-2]

Promotion of the 2008 Beijing Olympic Games to Multiculturalism in the Olympic Movement: From the Ceremonies Perspective

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Introduction: It has been generally acknowledged that multiculturalism is the wealth and pursuit of the Olympic movement. In reality, however, the majority of the history and symbolism of the modern Olympic Games is linked to Western civilization, which is reflected by

the fact that there are only two sports of clearly non-Western origin on the Olympic program---- judo (Japan) and taekwondo (South Korea)(Susan Brownell, 2009). “It is above all through the ceremonies that the Olympiad must distinguish itself from a mere series of world championship”(Coubertin, 1910: 41). Olympic ceremonies can be considered as a setting for intercultural exchange (John MacAloon, 2009).

Research Method : Such methods as literature, history review, and logical analysis have mainly been employed in this research.

Conclusions: The following conclusions have been drawn based on the research methods mentioned above. Firstly, the 2008 Olympic Games themselves may promote the multiculturalism in the Olympic movement in an unprecedented way since it is only the third time for the Olympic Summer Games to be held outside the West and in a nation with the typical characteristics of eastern culture. Secondly, a series of visual images created in the Beijing Olympic Games are embodied unique elements of traditional Chinese culture ranging from emblem of “Chinese Seal Dancing Beijing “ to five mascots of “Fuwa”, from the medal mounted with traditional Chinese jade to the torch full of Chinese elements shaped with paper roll, colored with Chinese red and patterned with “Lucky cloud”. Thirdly, Chinese elements particularly are made to be shown in the symbolic and unique ceremonies of the

Olympic Games from the torch relay named “harmonious journey” themed “hehe 和合”, essences of traditional Chinese culture, to the opening and closing ceremonies abundant in Chinese elements, all of which are perfect platforms to showcase and diffuse the Chinese culture. In conclusion, the 2008 Beijing Olympic Games made a rapid advancement toward the multiculturalism in the Olympic movement lacked in its reality.

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[OP8-3]

Establishment of the Qatar’s National Olympic Committee (1979-1980): Implications in the Country’s Sport

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This paper is part of an extensive research project which aims to

understand the socio-cultural representations of the Olympic sport in Qatar in the different moments of its history. Specifically, this paper aims to understand the process of establishment of the Qatar National Olympic Committee (QOC) in the late 1970ies.

The theoretical framework is based on the concepts of the Cultural History (BURKE, 2005; GREEN, 2008) in dialogue with socio-cultural theories such as Social Field and Reproduction (BOURDIEU, 1993; 1990), National Identity (SMITH, 1991; 2009), Collective Memory (HALBWACHS, 1991), Imagined Community (ANDERSON, 1991), Invented Tradition (HOBBSBAWM, 1983) and Places of Memory (NORA, 1997).

The mainly primary written sources used in this paper are the documents of the International Olympic Committee (IOC), the International Sport Federations (IFs) and, the Official Gazette of The State of Qatar. Among these documents are letters, telegrams and official documentation written in both English and Arabic. Oral testimonials were also used and the interviews were recorded in Arabic language. The technique followed the theoretical framework of the Oral History (PORTELLI, 1997).

Until 1971 Qatar was one of the British protectorates in the Gulf region. After announcing its independence, Qatar was officially able to have international political relations. The local sport clubs

had to be re-structured to meet the new requirements to play in the international sport level. The re-organization of the sport federations and the so-called Youth Welfare Department (the national sport body) were the last steps to set up the country's new sport system. With their statutes and regulations organized, the sport federations started to request recognition from their respective International Federations (IFs).

With more than five local sport federations recognized by the IFs, the next target was set: participating in the Olympics. However, in order to be allowed to take part, a National Olympic Committee had to be established first. Thus, eight years after the country's independence, the Qatar National Olympic Committee (QOC) was established in 1979. One year later, the International Olympic Committee (IOC) recognized it on a provisional basis.

The preliminary findings revealed an imposition of the governance model from the IOC over the country's sport structure. Before the QOC received the full recognition, it had to deal with the IOC's strict rules for the establishment of a National Olympic Committee - e.g. NOC had to be without any state interference. Qatar's authorities 'accepted' the imposed model by changing the QOC's Constitution, although it remains unclear if the country's sport governance model effectively changed. An identified

change occurred in the sport social level - the national federations which were part of the QOC embodied the status of 'Olympic sport'. Further, the goal of the Qatar's authorities was to place a national representation through the sport, which later it was visible in 1984 Los Angeles Games – the first Qatari Olympic participation.

[OP9-1]

Books, Textbooks and Manuals for Physical Education in Croatia before First World War

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The first books, textbooks and manuals for physical education classes developed after the introduction of obligatory physical education classes in public schools in 1874. These were the oldest monographic editions in the field of kinesiology in the Croatian language and represent the beginnings of publishing activities in that area in Croatia.

In the period before the First World War, about 30 monographic editions were published in the field of physical education. They developed in response to the need for literature in the Croatian language about physical education and later the daily practice of teachers in elementary and high schools

in conducting physical education classes. Thus most of the publications related to methodological instructions and descriptions of exercises and games conducted in physical education classes. A smaller part of the publications refers to the history of physical education, the construction of facilities for physical education, equipment and other appliances, specificity of physical education for girls, physical education of children with special needs and one publication about physiology of physical education and exercises. The majority of these publications were used at various times as the mandatory literature at teacher training schools and at the different courses for training and examinations for physical education teachers in high school. In some cases they are translations of foreign literature, mostly German and Swedish in Croatian language while most publications still came as the original work of local authors. Based on the books, textbooks and manuals analysis, it is possible to make useful conclusions about various social and political influences on physical education classes, ideas and ideologies, foreign models and the various changes that have occurred in the understanding of the role and objectives of physical education in the Croatian education system before the First World War.

[OP9-2]

The Introduction of “Theory of Physical Education” in Course of Study in Japan

Nonaka Yuta

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In 1947, “*Gakko Taiiku Shido Yoko*” (“*Yoko*”) which is the first physical education course of study in post war Japan was drawn up. One of the characteristics of the “*Yoko*” is that a “Theory of Physical Education” was introduced. Namely, it was decided to teach theory about physical education to students. It is said that this started after the Second World War. However, the process of the introduction of “Theory of Physical Education” is not clear.

The purpose of this study is to clarify the process of the introduction of “Theory of Physical Education”.

The findings were as follows:

- 1) In November 1945, Professor *Honma Shigeo* Tokyo from Physical Education College proposed teaching theory of physical education for students, in a physical education journal.
- 2) After the proposition of *Honma*, the view about the necessity to teach the theory of physical education increased gradually. However, that view was mostly for teachers.
- 3) In October 1946, “Theory” was introduced for “*Yoko An*” in a draft of “*Yoko*” for males and females in junior high school and high school. On the

other hand, at the university level, it wasn’t introduced yet. But it was written in “Policy” that to teach the knowledge of physical education was necessary.

- 4) In August 1947, “Theory of Physical Education” was introduced in “*Yoko*” in junior high school, high school, and university.

[OP9-3]

The Introduction of F. L. Oswald’s “The Age of Gymnastics” (1878) Into Modern Japan

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The name Felix Leopold Oswald hitherto has not been known in the study of the history of physical education and sport. During his life, Oswald, a natural scientist, was close to nature in the United States. However, he commented on gymnastics and the ancient Olympics in his article ‘The Age of Gymnastics’ of June 1878 that appeared in *Popular Science Monthly*. This journal and other periodicals were subscribed to by the University of Tokyo library in early modern Japan. Kinzaburo Ohno (the years of his birth and death are unknown), who was a student in the faculty of law at the University of Tokyo, attempted to translate Oswald’s article

into Japanese in 1882. Actually, Ohno was one year older than Jigoro Kano, who was a student in the faculty of literature at that time. Afterward, Kano became the first Japanese IOC commission member and the founder of Judo. Oswald's article and Ohno's translation spread the knowledge of ancient Olympics to the intellectuals of the University of Tokyo. The importance of gymnastics in ancient Greece was fully recognized in both Oswald and Ohno's works. In this way, the ancient Olympics were introduced into early modern Japan, after the feudal era. Oswald's book, which was entitled *Physical Education; or the Health-Laws of Nature*, also appeared in Japan. In Oswald's article and book and in Ohno's translation, ancient athletes are described as worthy of serious consideration and their achievements as excellent and honourable. Meanwhile, Oswald also described Turnen (German gymnastics) in the United States and Europe in modern times. However, Ohno omitted these facts; consequently, Japanese intellectuals at that time did not understand this part of his work.

[OP10-1]

Japan Strengthens the Olympic Values of Nordic Skiing

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The Nordic skiing world is international, but is it global? The disciplines within Nordic skiing are Cross country skiing, Ski jumping and Nordic combined and they are mostly practiced in Europe. The international body is the International Ski Federation (FIS), located in Switzerland. Some Nordic skiing centres are situated in other parts of the world, but often out of sight of the eye of the media. One of the values of the Olympic movement is friendship. *"This value refers to building a peaceful and better world through solidarity, team spirit, joy and optimism in sport. The Olympic Games inspire people to overcome political, economic, gender, racial or religious differences and forge friendships in spite of those differences."* To be able to fulfill this value the sport has to be heterogeneous; otherwise there would be no differences to overcome. The Nordic skiing world has been highly homogenous in the perspective of racial, gender and religious differences. One country that strengthens the Olympic value of Nordic skiing in this perspective is Japan, a country geographically far away from Europe. I want to present, out of a historical approach and with theories of social science, the position of Japan in Nordic skiing and relate it to the Olympic value written above. Japan has over the years made the Nordic skiing world more heterogeneous in its

participation in the different disciplines. By putting effort into the development of Ski jumping Japan has contributed to overcome the gender differences in the sport. The effort was crowned in the world championships 2013, where the team of Japan became historical by winning the first ever mix competition in ski jumping, a competition where a team consists out of two men and two women.

[OP10-2]

The Preparation of a Visionary Sapporo Olympics in 1940

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The opening of the first Olympic Winter Games in Sapporo in Japan was decided by the I.O.C. in 1937, but the Games could not be held due to the war between Japan and China. Therefore it was called the Visionary Olympic Winter Games. In Japan, the major preparations for holding the Games took place, but the overall research relating to the comprehensive national elite athlete training preparations came from differing perspectives and was therefore unclear.

The objective of this study is to focus on the skiers' athletic ability and training methods that the Ski Association of Japan had prepared for the Olympic Winter Games. By clarifying information

about these Olympic Winter Games preparations prior to World War II the relevance to present-day sport science is made.

The main method of this study is to clarify the activities that the Ski Association of Japan had implemented for skiers from 1928 to 1936 for the upcoming Games.

The results of this study are as follows:

1. In 1924 the Ski Association of Japan had invited three famous skiers from Norway in order to learn high-level techniques and the ski lessons were held in many places throughout Japan.
2. In 1931 the Ski Association of Japan held one-week intensive training camps.
3. In 1932 the Ski Association of Japan created anew executive committee to enable new specialized training.
4. Between 1933 and 1935 the Ski Association of Japan held intensive training camps.

[OP10-3]

The “Winter Sports Weeks” Organized By the French Touring-Club: A Lever for Tourist Development

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At the end of the 19th century, winter sports made a discreet appearance in France on account of mountaineers and

servicemen. However their success as a leisure physical activity did not actually start before the beginning of the 20th century. The French Touring-Club, an association working for the development of tourism, gave it a decisive impulse through various financial and material forms of support. Motivated by a strong interest in the tourist development of mountain areas, the Club engaged into a long-term action in favor of winter sports over the whole French territory. Soon, its leaders set up a very special event: the Winter Sports Week. This happening was planned to take place yearly in every French massif in turns, so that its dynamics would launch the activity in the given area and durably establish it.

The aim of this paper is to analyze the Winter Sports Weeks organized just before the First World War and to show their impact on the development of winter sports in France. We shall demonstrate that these events crystallized the French Touring-Club action and enabled it to have a more effective influence on the development of tourism than when offering assistance to various projects all over France. In terms of sport, the impact of the Winter Sports Weeks manifested through the creation of ski clubs and the multiplication of competitions. In terms of tourism, new infrastructures were created to accommodate sportsmen and competitors. We have assessed the effects of the Touring-Club action in the

light of the subsidies which were allocated and of the agreements obtained through its lobbying with local companies and local authorities.

To expound this theme, we shall lean essentially on the French Touring-Club archives and publications. Among the latter, the Touring-Club Review takes a major place, but many pamphlets, guides and booklets also testify of the involvement and action of this famous French association for the development of winter sports tourism.

[OP11-1]

Top-down or Bottom-up? Reviewing the Policy Process of the Baseball Reinvigoration Plan

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The implementation of the Baseball Reinvigoration Plan (BRP) is an unprecedented case, in which the central government in Taiwan for the first time interfered with the affairs of sports federations. It is historically significant, for baseball was the only sport that was determined by the government to be reinvigorated. Purpose: Thus, this paper reviewed the historical context of BRP and further

investigated the policy process of its enactment, hoping to understand the reason why the development of baseball could catch the central government's attention. Two issues were hence touched upon, regarding what the leading factors were in the composition of BRP and how the interaction was among the stakeholders. Methods: Semi-structured interviews and documentary analysis were conducted as the approaches to data collection; while Punctuated-Equilibrium Theory (PET), proposed by True, Jones & Baumgartner (2007), was adopted as the theoretical basis for the analysis of BRP policy process. Findings: 1) Both endogenous and exogenous forces catalyzed BRP policy process. The former included the public pressure due to the gambling scandals and the Chinese Taipei baseball team's losing twice to China. The latter included the stress from the President. 2) Initially, the Sports Affairs Council was in charge of BRP; nevertheless, under pressure from the masses, the responsibility was then taken over by Executive Yuan itself, transferring BRP from ministry-level to cabinet-level. 3) BRP policy process was influenced by several stakeholders, including governmental and non-governmental actors, and the voice of the masses was found to be the key factor. Conclusion: BRP policy process was in accordance with the PET concepts. PET suggests that policy process works in both top-down and

bottom-up manners. Comparably, the administrative level of BRP was lifted from a policy subsystem to the macro political institutions, within which the factors were both endogenous (top-down) and exogenous (bottom-up) forces. What's worth noting is the fact that the masses, especially fans and mass media, played an even more influential role in BRP policy process. Accordingly, BRP marked a milestone in the history of baseball development in Taiwan, for it was a case showing the cooperation between governmental and non-governmental actors for the sake of baseball development in Taiwan. Moreover, BRP demonstrated a bottom-up policy process in the field of sport for the first time, which in a way turned a new leaf for the avenue to sports policy change in Taiwan.

Keywords: Baseball Reinvigoration Plan, Punctuated-Equilibrium Theory

[OP11-2]

Taiwan's Successful Bidding to Host the 2001 Baseball World Cup

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It is widely recognized that sport and politics have historically existed within some form of 'interdependent' or 'symbiotic' relationship, especially

mega-sports events. This study examines the circumstances surrounding Taiwan's bidding for the 2001 Baseball World Cup (BWC). It illustrates the dynamics of the power struggles and relationships between different actors such as government institutions, national sport governing bodies [Chinese Taipei Baseball Association, USA Baseball] and the international sporting body [International Baseball Federation] within the governance system of baseball. We approach our empirical study of the international baseball system informed by the above considerations to identify the strategic goals which the groups of actors have pursued and resources available to these actors given the historical context. Meanwhile, we outline the principles which guide particular organizations to address whose interests have been served by the development of the baseball system. A major attempt of this study has been made to synthesize this evidence by reviewing documentary materials, derived mainly from government reports, proceedings of parliamentary debates, academic journals, media commentaries and so on. Three conclusions are drawn: first that this case identifies factors of 'administration expenses', geography of bidding, and IBAF's concern of equitable/global distribution of BWC are to make important contributions to Taiwan's success; second, it points to

evidence that the dynamics of the power-relations among actors in which the perspectives of them are evident for their behaviors such as utilizing different resources and access to achieve their preferred ends; finally, the case illustrates that various organizations are more likely to pursue their projects by engaging in a complex network of competition or collaboration and the BWC issue is thus characterized by a diversity of interests, preferences, values and, ideas, which the groups seek to promote in such a context.

[OP11-3]

The Genealogy of Taiwanese Baseball (1951 ~ 2013)

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Today's news is tomorrow's history. This research applied textual analysis and used the keywords, "baseball" combined with three kinds of keywords that includes little league baseball team's names (like "Maple Leaf"(紅葉), "Golden Dragons"(金龍) etc.), political crisis (like "UN"(聯合國) and "US severed diplomatic relations to ROC "(中美斷交)etc.) and national sport ("Kuo-Chiu"(國球), "Kuo-gia-yun-don" (國家運動), "Kuo-Chi"(國技), to search in the database of the Udn newspaper

group(聯合報系) from 16, Sep. 1951 to 6th, 2013, to construct genealogy of Taiwanese baseball and analyse how and why it became “Kuo- Chiu” in last decade. The findings are as follow: When the Chinese Nationalist Party (GMD) “recovered” Taiwan in 1945, baseball gradually changed its name from colonial Japanese Yakyu(野球) to the Chiang Kai-Shek regime’s Chinese Banchiu(棒球). The anticipation of the coming legitimacy crisis of “withdrawing from UN”(1971), US severed diplomatic relations to ROC etc. led the CKS regime implemented the little league baseball to build up the national identity and loyalty, in the late 1960s and 1970s. This political move decided the destiny of Taiwanese baseball. The game became a carrier of national identity. With the democratization process of Taiwan, the legacy of little league baseball was used by ex-president Chen, Sui-bian who replaced the Chinese identity of baseball to Taiwanese identity and made baseball become Kuo-Chiu. The convergence and contingency of these historical processes have led to the production of political activism that applied the mass-mediated Taiwanese baseball’s performance as a cultural symbol differences. Baseball became a necessary and favoured means of political mobilization on and off the field, inside and outside of Taiwan.

Keywords: genealogy, baseball, political crisis, legitimacy, UN

[OP12-1]

The Process of Introducing Physical Education in Early Modern Japan

-The Practice of Physical Education in Aichi Prefecture in the Early Meiji Era-

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Physical education in Japan was built on the base of the establishment of Taiso-denshujo (Normal School of Gymnastics) in 1878. However, even before the establishment of Taiso-denshujo, gymnastics, playing and sports were researched , introducing Western ideas at some schools. This study focuses on the institutions and educators who researched physical education in the early stages of modernization.

When the Japanese government built the new modern education system in 1872, it divided the whole country into 7 districts. Then the government established one National Normal School in each district and started researching primary education and teacher training. In 1878, these National Normal Schools were closed, except the Tokyo Normal school. After that the Prefectural Normal Schools were entrusted with the training of teachers.

The purpose of this paper is to clarify the process of introducing physical education in Aichi Prefecture which was the center of the second educational district.

In Aichi Prefecture, the Prefectural Teacher Training School was established in 1873, and the National Normal School and National Foreign Language School were established in 1874. At these schools, the teachers gave lectures and instructions about physical education. Gymnastics and playing with songs for primary education were taught at the Normal Schools, and sports were instructed at the Foreign Language School. At the National Foreign Language school there was a playground and a teacher of physical education. We can see the different roots of the introduction of physical education in primary education and secondary education and these will be discussed in this paper.

[OP12-2]

Social Valuation of the Female Gymnastics Teacher in Japan during the Latter Meiji Period

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It is generally agreed that the social valuation of the female gymnastics teacher was lower than other working women (except manual laborer) during the prewar period. In other words, people put a low academic value on physical education in those days. On the other hand, it is clear that the school background of female gymnastics

teacher was not lower than the general public. The two facts are mutually incompatible. The question now arises: is it true that the social valuation of the female gymnastics teacher for secondary school was lower than that of other working women? What molded the opinion that “the social valuation of female gymnastics teacher is lower than other teachers”?

This study makes a clear distinction between the sense of female gymnastics teacher’s social status and actual standing. In this study I weigh the historical record about alumnae of the Tokyo women’s school of gymnastics and music with the higher educational institutions in the latter Meiji period. The result of the examination was that the percentage of a family with samurai antecedents (Shizoku) in alumnae of Tokyo women’s school of gymnastics and music is 0.21%-0.54%. These figures are the same level that the universities one around 1900. These figures show clearly that a lot of female gymnastics teacher had higher family background. However, the family background of female gymnastics teachers did not display their social valuation.

The family background and social status of female gymnastics teacher was higher than the general public. However, their social valuation was lower than other working women because of their negative image from women’s gymnastics which was not valued by society at that time.

[OP12-3]

Understanding of Gymnastics Classes by Elementary School Teachers during the Kyoikurei (1879 Education Order)

Period in Japan

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The present study was performed to clarify how elementary school teachers in 1880 recognized and understood gymnastics in the context of the first national education system, through analysis of members' opinions expressed in the Fugeshi and Suzu county educational Congress proceedings.

The findings were as follows:

1. Teachers at that time understood the aims of gymnastics as maintaining the physical strength and good physical posture of children, and considered that every child had already achieved those aims in their daily life. Consequently, one third of the thirty members agreed to completely eliminate gymnastics from the curriculum. Another one third considered that gymnastics merely involved letting children enjoy amusing play, and therefore that "gymnastics" was inappropriate as a course name. Thus, only one third of the members actually agreed to the original proposal for gymnastics.

2. Teachers seemed to consider that gymnastics or exercises must be taught

by teachers, unlike the natural play that was spontaneous for most children. Moreover, gymnastics was considered boring because children would just imitate their teachers. As a result, gymnastics was considered appropriate only for higher graders. This meant that most teachers at the time did not have detailed information or knowledge about gymnastics, so that for most of them gymnastics was probably synonymous with "amusement time" for children.

Thus, some new important historical facts about gymnastics during the kyoikurei (1879 Education Order) period in Japan were clarified.

[OP13-1]

Re-Entering the Sporting World: China's Sponsorship of the 1963 Games of the New Emerging Forces

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November 2013 marks the 50th anniversary of a contentious yet little remembered moment in the history of decolonization and international sport, one in which the People's Republic of China (hereafter, China) played a central role. Prior to the 2008 Beijing Olympics, China's most sustained support of an international

multi-sport event came in November 1963 when the Games of the New Emerging Forces (GANEFO) took place in Jakarta, Indonesia. Roughly 3000 participants met in the Indonesian capital and competed in 20 sports plus cultural festivities. Athletes hailed primarily from recently decolonized countries in Asia and Africa, labelled the “new emerging forces” by Indonesian President Sukarno. The largest team however was sent by China.

Accounts that consider the geo-political implications of GANEFO focus on China’s financial support as evidence of GANEFO’s implication within Cold War politics. The event was portrayed in the Western media as a “red” event because of Sukarno’s ties to the Indonesian communist party and the Games’ sponsorship by China. Little attention however has been paid to expanding the Cold War binary. Using a variety of archival sources, this paper (re)considers the ways in which GANEFO reflected Sino-Soviet tensions in Southeast Asia and China’s efforts to extend its geopolitical and social influence within the Third World. With China sympathetic in the early-1960s to nationalist governments in Southeast Asia as an attempt to build its sphere of influence, and outside the Olympic Movement over the recognition of Taiwan, it saw a benefit to supporting Sukarno’s efforts at hosting an alternative international sporting event. This paper also examines GANEFO’s

impact on relations *between* China and the USSR to reveal how the event was implicated in Sino-Soviet struggles for influence in Southeast Asia.

[OP13-2]

Greenwashed? : A Critical Historical Perspective of Environmental Initiatives in Sport and Physical Activity

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Environmental problems have been evident throughout human history; however, their scale and severity grew dramatically with the shift to industrial production (Frey 2001a). As these problems have worsened they have garnered increased attention, which has surged in recent years, at the grassroots and corporate levels alike around the world. In 2006, the documentary *An Inconvenient Truth*, narrated by Al Gore, presented a compelling call to action for individuals and governments to recognize and address the pressing issues of global climate change. The ensuing attention to all things environmental has been impressive, prompting renowned Canadian ecologist and activist David Suzuki to

hail 2007 as “the breakout year for the environment” (Suzuki 2008). During the year one could not turn the television on or open a newspaper without encountering terms such as “green” and “eco-friendly”. It was a year that witnessed national leaders gathering in Bali to chart a post-Kyoto map for mitigating global climate change; the Intergovernmental Panel on Climate Change and Al Gore received the Nobel Peace Prize for their efforts against global climate change. Increasingly issues of the environment, particularly global climate change, have become part of the public lexicon.

One of the last bastions of eco-awareness is the world of sport and physical activity. Over the past decade, scholars in various fields related to human movement have begun to focus their attention on the environmental implications of hosting of large scale sporting events, such as the Olympics, NASCAR races and golf tournaments. Consequently, a variety of interrelated issues have surfaced regarding the environmental impact of sporting and leisure practices (Dale, 2004; O'Neil, Steele, McNair, Matusiak, & Madlem, 2006; Schmidt, 2006). Events such as “Eco-Challenge” style adventure races and marathons, for example, have been shown to be quite harmful to the environment, as athletes trample over pristine grounds and woods. Often, without adequate impact studies, delicate habitats are being stressed and

wildlife pushed out of their ecosystems as recreational facilities, such as new ski trails (Schmidt, 2006), are being built.

Over the past year professional sports in the United States have joined forces and partnered with environmental agencies to raise awareness of sporting events’ impact on the environment and to strategize and promote best green practices for sports teams and venues. One prominent example is the formation of the non-profit organization, the Green Sports Alliance, which is comprised of teams from six different professional sports leagues, over 20 sport venues, and a mix of partners ranging from professional sports organizations to environmental agencies and foundations. In this paper we critically examine the historical framework most recent attempt of sport conglomerates to market their collective green efforts that have largely escaped the scrutiny of the green gurus and academics.

[OP13-3]

Building “Coliseums”: Sport, Architecture, and the Business of Entertainment and Survival of American Universities

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Intercollegiate sport in the United States began in 1852 when Harvard and Yale competed in a boat race emulating an Ox-Cambridge tradition. Commercialism, however, set the elite American colleges apart from their English cousins who preferred 'play for play's own sake.' Sponsored by a railroad company, the 1852 event set the tone for the future development of college sport in America—'play and profit.' By the end of the 19th century, Americanized college football had become a dominant scene in American sport. In 1903, Harvard constructed the first concrete stadium in America, igniting a stadium-building mania throughout the country. In the past century, 'arms race' for athletic dominance among universities has resulted, among other things, the constructions of colossal football stadiums and indoor basketball arenas with seating capacities beyond those of professional ranks. The modern-day 'Coliseums' have not only become the most visible landmarks of American universities but also played a vital role in the survival of many institutions of higher learning. This paper examines several interrelated issues associated with the history of 'Coliseum' building in American universities: the architectural evolution as an effort to beautify the campus; the desire to win and the advertising of the institution; and the relationship between sport,

entertainment, and survival in the free market of American higher education.

Theme: Sporting legacies in the Eastern and Western World

[OP14-1]

The Modern Olympic Movement: The Genesis of Olympic Matters in China, 1895-1948

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Introduction: The purpose of this paper is to trace the formation and early development of the Chinese Olympic Movement, an evolution which is documented by historical incidents that are hardly known in the Western world.

In the process of presenting such incidents the following will be examined:

- (1) Origins of international sport in China.
- (2) Introduction to specific historical figures of China, with particular reference to the Olympic Movement.
- (3) Introduction to China's participation in the Olympic Games, 1932-1948.

Methods: This study documented and collated the related literature and the research on the Chinese sports history. To this end, the narrative-descriptive method was used.

Results : The Modern Olympic Movement and its associated spirit and

culture, the YMCA, and concepts of western sport were decisive influences on the formation of modern Chinese sport. Each was important in the transformation of traditional Chinese sporting culture towards a development which better fitted the needs of an emerging Chinese state in the 20th century. Drastic social changes required a new culture and new sport forms and values. Western sport and the Olympic Movement met this requirement. In the eyes of progressive Chinese, the value and character of each had incomparable advantages over the old traditional sport system.

Discussion: Even though the period of the 1930s and 1940s found China engaging in civil strife, as well as the eight year long war of resistance against Japanese invasion and occupation, China found cause and means to hold seven national games, to organize and participate in ten Far East Games, and observed and participated in four Olympic Games. As well, regional and university games were held from time to time. In the end, then, one might conclude that if it were not for Chinese involvement in the Modern Olympic Movement, the road to modern transformation would have been long delayed?

Keywords: China , Olympics , Chinese Sports

[OP14-2]

Knowledge of the Ancient Olympic Games in Early Meiji Era Japan

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When Kano Jigoro (1860-1938) became the first International Olympic Committee member in Asia in 1909, most Japanese people did not know about the Olympic Games (Kano, 1938). In addition, even the members who assembled for the meeting in July 1911 to found the Japan Amateur Athletic Association (JAAA) as a National Olympic Committee had little knowledge about the Games (JAAA, 1936). This study attempts to show how knowledge about the Ancient Olympic Games was introduced during the early Meiji era of Japan to gain a more accurate understanding of the situation in Japan during the prehistory of Pierre de Coubertin's Olympic movement. The results of an examination of historical materials published from 1868 to 1896 make it evident that there were two sources of information in Japan during that period. The first source was more than 67 books on ancient Greek history in which the Ancient Olympic Games were treated. Some of these books edited on the basis of diverse foreign books on ancient Greek history describe not only an outline of the four athletic competitions but also significance of the

Olympic Games in ancient Greece. These descriptions influenced two articles referring to the Ancient Olympic Games in the Yomiuri Shimbun (newspaper, 15 November, 1887) and Shonen Sekai (Boy's World Magazine, April 1895). The second source was three books on physical education theory written in 1883, 1887 and 1896 by physical educators who graduated from the National Institute of Gymnastics, founded in 1878. Their descriptions concerning the games are copies of lectures on history of gymnastics given by an American physician at the Institute. Traditionally, it has been thought that Japan was a country that did not know about the Olympic Games. However, there was knowledge available concerning the ancient games conveyed through books on ancient Greek history and physical education theory in the latter part of the 19th century.

[OP14-3]

Chinese Harmony Thought and Olympic Crises

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Background: There are many crises, such as over-commercialization, politics, professional trends, and doping issues, which have appeared in Olympic

movement. These problems alienate the essence of the Olympic Movement.

Aim: By finding a thought/theory which can both adhere to the Olympic spirits and values, we try to solve these problems.

Methods: This research mainly adopts the documentation method, logical analysis method, and in-depth interviews method.

Results: Harmony is the relative stability of the movement of Yin and Yang. Harmony, as the core of Chinese culture has abundant connotations, such as keeping balance, people-oriented, harmony of man with nature, combining inside with outside, which are beneficial to the Olympic movement.

The integration of harmony and disharmony in the harmony theory can resolve the over-politics and over-commerce contradiction that threaten the independence and educational functions of the Olympic Movement. Both politics and commerce are main factors in the development of the Olympic Movement. However, it's opposing the principle of non-commerciality and non-politic established by Coubertin, and threaten the independence and educational functions of the Olympic Movement. How to find the balance between commerce, politics, and the Olympic principles is a significant question.

The renewing of going round and beginning again of the harmony theory

provides a theoretical basis for the innovation of the Olympic Movement. The theoretical research is always behind the practice. When facing the problems that the Olympic Movement entails, particularly the conflicts between ideal and practice, the research lacks for interpretation and response. The theory is also beneficial in building a good relationship between the Olympic Movement and the environment.

The people-oriented thought sets an optimization goal for the Olympic movement. The essence of that is to adhere to the core value, optimize the structure of the Olympic system, and improve the relationship with the environment and the development of the society.

The combining inside with outside of the harmony theory provides the method for maintaining the stability of the Olympic system by improving the internal and the external harmony. Different participants are the units which construct and improve the development of the Olympic Movement. In combining the principles of benefit and obligation to maintain the stability and the development of the system, all the elements develop according to their own function. So this principle defines the positions and duties for different participants. They should know that the development and the interests are in the same chain; one should not disregard others when getting benefits,

and should set a moderate development target. Only by maintaining the stability of the system, improving the internal and the external harmony, can we benefit from the Olympic Movement in the long term.

Conclusion: Chinese harmony theory provides four inspirations to ease the problem of Olympic Movement. By working with them, we hope the Olympic Movement will become more harmonious in the future.

[OP15-1]

The Sustainability of the Youth Olympic Games

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In an effort to reignite interest in Olympic sports within the current generation of adolescents, the International Olympic Committee (IOC) President Jacques Rogge, with the approval of the General Assembly, led development of the Youth Olympic

Games (YOG). The first versions of the YOG were held in Singapore (summer 2010) and Innsbruck (winter 2012). A very low general interest in and awareness of the YOG has been demonstrated amongst various audiences including US sport coaches and administrators, Greek athletes and coaches, and an international sample of professionals in the field of physical education and sport. As the YOG are still in their infancy, the event's future is unclear. In many aspects, the situation would be akin to asking, in the early 1900s, whether the Modern Olympic Games would survive. Given the significant potential implications of the YOG on youth and the international sport community, the purpose of this study was to explore the YOG's sustainability potential (taken here as survival and success). This study examined and compared event awareness and consumption intention for three international sport festivals the 2012 Winter Youth Olympic Games (YOG), the 2012 Winter X Games (WXG), and the 2012 London Olympic Games (LOG) within a sample of Millennial youth. Stakeholder, network, and institutional theoretical perspectives frame the study. ANOVA analyses revealed that significant differences existed in the levels of personal awareness ($F_{(2, 1878)} = 763.4, p < .001$) with the YOG ($M = 1.88$) lower than both the WXG ($M = 4.31$) and the LOG ($M = 5.60$). While prior studies have

examined the YOG from a marketing perspective, this research is the first to include comparisons to other more established sport festivals. Such a comparison allows for a better understanding of the brand position of the YOG which currently lags significantly behind the WXG and LOG.

[OP15-2]

Planning and Implementation of the Olympic Education Program in China

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Statement of the Problem : The International Olympic Committee requests that the Olympic host city and host country should spread Olympic knowledge and carry forward the Olympic spirit. The purpose of this study is to investigate the situation concerning planning and implementation of the Olympic education program. Furthermore, other questions pertinent to the study will be explored. They are:

What is the genesis of Olympic education in China?

Why China needs Olympic education?

How does Olympic education affect Chinese ideas of education?

What is the specialty of Beijing Olympic education?

What will Beijing Olympic education contribute to the world Olympic movement?

Research Method : This study documented and collated events surrounding Beijing's Olympic education program. To this end, the narrative-descriptive method was used. In describing events, an attempt was made to detect and explain the value of Olympic education value for Chinese students. Historical research involved the collection and analysis of the data and subsequent presentation of the facts.

Result : To leave a lasting education legacy of Beijing Olympics, the genesis of Olympic education in China, why does China need Olympic, how does Olympic education affect Chinese idea of education, what is the specialty of Beijing Olympic education, what will Beijing Olympic education contribute to the world Olympic movement, will be discussed and examined in the paper.

Keywords: Olympic education; legacy of Beijing Olympic; specialty of Beijing Olympic education

Introduction: Olympics attempted to develop the Olympic concept of beauty as a way to promote moral education. The paper explores the Greek beliefs on the educational value of beauty, and examines Coubertin's Olympic aesthetic idea of the purpose base on the Hellenist beauty and love as contributing to moral progress and building a humanistic society through people perceiving the beauty of Olympics.

Methods: This study documented and collated Coubertin's related literature and the research on the ancient Olympic Games. To this end, the narrative-descriptive method was used.

Results: Coubertin's Olympic aesthetic was supported by a handful of philosophers at the time. As a philosopher puts it: "the discourse of Olympism contained an aesthetic imperative that emphasized the observable cultural performance that engulfed sport rather than only experience of actively participating". The contribution of beauty in Olympism tries to turn abstract, aesthetic ideas into the visible and perceivable beauty as a tool of moral education. The concept of Olympic beauty is aiming to cultivate people's sense of appreciation of beauty and realize the function of Olympic moral education.

Discussion: The perception of aesthetics will contribute to forming moral value in the author's view. The Olympics attempted to develop the Olympic

[OP15-3]

The Study on the Olympic Educational Value of Beauty

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concept of beauty as a way for moral education when European philosophers were keen on talking about the abstract idea of morality in late 19th century. The concept of Olympic beauty aimed to cultivate people's sense of appreciation of beauty and realize the function of Olympic moral education. The Olympic moral education opened a window for France, which was suffering a moral decline at the time. Coubertin's Olympic aesthetic was supported by a handful of philosophers at the time. As a philosopher puts it: "the discourse of Olympism contained an aesthetic imperative that emphasized the observable cultural performance that engulfed sport rather than only experience of actively participating". The contribution of beauty in Olympism tries to turn an abstract, aesthetic idea into the visible and perceivable beauty as a tool of moral education.

Keywords: Olympics; Aesthetics; Coubertin

[P16-1]

**The Basketball Athletes' Migration
from Taiwan to China**

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International migration flows of sport laborers are conditioned by the broader dynamics of globalization. However, the case of sport migration from Taiwan to China not only is conditioned by the globalizing process but involves a long term political rivalry between these two countries. From changing perceptions of the enemy to a partner, as they opened up to each other in the recent two decades, more and more Taiwanese male basketball players migrated to China in search of better career opportunities. This article focuses particularly on the structural conditions from 1999 to 2012 that influenced and induced the athletes to migrate across the Strait to see how sport migration intermingles with broader economic and political factors. Documents and literature reviews, and interviews with ten Taiwanese basketball migrants on the theme of reasons, difficulties and facilitators of their migration were conducted. As a result, two levels of structures were explored. First, we examined the increasingly active economic communication across the Strait in terms of the quantity of Taiwanese investment in China after 1990s. We found that the unshackling of Taiwanese investment in China played the role of initiating human migration including sport labor migration. Second, we scrutinized the border control policies of both sides. We found that as China received highly skilled migrants from Taiwan with open arms and

consistency, the number of Taiwan basketball migrants seamlessly fluctuated with the intensity of prohibition set by the Taiwan government and CTBA* 1 and with the fact that the CBA*2 dominated the SBL*3 by an overwhelming edge in terms of market scale, salary and celebrity, which has perpetuated the whole basketball migration. Other than migrants' personal choices, this article specifically identifies with the significance of economic and political conditions in both donor and receiving countries that influence the sport labor migration.

Keywords: basketball, migration, Taiwan, China, sport labours

*1.Chinese Taipei Basketball Association

*2.Chinese Taipei Basketball Association

*3. Super Basketball League (Taiwan)

[OP16-2]

British Cultural Influence and Japan: Elizabeth Phillips Hughes's Visit for Educational Research In 1901-02.

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There was a strong British cultural influence, especially following the 1902 Japanese-Anglo Alliance against Russia. When Elizabeth Phillips Hughes, the first

Principal of the Cambridge Training College for Women (C.T.C. , now Hughes Hall in Cambridge University) visited Japan to undertake educational research in 1901-02 she praised the Japanese way of progress that mixed the best of Western values with traditional Japanese culture. Her influence on Japanese Education was obvious. She visited higher education schools and institutes located in local areas such as Nagoya, Kanazawa, Kyoto, Kobe, Tottori, Chiba, Fukushima, Sendai, Hokkaido, Matsumoto, Wakayama, Himeji, Okayama, Hiroshima, Yamaguchi, Fukuoka, Kumamoto, Kagoshima, Nagasaki, Saga and Kokura, as well as universities and educational societies in Tokyo, covering the whole of Japan. Some of her lectures were translated and published in Japanese educational journals as articles entitled "Exercise for Women", "Modern British Ladies", "On the Methods of Gymnastics" and "The Ethical Ideal of the English Public School Boy". She politely spoke to Japanese audiences about the significance of women's role in a new age through outdoor games (climbing, rowing), organized games (tennis, hockey and basketball) and gymnastics (Swedish exercises) which encouraged women's proper characters, self-restraint, cooperation and healthy bodies. She also mentioned women's scientific role as a wise mother who was responsible for the discipline of nursery children: "It is more important for women to

administrate politics at home than for the country". In the same article, she concluded that her ideas would bring something influential not only to ladies in Western countries such as the USA, but in Eastern counties, specifically Japan. Thus British influence became effective as an imported ideal for women.

[OP16-3]

Sport and the Foreign Policy of Small Nations: New Zealand-Taiwan Sporting Relations

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Throughout the Cold War and beyond, international sporting contacts have been the site of intense diplomatic challenges and negotiations. Besides the macro-politics of the global superpowers, and their respective ideological blocs, sporting contacts also became major issues in the foreign policy of many small nations. This paper analyses the relationship between sport, diplomacy and the foreign policy of small states through an analysis of New Zealand's sporting relations with Taiwan (the Republic of China) from the 1960s through to the 1980s.

Caught between the domestic and international controversies caused by New Zealand's sporting contacts with South Africa on one hand, and the nation's evolving relationship with the People's Republic of China on the other, sporting relations with Taiwan came to assume an extremely significant challenge for New Zealand policy makers. Thus, although the relationship between the two countries may have been largely peripheral in a sporting sense (given that sporting contacts were relatively sporadic and generally did not occur in New Zealand's most popular sports), it assumed a much larger political significance. The paper seeks to analyse this relationship and, in so doing, to place the relationship between sport and New Zealand's foreign policy into a broader context that has hitherto been recognised.

[OP17-1]

No Body Is Perfect – Discourse of the Production of the Sportive Lean Body in Europe Around 1900

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The ideals of the sportive lean body are predominant in the public discourses and images of the presence. They have an enormous normative power. There exists a market of different techniques to

enhance the body. Many people regard their own body as insufficient. This study interprets physicalness and its meanings as products of socio-cultural discourses. Therefore these meanings change during history. From the Renaissance to the middle of the 19th century for instance, the ideal images of the body in European countries were predominantly corpulent. With the rise of the bourgeoisie around 1900 the lean body came into popularity. At the same period the idea came up that the modern subject itself is predominantly responsible for the fabrication of its own lean and healthy body. The study will explain in what socio-cultural contexts the production of the modern body discourses were established. It is an interesting fact that modern sport became popular in the same time.

Keyword: 1 – Body – Culture – History

[OP17-2]

The Popularization of Sport in Portugal and Spain during the 1920'S

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The history of sport in the Iberian Peninsula (Portugal and Spain) became relevant during the second half of the XIX century. However, the process of

sport popularization only began during the decade of 1920's. In the Portuguese case, for example, it was during this period that thousands of people went to the football stadiums, to the roads to see cycling heroes or to see boxing matches. This was much the same all over Spain. During this decade, national football teams became very popular and successful, and also football championships and Olympic heroes.

Sports newspapers and sports columns in the reference newspapers, as well as the early radio, played a decisive role in this process. In Portugal 168 sports newspapers were published between 1921 and 1930. In 1924, for example, 40 sports newspapers were in activity, one of them the first daily sports newspaper, *Diário de Sport* (Sport Daily), and also a newspaper for young children (*Os Sportsinhos*). Football, cycling, boxing, and shooting were very popular, especially football, with attendance figures of 25.000 people during the games of the National Team or between the most important clubs in Portugal. In Spain exactly the same happened with sports in the national and regional press; in fact, it could be said that there was a "sports press explosion", where football and boxing were the most popular sports at that time. It is also interesting to note how different regions all over Spain kept their traditional and native sports despite the quick appearance of the future king of sports: football.

Present and clarifying these processes of sports popularization during the 1920's,

in Portugal and Spain, is the main goal of this communication.

[OP17-3]

“Invention of Tradition”: Folk Dances as a Part of Nation-Building in Finland

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The modern nation states emerged within international discourses, where also the idea of 'nation' and national identities were formed, culturally, ethnically and politically. This way the project of nation building was at the same time inclusive and exclusive.

Finland was an autonomous 'Grand Duchy' of the Russian Empire between 1809-1917, with two major language groups. Swedish was the language of the government and education, as well as that of the upper and middle classes and the coastal rural population. Finnish was the language of the majority, inland rural people. The "Fennoman movement", that began in the 1840s, was a cultural and political movement that aimed at making Finnish the official language of the state whilst inventing the cultural roots of the 'Finnish folk'. This was done mainly by extensively collecting, recording and publishing oral folk traditions; tales, songs, poetry, and popular forms of physical culture, to name a few.

The act of collecting folk dances started at the end of the 19th century and Anni Collan, a young gymnastics teacher, played a significant part in this. In this paper I discuss her role in collecting and popularizing folk dances as well as how she applied them in women's gymnastics. Of interest is how the dances were modified for the use in the building of national identity, among women gymnasts and particularly in educating and civilizing the rural youth. My aim is to show how even the exploration of folk dances was part of "inventing tradition", projects that aimed at defining the 'Finnish folk' - that would lie at the core of the Finnish nation.

The research is based on archival materials, personal notes, quid books and literature.

Oral Presentation (CH)

[COP 1-1]

The Review of the History of CBA League Business Operation

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CBA league refers to the professional league of Chinese Basketball Association in mainland China. The League business operation has experienced three stages since 1995: The first stage is the overall Packaging operation by IMG. The second stage is the operation by CBA company. The third stage is the strategic cooperation with Infront, a Switzerland company.

The followings are the conclusions drawn from the research using literature reviews, expert interviews and logical analysis:

Advantages of the first stage are: the league had a good start and attracted many social resources; IMG found stable sponsors for the league; and business operated smoothly. On the other hand, the insufficiencies of this stage are: the social influence of CBA league was not strong enough; it was also hard to attract famous sponsors. In addition, the tobacco sponsors had a negative impact on the image of the League.

In the second stage, the attention on the league has increased since several CBA players were drafted to NBA. The enthusiasm of business operation of CBA clubs was very high, among which the best examples were Guangdong tigers. The problem of this stage was that the operating scale was still too small and it still lost money.

There are many advantages in the third stage. The Swiss company Infront has enough resources of international business, so it has made incomes significantly higher and attracted big companies such as Lining and Anta. The league has also maintained good relationships with the media. Meanwhile, the league has got more money from television broadcasting. The competition system is also more reasonable and products are more popular in the market. Each club markedly enhances its service awareness for sponsors, so complaints from sponsors have been significantly reduced in the past 3 years. Deficiencies of this stage are as follows: localization of Infront is not enough; some marketing measures are inconsistent with China's present situation; too much government interference and weak input-output ratio of clubs are not conducive to the sustainable development of the league.

[COP1-2]

The Eighteen Japanese Letters from Outside the Sports Ground: The Historiette and Thoughtfulness between Taiwan Champion and World Champion

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Letters, as a popularly practicality and multi-literariness, are valuable historical documents. They expose not only the writer's culture appreciation, spirit character and social status but also the functions of comforting soul, enlightening thought and sublimating friendship. This study aims to explore the content meaning and historical value of the eighteen letters in Japanese corresponded by おだみきお(織田幹雄 Oda, Mikio, 1905-1998) and 廖漢水 (Liao, Han-Shui, 1917-2002) during the period of 1953-1992. Therefore, these letters were viewed as a text to be arranged, performed and analyzed. The results are as follows: first, the description of the writing years' background and the track-and-field journey of that both sender and

receiver encountered, acquainted and cherished with each other; secondly, the standpoint analysis of the talking-points in the letters, including body, mental, family, and sporting affairs; third, the documental value of the letters being as a reconstruction of historical scene to appreciate the writer's rejoicing and sorrowing feelings and thoughts, and also the centuries-old thoughtfulness; finally, the conclusion of the researchers' introspection and expectation.

Keywords: Track-and-field, letters, おだみきお (Oda, Mikio), 廖漢水 (Liao, Han-Shui)

[COP1-3]

Research about the Period of the "Taoist Inner Alchemy"

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The "Taoist inner alchemy" is the main stream of Static Qigong from which evolved Qigong, Traditional Chinese Medicine and Wushu. From a documentary analytic angle examining the fundamental sequence of Qigong we can divide history into different periods and summarize the mechanisms of health maintenance through modern eyes :

1. The period of the “Taoist inner alchemy”:

(1)The foundation period: Wei Boyang wrote Zhouyi Cantongqi by combining the theory of alchemy , the book of change and Huanglao philosophy after he had read longhujing in the Eastern Han dynasty. The influence of Zhouyi Cantongqito “Taoist inner alchemy” is similar to Huangdi Neijing to Traditional Chinese Medicine. He didn’t think that energy through main and collateral channels came from Governor and Conception Vessels and he didn’t point the position of Elixir Fields either. The name of “Internal Dan” is from Lingjianzi written by Xu Xun in the Jin dynasty. The position of upper, middle and lower Elixir Fields are recorded in Baopuzi written by Ge Hong in the Eastern Jin dynasty.

(2)The maturation period: Lingbaobifa wittern by Zhong Liquan and his student named Lu Yan in the Tang dynasty and Zhonglu Chuandaoji written by Shi Jianwu established the base of the “Taoist inner alchemy” with core contents of Leading in peace, omphaloskepsis and leading the energy through Governor and Conception Vessels. That marks a forming of the system of the “Taoist inner alchemy”, a kind of Qigong that Dynamic Qigong and Static Qigong are both included but the main task is to practice Static Qigong .

(3)The complete period: After combining Coition Medicine and Pigu Qigong, Zhang Boduan invested “Taoist

inner alchemy of Nanzong” by writing Wuzhenpian in the Northern Song dynasty. This kind of Taoist inner alchemy is Static Qigong that leads the energy through Governor and Conception Vessels by focusing your mind on Elixir Fields. The premise of Qi runs around the Large and Small Circle of Vital Energy such that the people have abundant Jin in their Elixir Fields, not forced thinking. This is the theory of Huandan which completes the theory of the Taoist inner alchemy. With the posterities’ effort, Cultivation of soul and body, training Energy into Soul and training Soul into lustrationis the key to practice the Taoist inner alchemy by transmission.

2. Significance about Taoist inner alchemy:

Dr. Joseph Needham, the British Sinologist thinks that ancient China is a country good at invention. Unquestionably, the Taoist inner alchemy is one of those great inventions. Posterity has found the key of keeping health and the meaning of soul and body. The three steps of practice shown by the alchemy is valuable for the advance of science in the method of black box. The Taoist inner alchemy explains the living system of human body with the theory of “Jing Qi and Shen”, not just the angle of material .This is the difference between traditional Chinese medical science and modern medicine. It contributes to the

theory of keeping health that modern medicine cannot compare.

Keywords: history and period; Qigong; Taoist inner alchemy; Cultivation of soul and body; training Sex hormones into Energy; training Energy into Soul; training Soul into lustration

[COP1-4]

Spread of Sports Culture along with the Geopolitical Order Change in Northeast Asian Area

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This paper will search the geographical relationship of Northeast Asian area from Qin and Han Dynasty to modern times by means of various documents. Developmental features of sports culture in Northeast Asian countries is explored from the perspective of cultural identity in the process of geopolitical order change. The geopolitical order changes of Northeast Asia provided the spread of Chinese sports with two methods, such as spread via immigrant, and spread via superstructure. In the process of a geopolitical order change, Chinese sports culture developed the following three features like the one-way output, the quick development of military sports, and the destruction from western sports culture.

From what has been discussed above, there is a nice interactive relationship between the geopolitical order change of Northeast Asia and the spread of sports culture. Changes of the geopolitical order affected the development of state physical culture dissemination, dissemination and exchange of sports culture has also affected the geopolitical relationship between countries in a certain extent. As the world focus area of Northeast Asia, the advantageous way sports culture value system remodel the traditional and promote the Northeast Asia cultural identity, eases regional political conflicts.

[COP2-1]

The Confusion and Scrutiny of the National Traditional Sports Culture Heritage under the Background of Market Economy

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Under the condition of the current market economy, national traditional sports culture heritage inevitably produce certain confusion. On the one hand, many endangered national traditional sports cultures are reborn because the local government attaches great importance to it and calls on the

people of insight to get deep excavation to it. On the other hand, lots of the national traditional sports culture with the traditional ethnic and the agriculture and animal husbandry characteristics is difficult to keep up with the pace of the current development the under the impact of the tide of market economy. We should admit that market economy is a double-edged sword. It brings huge motivation for the development of national traditional sports culture. While at the same time, in order to meet the requirement of marketization, it inevitably produces some side effects. Moving to the theatrical effect, going to the consumer market and becoming a cultural consumer have become a trend in the development of national traditional sports culture. We should find a balance point of cultural heritage before the commercial interests and utility, and between the traditional and modern etiquette elements. We need to keep continuity and the solemn of national traditional sports etiquette, and promote the national traditional sports among people, so as to make the national traditional sports culture withstand under the impact of commercial tide, which can ensure the inheritance of national traditional sports culture, and its rebirth in the social environment of market economy.

[COP2-2]

Olympic Movement and Development of Chinese Women Sports

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Background: “Husband’s Authority” was one of the important symbols of traditional Chinese culture. Based on it, the male privileged social culture type, and such ethic codes depressing the women as wifely submission and virtues, and male superiority were established. Women at that time had no ego at all. They had been on the social verge and discriminated for long.

Since the founding of the People’s Republic of China in 1949, the government has worked on legal protection of women’s rights to participate in sports. China has resumed its legal rights in the UN in 1979. In 1984, the Chinese national team made its debut in the Olympic Games. Since then, Chinese women have started their wonderful performance on the Olympic stage.

Aim: The study aims to explore Olympic movement’s facilitation over the realization of Chinese women’s right in sport section. It has changed Chinese women’s social role and traditional fate as an attachment to the male.

Methods: Documentary method is used to find out Chinese women’s participation in sports. Data statistics were employed to compare Chinese

women athletes' performance in the Olympic Games.

Results: The number of Chinese women participants has seen increases year by year. Participants in the 2008 Olympic Games are 4.66 times more than at the 23rd Olympic Games in 1984. Chinese women athletes have made outstanding performances in the Olympic Games. From the 23rd to 29th Olympic Games, they have won 95 golden medals in all, accounting for 58% of China's total gold medals. They have outgrown the male Chinese athletes'.

Chinese women athletes have fully displayed their personal values in the Olympic Movement. Gao Min and Fu Mingxia have continuously won the gold medals in diving. Deng Yaping, the Chinese peddler has also consecutively won four gold medals in the singles and doubles. Chinese women have made outstanding performances in the Olympic Movement, fully displayed the gender advantages of women and changed the unfair social consciousness and discriminations against women.

[COP3-1]

Shooting Willow in the Yuan Dynasty

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Shooting Willow in the Yuan Dynasty held in the period of the Dragon-Boat Festival, accompanying the Riding, the Polo or the Chuiwan(捶丸), became a festival game. It was a willow branch that was chosen as the target in this archery game, the arrow was called *Hengcujian* (横簇箭). It was very special and consisted of a shaft with a flat arrowhead attached to the front end, without fletching at the other. The rule of the game was quite simple: a marked willow branch was inserted into the ground, and the winner was the person who could hit the target. The game was also an archery contest. The players usually were young military officers. According to the records, the game emerged in the Northern Zhou Dynasty(557~581) and went through the Song(960~1279)-Liao(907~1125)-Jin(1115~1234)-Yuan(1206~1368)-Ming(1368~1644)-Qing Dynasty (1616~1911), which had a long history. It disappeared at the beginning of the 20th Century because of the emergence of new weapons, such as guns and cannons. Some researchers have argued that the game was related to some customs of ancient northern nationalities such as Qidan (Khitan, Nü zhen (Nuchen) and Mongolia. The game in the Yuan Dynasty was usually ignored because of the short-lived dynasty. But it was described in poems and Yuan Songs to highlight people's courage and wisdom.

The present author regards the game in the Yuan Dynasty as unique: (1) the game was to some degree a kind of election and training method in the army; (2) the game was limited because of the ban of weapons in the Yuan Dynasty; (3) the game was misunderstood in some Yuan Songs. This paper studies the game on the basis of historical documents and ancient poetries, including ancient Korea documents. The main aim is to review the history of Shooting Willow in the Yuan Dynasty and to figure out why it changed later.

[COP3-2]

Research on the Development of Chinese Korean Ssireum Rules

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China is a country that consists of one majority and 55 minority groups. Among the minorities the Chinese Koreans are an important group. According to China's Sixth National Population Census in 2010 the Chinese Koreans had a population of 1,830,929 in total, and

are the 14th biggest minority of China. Each year Chinese Korean holds wrestling competitions on the Dragon Boat Festival (on May 5th in lunar calendar) and the Mid-autumn Festival (on August 15th in lunar calendar).

Korean wrestling is a unique traditional sport invented by Korean people and its wrestling rules experienced three big changes in history. The study in this paper aims to clarify the development context of the Korean wrestling rules and identify its specific changes, then the changing reasons will be analysed to find out the influencing factors. Finally an advice on future development of the rules will be given.

Fieldwork was done by the author at Yanji City, the capital of China's Yanbian Korean Autonomous Prefecture, to collect information on Chinese Korean wrestling in the following ways: face-to-face talks, taking photos and videos, searching the literature data and making historic investigation, etc. This study is based on a historical and anthropological perspective to read and analyse the literature data and relevant information in regard to the rules of Chinese Korean wrestling.

[COP3-3]

A Research on Heritage and Development of Chinese Century-Old Famous Campus Sports Culture

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In today's world domestic and international competition is becoming fierce, and the focus of competition is the competition of science and technology, and one between the talents. But the competition is not only between the excellent talents with professional knowledge, but also the one of the humanistic connotations, the improvement of personalities, and the active spirit of innovation and selfless dedication. In a word, the competition is one of comprehensive qualities. So, the competition in the world today is the cultural competition, the competition of humanistic qualities; thus requiring the universities to pay more and more attention on the integrated development of students in talent cultivation. Sports culture, which has functions of entertainment, fitness, education, regulation, and encouragement provides great driving force for students' sense of competition, the unique spirit and personality, self-esteem and self-confidence, and cultivates students' comprehensive quality. Therefore, as a subculture of sports culture and university culture, university sports culture is a rich and

profound connotation of the extension of a unique cultural phenomenon, and has also great research significance.

In view of the research objectives, these universities have a long history, and they also have deep cultural heritage, a wide variety of sports activities have been created in the history. These activities are the results of the school teachers' and students' teaching practice and exploration in the past century, which is the precious wealth of the school culture. Inheriting and carrying forward the excellent sports culture is our urgent duty.

This study uses the methods of documentary, interviews, on-the-spot investigation, and the method of comparison. In view of the historical and cultural background of century-old universities' sports culture inheritance, from the headmasters' sports education thought, the iconic buildings, sports teams, sports competitions, sports clubs, extracurricular sports activities, sports slogans, traditional sports, etc. and summarizing and comparing the historical tradition of the century-old university sports culture, the results have proved that: the development of sports culture is in the large-scale system of society. It is not an isolated existence, the development of university sports culture deeply reflects the social cultural and historical background at that time. The sports

material culture, as the carrier of system culture and spirit culture, is the foundation of university sports culture construction. Its construction reflects the university sports culture development process. Sports system construction is the guarantee of university sports culture construction. The traditional projects and traditional systems have strong vitality, which is traditional while keeping pace with the times. The sports spirit culture is the key of university sports culture construction. Its heritage and development ultimately come down to the generation of a spiritual level, influencing the development of university sports culture in modern times.

Poster Exhibition

[P-1]

Research on the Value of the Youth Football Program in China's Schools

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The backwardness of China's football and worrisome physical condition of the young people in China have caused serious concerns, and necessitated immediate and effective remedies. Jointly initiated by the Ministry of Education and the General Administration of Sport in 2009, the Youth Football Program in China's Schools (YFPCS) is designed to improve the China's football environment, and is also instrumental in promoting Quality Education as well as fostering robust school and urban cultures. Currently it is carried out in more than 5000 schools in 100 cities and is growing rapidly which requires that it be studied more closely. Using literature review, interviews, questionnaire survey, statistics and field trips, we analyzed the value status, the value types and relationships between the various programs. We reached the following conclusion. As a government-led program, it is a public welfare activity and assists young students in their right to exercise. In terms of value

types of the program, it is valuable for physical fitness, teamwork, the balance of online games and real life activity, the outreach of football knowledge and skills, the training of talented people, and the promotion of Quality Education and culture building.

[P-2]

A Study on Cultural Changes of Tianjin Modern Sports: 1840 to 1949

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Tianjin, referred to as "Jin" is one of China's four municipalities, located in the Bohai Sea economic circle center, north China's largest coastal open city, the birthplace of China's modern industry, China's earliest modern coastal cities opening to the outside world. But, Tianjin was shared by nine countries: Italy, Germany, France, Russia, Great Britain, Austria, Japan and Belgium, from 1860 to 1945.

This study begins with the contrast between before and after Tianjin's modern sporting cultural changes. This thesis builds upon the "identification-integration" model of the cultural changes of modern Tianjin sports from the perspective of the spread of western sports culture. Cultural change theory is

the theoretical basis and the structure of perspective of this study.

The cultural identification mode means "receive and accept", and contains two parts: internal and external causes of the western sports culture in Tianjin smooth communication. The integration mode, means "mix", is the representation of changes of Tianjin sports culture with the influence of the western sports culture.

The reason the western sports culture spread widely in Tianjin was due to the structural changes which were rooted in the concessions of social economy. It had the western cultural image recognition as backing and the support of western missionaries and their propaganda concerning western sports culture. Today, in order to emphasize the cultural prosperity and to spread our country sports culture actively it is very important to learn from the example of western sports culture spread in Tianjin.

If Chinese sports culture wants to get the world identity, the important thing is to enhance the comprehensive strength of our country and recognize and respect the national culture. At the same time, to make the Chinese traditional sports become bigger and stronger, the key point is to use its own cultural characteristics to drive economy. We should find a new sports industry that can support our own sports culture, give living space and to pay more attention on self-promotion.

[P-3]

State Policy in the Field Of Physical Education in Russia in the Beginning of the 20th Century

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Public activity in 1899-1904 affected the reforming of school and physical education problems. The ministry of national education in its circulars ordered the chiefs of educational districts to pay greater attention to the physical training of pupils.

The out-of-school work in the field of physical education began to increase after 1906.

Public organizations of the following types were founded:

1. For pupils of elementary schools and vocational schools (mainly for children of workers and peasants) - the organization of «amusing» groups.
2. For pupils of secondary educational schools - the organizations of boy scouts.
3. The various sports-gymnastic organizations and societies of assistance to youth physical education.

«Amusing» activities involved studying of the military man standing and gymnastics. In 1913 came the news that the traditional review «amusing» in St.-Petersburg would not take place, putting an end of activity of these organizations.

In groups of boy scouts the basic attention was given to an ideological, spiritually-moral and physical training, and most value was given to education of activity and independence of children. The scout movement in Russia received special popularity on the eve of and in the beginning of First World War (1914-1918).

The gymnastic and sports organizations were actively set up, and the clubs of Sokol gymnastics were popularized faster than others. The ministry encouraged Sokol movement, arranging fests, supporting financially, involving skilled instructors from Czech.

As a whole, it is possible to allocate some features of a state policy in the field of physical education in the beginning of the 20th century.

The government of Russia and the Ministry of national education had not paid attention to physical training for a long time and these developments will be discussed.

The initiative proceeded from the military department as physical education was considered a pre-military youth preparations. The revival of public interest in the problems of physical education for the young generation was outlined at this time. Educational institutions began paying more attention to physical education. Various forms of out-of-school work appeared and were developed actively. More and more pupils were actively involved in sports and physical exercises. A variety

of advanced schools appeared where the problems of correct physical development of youth were given considerable attention. Organizational registration of a uniform system of management by physical education at the state level was deemed necessary.

[P-4]

Gymnastics Development in Russia in the Beginning of the XX-th Century

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The origins of national sports gymnastics are connected to the formation of the Moscow Russian gymnastic society in 1883. The first competitions were held in 1885. Organizing tournaments and competitions became traditional in the society. The German gymnastic system was especially cultivated in the society.

«Gymnastic movements» were developed in other regions of the empire as well. The Pskov gymnastic society was set up in Pskov province in 1896.

The society's purpose was to give an opportunity to the members and their visitors to be engaged in correct corporal exercises under a skilful management.

The German-Lutherans living in Pskov were members of the society.

The Pskov gymnastic society conducted sports lessons once a week. The activity of the society was based on the accurate legal regulations defined by the charter. The society existed for 16 years (till 1912).

Developments in Eastern Europe and Russia in the second half of the 19th and in the beginning of the 20th century promoted the Sokol gymnastic movement.

The first Sokol society appeared in Russia in 1870 in Volynia in the Czech settlements. The first Sokol gymnastic organizations were founded in various cities of Russia after the 1880s.

About 7000 persons were members of the Union of Russian Sokol. Thirty-seven works about Sokol and Sokol gymnastics were published in 27 cities between 1907 - 1917.

In addition, there were two specialized magazines: «Sokol» (1910-1914) and «The Bulletin of Russian Sokol» (1913-1918). The Sokol movement covered 58 cities of Russia by 1914.

In the territory of the Pskov province at the beginning of the 20th century were two Sokol societies, opened in 1911-1912: in Pskov and Kholm. Their purpose was «to promote corporal and moral perfection of the members by development in them of corporal bearing, dexterity, courage, discipline,

feeling of unity and a duty, preparing to the native land of worthy sons».

Sokol organizations were the most numerous in the territory of the Pskov province.

After the beginning of the First World War Sokol organizations actively worked in the service of officer infirmaries, organized gathering of donations in favour of wounded officers, kept at own expense officer beds in infirmaries, participated in patriotic demonstrations, were volunteers in army. Besides, they were actively involved organizations pre-military youth preparations.

[P-5]

Research on the Evolution of Design and Value of the Olympic Games Mascots

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Introduction: The typical animal of the host country is generally favoured by the original image of Olympic mascots, which, combined with the Olympic emblem, is regarded as the dominant element of the Olympic images, carrying the Olympic spirit, reflecting the culture of the host country, and hence is the perfect integration of Olympic spirit and the Olympic host country's culture.

Methods: This study documented and collated the related literature and the research on the evolution of Olympic mascots from the perspective of design and value .To this end, the narrative-descriptive methods was used.

Results: This study is based on the historical evolution of design and value of the Olympic mascots, Firstly, three stages has been divided into: the initial stage of the Olympic Games mascot (1968-1972), the development phase of the Olympic mascots (1973-1991) and Olympic mascots for mature innovation phase (1992 - present). Secondly, Olympic mascot design was manifested in the history of its evolution: quantitatively, from the beginning to the later more than a single, this change is at the beginning of the third stage. Constructed from the shape, the first stage of the Olympic Games mascots have no other additions, from the second stage almost every mascot added Olympic rings, marking the beginning to mature specification of the Olympic mascots. From the design methods, from the beginning of the selection of a simple prototype of simple cartoon animals or anthropomorphic artificial exaggeration was carefully designed to create a complex and even the use of high-tech to attract people to imagine the Olympic mascots. Prototype from the choice of Olympic mascots focus mainly on the local culture from the beginning, but later more and more emphasis was

placed on national culture; from the choice of colors, and color matching is also increasing. Thirdly, the value of Olympic mascots represents the various types in the different stages. The value of the germination stage of the Olympic mascot is embodied in the aesthetic and cultural values. In addition to the above two values, the economic value is most prominent at the second stage. In addition to these three values, educational value becomes more and clearer at the third stage. The Olympic mascots have shown increasing types of values. Olympic mascots have become one of most important carriers of the Olympic education.

Discussion: Based on the analysis of design and value of Olympic Games mascots in the history above, it can be safely predicted that Olympic Games mascots will be further diversified in terms of design and value.

Keywords: Olympic Games Mascots, evolution, design, value

[P-6]

Modern Olympic Marketing Strategy Development Path Analysis

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Objective: The modern Olympic Games marketing activities can be traced back

to the first session of the 1896 Athens Olympic Games. Olympic marketing entered a new era after 1984. Modern Olympic Games Marketing is an important condition for success; it not only provides the necessary funds for the Olympic Games, but also provides technical support for the Games.

This paper will review the history of Olympic marketing, to understand the modern Olympic marketing activities, and analyze its marketing strategy.

Method: This paper will rely upon the official website of the Olympic Games and International Olympic Committee official reports. Historical research involved the collection and analysis of the data and subsequent presentation of the facts. To this end, the narrative-descriptive method was used.

Results:

1. Television Rights Marketing Strategy

In 1948 London Olympics, the British Broadcasting Corporation (BBC) paid \$3000 for the Olympic shooting; this marks the beginning of the sale of television rights.

International Olympic Committee TV broadcasting right marketing strategy mainly includes: Increasing the Olympic Games television material; Expanding the product lines; Increasing the price of TV rights; Developing more powerful marketing network television; Signing a long-term contract with the broadcasters; Integration of new

technologies; and reducing the cost of broadcasting the Olympics.

2. International Olympic Marketing Plan

TOP is the “Olympic global partner plan sponsors” English abbreviation, founded in 1985. Since 1985, TOP program has successfully implemented a six.

TOP sponsorship program's marketing strategy is reflected in: Implementation of long-term marketing strategy; the geographical distribution of extended TOP program sponsor; Expansion of the categories TOP program sponsor; Intensify efforts to combat ambush marketing.

Keywords: Olympic; Marketing; Development Strategy

[P-7]

New Exercise Method Introduced to Girls' School by an American Woman in the Meiji Era

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Kwassui Girls' School in Nagasaki was founded in Nagasaki City on December 1, 1879, by Ms. Elizabeth Russell, sent by the American Methodist Episcopal Church. In the School's history of over 130 years, the first to promote physical education was Ms. Mariana Young, who succeeded Ms. Russell in 1898 as the second principal. The new exercise

method introduced by Ms. Young became popular, and several valuable photographs taken in 1902 showing scenes of physical education at that time still remain at Kwassui Gakuin. However, its historical significance has not been verified. This research aimed to reveal the details of physical education in the Meiji Era, based on school magazines of that time, testimonies of graduates who had attended the School at that time, and records of staff meetings, etc.

The following old photographs concerning the new exercise method were confirmed to be in possession: two that showed girls wearing a new-style gym suit; one that showed girls marching in the school grounds; and two that showed girls performing the new exercise method. Furthermore, it was found that at the occasion of the Fiftieth Anniversary of the School held in 1930, students received lessons from Ms. Young, who attended the event as a guest of honor, and reproduced the method of physical exercise which was new back in the Meiji Era. The method included four exercises, namely breathing exercise, free gymnastics, lancing, and percussion exercise.

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Almost every one of the CBA teams has foreign players. Since the introduction of Marbury and Francis, the level of the CBA league has improved. Especially this year's CBA league, Qingdao Double star caused a huge star effect after the introduction of the NBA star player Tracy McGrady. The article will use data analysis and case analysis to demonstrate the change.

Firstly, the introduction of NBA stars brings more ornamental value and the focus on teams and the league has significantly increased. The NBA stars have great influence on Chinese basketball teams and market. Tracy McGrady's effect and value are inextricably linked with the Chinese.

Secondly, the article will analyze the influence of the introduction of NBA stars on Chinese basketball culture. The systems and philosophies between China-US basketball are very different, especially in building a Team Culture and the enhancement of players' sense of belonging, the building of Fan Culture and the enhancement of the interaction of stars. The need for a further enhancement of the urban basketball culture will be discussed.

Thirdly, the article will analyze the significances of the introduction of NBA stars and the influence of the

[P-8]

The Influence of the Introduction of NBA Stars by CBA on Chinese Basketball Culture

introduction of NBA stars on the development of youth basketball.

The participation of foreign players increases the attendance and the worldwide reputation of the League, bringing advanced ideas for basketball. Besides, it promotes the League's professional process. However, not only do foreign players showcase their talent, they are also responsible to become Basketball Cultural Ambassadors in order to influence young players of China and promote the development of the basketball.

[P-9]

Sport: An Ancient Origin. Classicism and Roman Empire

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Greece or fundamental steps

The body and its movement like the primordial evidence of the presence of a "person" was always affirmed by the Greek people (until the end of the classical period - 323 BC). Indeed, the perfection of the gesture (from *gerere* = bring) athletic (*atlhos* = purpose) was constantly performed as an action of sublimation of the individual. Thus, in each track (the most famous: the stadion) athletes looking to win as the most important action to gain the public applause of moral, physical and warriors virtues. This goal would allow the athlete, according to their religion, to overcome and transcend the human condition and to participate in the divine dimension.

Rome or the violent drift

The Romans did not define the 'physical effort' as did the Greeks: they believed the Greek sport model useless because no military purpose was pursued. Following the instincts of the people, the interest in the "games" remained strong only in bloody and spectacular version "Panem et circensem" became, therefore, the philosophy that the government used to keeping a strong popular support. Fighting matches (*venationes*) between men variously armed against beasts of various kinds (lions, bears or bulls) and gladiatorial games (fighting man vs. man) quickly spread.

In this period of decadence and degeneration of morals, the Church (with the positive intent to protect man

and the life) divulged the Edict of Milan (313 AD) by the emperor Theodosius I (suggested by St. Ambrose) to stop the massacres of Christians.

Keywords: Greece, sport, athlete.

[P-10]

The Influence of Western Natural Physical Education Thought on Modern Chinese Physical Education (1895-1937)

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The purpose of this study is to evaluate the formation and historical background of natural physical education thought, and to analyze its influence, in the Chinese recent physical education from 1895 to 1937. The study uses historical research methods, and presents the following conclusions after sorting, verifying, analyzing, explicating and criticizing the gathered historical materials and documents:

The publication of J. J. Rousseau's "Emile" in 1762 stimulated the development of modern natural physical education, the formation of the system of which was based on the empirical philosophy that emphasized the "supremacy of the senses and

experience", as well as on the educational concept of "formation the laws of nature." This development originated in Germany, spread through Europe, and then was further expanded throughout the world. Beset with foreign invasion and depredation from 1895 to 1919, the Chinese government and people arrived at the consensus that reform had to be implemented for greater national strength. As a link in the "national self-strengthening movement", western natural physical education was introduced to China, under the slogan of "Chinese essentials and western applications," by missionary schools, YMCA's, and students.

Owing to fundamental differences between Chinese and Western cultures, traditional physical education joined forces with military training to counter natural physical education, thus generating the first controversy between Chinese and western physical education. In China of that period, whether in school or in society, the seeds of western natural physical education had been sown in the goals, substance, and methods of physical education.

Owing to changes in the Zeitgeist from 1920 to 1937, the climate of "Total Westernization" created a favourable opportunity for the development of natural physical education. However, domestic differences of opinion about total westernization triggered the

second controversy between Chinese and western physical education. The integration of Chinese and western natural physical education had become inevitable after the turmoil. Meanwhile, western natural physical education had developed deep roots in China, thus ensuring the historical fact of the predominance of natural physical education. As for the influence it has exerted, there has been some negative influence indeed; but in terms of the development of modern and contemporary Chinese physical education, its influence has been predominantly positive. Though no final historical verdict has been given on western natural physical education, the consensus is taking shape that the evaluation should be positive in terms of the construction of historical fact and reconstruction of historical perspective. All in all, the verdict should be in the affirmative on the influence of western natural physical education on modern Chinese physical education.

Keywords: Natural physical education; Modern Chinese; Physical education thoughts

[P-11]

The Emergence of Teacher/Coach Role of Elementary School in Taiwan (1945-1968)

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The aim of the study was to analyze the emergence of the teacher/coach (T/C) role in elementary schools in Taiwan. The study tried to describe the process of the T/C role emergence and analyzed the driving power. The historical sociology research approach was used in the study. After the examination and analysis, the findings were as following. In the Japanese colonial period, the prototype of T/C role had suddenly emerged by forming the modern school education system and the diffusion of modern sport. But it disappeared during World War II. When the KMT governed Taiwan after the war, in order to address national defense, the government used the policy to train schoolchildren and youth club members for military service. The inter-school athletic events between elementary schools was thriving. But there was not enough human resources in elementary schools, and the teacher was forced or volunteered to be a coach. The typical T/C role had emerged again and confirmed, and four kinds of positive and negative driving powers, respectively, were found.

Keywords: teacher/ coach, dual role, elementary school teacher, historical sociology, role theory

[P-12]

**Societal Marketing of the IOC's
Commercial Partners: Sustainable
Development and Operation of the
Olympics**

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Societal marketing and Corporate Social Marketing (CSR) have gained immense attention in the past decade for all dimensions of hosting the mega sporting event. The Olympic Games have a significant impact on the hosting nation's tourism industry, economic, social and political issues, and are the most globally promoted and commercialized sporting event in the world. The IOC is now able to generate a significant amount of commercial support from global and domestic commercial partners. However, over time the Olympic Games have developed problems such as commercialization, political corruption in bidding, candidature procedure, and environmental issue. In this regard, the IOC has established the Sport and Environment Commission in 1995, taking a big step towards environmental

movements in association with the United Nations Environment Programme (UNEP). UNEP Sport aims to comprehensively consider sport and the environment, and raise environmental awareness by using the environmentally friendly sport facilities and products. The IOC proposed a guideline for sport facilities, including stadiums, which recommends considering the potentially negative impacts of building a stadium on the surrounding environment. This fact has led the commercial partners to mandate significant changes in almost all dimensions of Olympics advertising relating to media content, channel/placement, and the overall budget allocation pattern. The aim of this study is to systematically review and explore the IOC's newly emphasized social and environmental mandates and the marketing communication of commercial partners who participated in the 2012 London Olympic Games on the basis of their corporate social responsibility (CSR) and environmental sustainability (ES). Additionally, historical changes in candidature procedure of upcoming Olympic Games will be discussed. This facilitates our understanding of why there have been certain and historical changes in their communication strategies with regard to CSR and ES. Implications for mega-event managers and future research are also outlined.

[P-13]

Sport: An Ancient Origin. What about the Future?

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Competition or loss of ideals?

Sport is affected by society and its progress. Sponsors, development of materials, new tests, TV and the world transfer of players characterize sporting competition nowadays. The fame given by victory fades quickly in contrast to what happened during the classical tradition. Sport is not born from nothing. It is the form of particular human aim, expression of the body and desire to overcome. Today, these 'souls' of the sport are often forgotten or suppressed by other monetary purposes. In this scenario, through the works of PE educators, the great values of sports can be revealed. It would be appropriate, therefore, that all countries could work together for the formulation of a methodology for teaching and assessment with common

objectives based on established standards, practical and theoretical, taking into account the starting level of the athlete, the physical characteristics and personality.

The future of the "Homo ludens" or the new routes?

The athlete should return to "homo ludens" (the man who plays) with his dignity and personality. Physical education and sport will meet together to create proper balance of well-being. The new root could be: resize the concept of professionalism, reject doping, adjust sport sponsorship, support sport institutions and organizations, take better care of Physical Education classes in schools, increase the preparation of physical education teachers, and calibrate appropriate interventions to the people with special needs. Moreover, bridges need to be built with all education and social agencies, especially to stimulate elderly people to move during their leisure time. A wide and regular monitoring of all sport problems and athletes' lifestyle will surely help to reach significant and healthy outcomes.

Keywords: sport, pro-athletes, money

[P-14]

Sport: An Ancient Origin- From Middle Age to Renaissance

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The Middle Ages or the popular origins

After the fall of the Roman Empire, the edict of Constantinople and the suppression of the Olympic Games in 385 BC there was a rise of Christianity that had a more spiritual view of life. This led to the death of gymnastics and the competitive sports because it emphasized the moral formation. In this 'Middle Age' the exercise was only used in the military tradition for the formation of knights.

Many events determined the social life of this age: poor conditions of life, epidemics etc. At the same time, also technical and scientific discoveries arrived (clock, mill, irrigation, genetics, etc.). People slowly returned to be the creator of events and this period was called Renaissance in which was rediscovered the pleasure of movement and team games, different ball games and traditional sport events. The "Palio"

in Italy, was an example where ten horses and bareback riders, represented ten districts of the Siena city, run in honor of the Christianity.

Renaissance or physical exercises in educational programs

By the fifteenth century the moral, political, intellectual and philosophical renewal was inspired from the ancient classical world. The explosion of interests in classical studies led to the birth of the 'schools', where the teachers formed the youth of princely houses. Thus, the preoccupation for body and physical exercise became fundamental to the harmonic and integral educational program of the young.

Rambaldoni Vittorino da Feltre (1378) one of the most famous teachers founded the "Ca' Gioiosa" (home joyful) at the Gonzaga court, and gave a new teaching approach which is based on pedagogical principles of motor activity. Only later in Italy (1550) Girolamo Mercuriali expressed in the "De arte gymnastica" his ideas on motor activity and its medical basis.

Keywords: sport, history, Roman Empire

[P-15]

The Rise of an Emerging Sport -The Preliminary Study of the Historical Development of Kabaddi in Taiwan

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India has four thousand years of history regarding the Kabaddi movement, similar to the Chinese folk game “eagle catches chicken”, which is an emerging movement in Taiwan, this team sport, in 2009 by Chun-Jen Huang chairman introduced to Taiwan from India and established the Republic of China Kabaddi sports associations, sports clubs, in the same year, under the support of Tsan-Hui Lin, the Deputy Director-General of Hsinchu Municipal Athletics Federation, a group of Kabaddi enthusiastic PE teachers in Hsinchu City have been gathered and prepared to help train students in this field. As a result, Hsinchu City has become the base camp of the development of Kabaddi as an emerging sport. After the study, the results are as follows:

1) Kabaddi sports development in Taiwan, although only five years time, but because the land can be carried out only one Xiaoping, dramatically reducing the threshold of participating funds, currently in Taiwan, there are more and more teachers and students to participate in the sport, its regardless of age, gender restrictions, is worthy advocate to promote the movement of people.

2) in the active promotion by Kabaddi Association, there are 11 cities and counties set up Kabaddi Campaign Committee.

3) participation age gradually down, first started by the community, and then extended to the university, high school, junior high, Today, elementary school students have joined this sport.

4) outstanding athletic contest, the Taiwan Women's Kabaddi team had participated in 2010 Hiroshima Asian Games and 2012 World Cup Women's Kabaddi Championship and successfully achieved in 2014 Incheon Asian Games to qualify.

Keywords: Kabaddi, historical development, emerging sport

[P-16]

Research on the First United Games of Jiangsu provincial schools in modern China (1914)

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The purpose of this research is to understand the background of the first United Games of Jiangsu provincial schools held in 1914. Through analyzing the competition events and its origins, the research further discusses the effect that the United Games have on school gymnastics (physical) education. After analyzing and explaining the raw data that was gathered, the research concluded the results below:

First, in 1889 and 1902 the Young Men's Christian Association (YMCA) organized a United Games in Tianjin. At the time, the YMCA was responsible for organizing and holding athletic events for religious schools. Later, this was passed on to other schools in China. In 1914, the schools in Jiangsu Province held the first United Games and over 30 schools participated in the event. It was the largest united athletic event at the time. Second, the Jiangsu Province United Games competition events included team events such as gymnastic displays and individual events such as race, long jump and high jump. It also included special events such as Chinese martial arts and other team performances. Looking at these events, we can see that the gymnastic events came from Japan Gymnastics. The track and field events however were affected by the YMCA, which held western Games that followed the English system measurement and rules. Third, around 1914, gymnastics was listed as a formal subject in normal school and high school. Athletic competitions were also held as extracurricular activities. The first United Games held by Jiangsu provincial schools not only demonstrated the results of school gymnastic education, but also practically held it as extracurricular activities. Other normal school and high schools were affected by this practice and started to follow in their footsteps.

Keywords: United Games, Gymnastic, YMCA

[P-17]

Eastern Reverberation on West: The 2012 London Olympics and South Korean Responses

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What was the response of Korean society to the 2012 Summer Olympics? What were the various viewpoints of the Korean people regarding the significance of London hosting the Olympic Games hard on the heels of the Beijing Olympics? Answers to these questions can provide important insights into modern South Korea, which has close relationships with both China and the United Kingdom. An analysis of the South Korean reactions to the two nations, in terms of politics, economics, and diplomacy, can be made using a sports mega-event as an analytical instrument. The research outcomes are as follows. First, after the South Korean responses to the hosting of the London Olympics were examined,

many pros and cons can be seen. Even when the hosting was finally confirmed, mainly through the London government's effort to redevelop backward regions via the Olympics, negative opinions existed due to questions about the outcomes and the costs for hosting. From the foregoing, there were negative views of the Olympic economic theory, which indicated that the hosting of mega sports events always brings about success. In contrast, London gave more weight to Olympic legacies than to the games per se, and thus, the purpose of the hosting can be said to be practical. The challenging spirit that enabled the overturning of socially and economically unfavorable conditions became a turning point in terms of creating successful Olympic legacies. Second, after the South Korean responses to the political situations surrounding the Games were examined, it could be seen that the USA and China recognized each other as sports competitors. However, the events intended to advertise Chinese brands in the London Olympics succeeded in contributing to the enhancement of not only medal rankings but also national brands. This can be considered an indirect expression of China's clear growth into a superpower. Finally, the South Korean response to the outcomes of the London Olympics showed positive responses in that the London Olympics can be said to be the best and first

among the Olympics. London was the first city to host the Olympics three times. The London Olympics was the most environmentally friendly Olympics ever. It achieved gender equality for the first time in the history of Olympics and showed the practicality of deleting the landmark for the first time. Part of its positive legacy was that it aided in the rebirth of the United Kingdom in the context of international relations.

[P-18]

Orientalism Reflected In Globalizing Taekwondo

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Orientalism within the Korean culture was created in a multi-layered way since the 19th century by imperialistic powers like Japan and the United States. Orientalism that has been affected by the imperialistic powers "othered" the Korean culture, making it seem less developed and inferior to others'. This affected Korean culture as a whole and had a big impact in 'Taekwondo' which is most representative of the Korean culture.

This study analyzed discourses on Taekwondo shown in "BLACKBELT MAGAZINE", which covers martial arts and combat sports, from 1960 to date, in order to find out the 'characteristics of the process of making Taekwondo a

world class sports and the effect of the existence of orientalism during that process’.

As a result, Taekwondo was known as the Karate of Japan by Americans at the initial stage of its globalization and the notion that it is one of Japanese martial arts was dominant. By demonstrating and appealing to technical differences, Taekwondo escaped from that image and established its identity as Korea's martial arts. As Korea pursued pragmatism, the United States' modern philosophy, Taekwondo transformed itself from a traditional martial art to modern martial art and spread across many countries. Finally, Taekwondo became a global sport and has the characteristics of establishing itself as an agent in the sort of post-orientalism where the exiting sports culture is mostly dominated by the western world. As such, by analyzing discourses on “BLACKBELT MAGAZINE”, we found out that during the process of Taekwondo's globalization, it s attained the characteristics of the traditional orientalism which depend greatly upon Karate, a Japanese martial art, and pragmatism, the United States' modern philosophy, and the characteristics of post-orientalism which are the developments that came from overcoming the internal orientalism created by Japan and the United States.

[P-19]

A Study on Women Physical Education in Taiwan Schools and Foot Binding During Initial Period of Japanese Colonization (1895~1907)

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The present study aims to explore the correlation between women physical education in Taiwan schools and foot bindings. First, the previous studies about the Taiwan women's foot binding and the background of binding feet releasing movement will be reviewed. Then, based on historical materials such as *Taiwan Nichinichi Shinpo* (Taiwan Daily Newspaper), *Taiwan Kyoikukai Zashi* (Taiwan Education Magazines), and *Taiwan Kyoiku Enkakushi* (Taiwan Education Development Magazines), we consider how Japanese colonists carried out physical education when teaching female students who have bound feet. Moreover, we will attempt show the development of women physical education in Taiwan schools. The results are as follows. First, the prevalence of foot binding continued until 1907. Women physical education in Taiwan schools was still hampered. Furthermore, Japanese Governance had not carried out any practical physical education policy. Second, at teaching scenes, there were enthusiastic school faculties teaching female students with

bound feet in physical education class. Their teaching experiences had been clearly recorded in historical materials. Last, in 1907, Mr. Hamasaki Denzo, a school faculty in Japanese Governance's Japanese school, had issued a proposal which encouraged women with bound feet to take exercise in physical education class, especially lower limbs exercise. From above, we therefore conclude that Japanese colonist started to hold positive attitude towards women physical education since 1907.

Keywords: Women Physical Education, Foot Binding, Japanese Colonization

[P-20]

The Examination of the Historic Development of Boxing in Taiwan

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Boxing is essentially the practice of human instinctive outburst, and it needs much response, agility, and courage to face the challenge. By means of historic research, this thesis collects historic materials to examine the following aspects:

(1) In 1904 Olympic Games boxing was an official event. At that time this sport was not popular yet in Taiwan. The origin of boxing in Taiwan can be traced back to Japanese-ruled period, when Taiwanese students went to Japan to

learn boxing and brought it back to their home country after World War II.

(2) In 1948, the 3rd Provincial Sports Competition listed boxing as an official event, and thus became popular in Taiwan. However, under the conservative social circumstances, it was very hard for the general public to accept boxing as a celebrated and elevated profession.

(3) Occasionally there were excellent performances in official international events. For example, Xyun Lin gained the Silver Medal in the 2nd Asian Games, and Weu-Ren Chen was awarded the Bronze Medal in the 6th Asian Games. Nevertheless, it is still very hard for Taiwan to be awarded in international official tournaments.

(4) With the Boxing Association's recent promotion of girls' boxing as an official event, the boxing public in Taiwan has increased dramatically. As a result since 2003, Taiwan has gained many medals in international competitions. For the continuous development of boxing and more medals, it is important to examine the cultivation of the umpires and the coaches of the R.O.C. Boxing Association, the subsidy and support for the athletes and the sustainable development of professional boxing in Taiwan.

Keywords: Taiwan, Boxing, Girls' Boxing

[P-21]

A Study of the Historic Development of the Chen-De Senior High School's Track and Field Team

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Since its foundation in 1998 the track and field team of the Hsinchu Municipal Chen De Senior High School showed excellent performance. It has been a significant training organization in the development of track and field and has been highly valued in the society. This paper mainly focuses on analysing the historic development and current situation of this track and field team. The result of the research is as follows:

Hsinchu Municipal Chen De Senior High School consists of a junior high and senior high department. This means that the athletes can get continuously through their studies from K7 to K12 at this school; as a result, potential athletic students can be found and cultivated here.

The school's Division of Training was founded in 2002 and is in charge of the athletic classes. It has helped the students with further studies. The rate of passing the college entrance exams is over 90%. Since 2009 for each grade two athletic class have been established. This program has been highly supported by the government and parents. The coaches with middle and long distance running expertise were recruited in

2011 to enhance the training performance.

The athletic classes have so well-performed that are subsidized by the Cultivation Project in Track and Field from the Hsinchu government. The target of Hsinchu Municipal Chen De Senior High School as a center school is to develop at Hsinchu's elementary and secondary schools track and field, integrate all the training resources, and nurture outstanding athletes in track and field.

Keywords: Athletic class, Track and Field Team, Coaches

[P-22]

Successive Sixteen-year Championship - Historical Records of the Tainan City Rugby Team (1976 - 1992)

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The purpose of my study is to investigate the relation between the Tainan City Rugby team's successive championships and rugby. The process of the Tainan City rugby team's victories will be analysed to show the historical value of the team's continuous achievements. The data for this study was mainly gathered from newspapers, magazines, journals, books, related publishing, memoirs, etc. History

Research methods were used for the analysis. The results are as follows:

1) Compared to other rugby teams the Tainan team developed at a much later time. Based on the efforts of the Presbyterian Church and former players' learning experiences from Japan, the players trained together and were able to work on a social cohesion and thus overcome difficulties between players. A broadcaster passed out all information on the communication between the infield and the outfield.

2) Because of the team's excellent baseball skills and the support of fans and government they could win the championships. The Tainan City Rugby Team also showed its incredible centripetal force. It not only identifies itself with rugby, but also created a special local culture. As a result, the citizens regard rugby games as their spiritual support as well as phoenix flowers.

3) The players of the Tainan City Rugby Team contributed to the city because after the championships they did not look for material wealth but for them different values on a spiritual level were much more important.

Keywords: Consecutively win the championship, rugby

[P-23]

A study of the Progress of Women's Participation in Track and Field Activities in Taiwan

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Traditionally women have been taught in ignorance. Men had the power of participating in social activities. Therefore, women only were rarely took part in leisure and social activities. After the May Fourth Movement, women finally deserved the right to work and to have an education. Only within a few years females also made huge progress in sports. They presented excellent performances and there were many skilful athletes among them. Although it is easy to understand women's progress in female sports activities, there are still questions about the changes of social perception of women who perform sports activities. These questions need to be investigated further.

The purpose of this study is to discuss the progress of women's participation in sports activities in Taiwan: track and field is the major focus of the discussion. Mainly female track and field participation in Taiwan before and after the Martial Law Period will be investigated. The method is a documentary analysis for which related articles, newspapers and references were collected. The contexts were

analysed to construct this study. All the females who did track and field activities are viewed as participants in the study.

There are two main findings: (1) Before the Martial Law Period there was only a small number of female athletes who participated in track and field activities. Generally, women spend more time working and with their family than doing track and field activities. (2) After the Martial Law Period, the social atmosphere opened for female sports activities and the number of female athletes rose rapidly; also the age span of sporting women became wider. Better performances in women's sports were also presented in new sports, such as the marathon for women at the 1988 Olympic Games in Los Angeles.

The conclusion of the study is that the rise of women in Taiwanese track and field also shows a transformation of the formerly social restrictions of women from sports. It shows a rise of women's athletic performances and healthier body conditions. At the same time, women's self-awareness rose and women possess more freedom in many aspects. One of it is the participation in sports activities rather than taking care of their family.

Keywords: Female Sports Activities, Track and Field, MarathonP24

[P-24]

Research on the Participation of Taiwanese Youth in International Baseball Competitions: The Example of the LLB Trophy Tournament

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Youth baseball in Taiwan shows a great growth. In the 1970s, the team showed good results in international competitions and often won championships. After that, the participants and teams become more and more and reached the top in 1990s especially for the Youth Baseball Championship (LLB). The purpose of the research is: (1) To study the situation about the selection of teams and players in Taiwan, (2) To study the achievement of the World Little League Youth Baseball tournament.

The research method is a literature-analysis: to understand the situation at that time from articles, newspapers, and magazines etc. The objects for study are mainly the Big League teams from 1974 to 1996. The results of the study are: (1) From 1974 to 1987 and 1993 the Youth Baseball Star team was the representation for competition. In other years, the team from Mei-Ho high school took part in the competition four times. (2) Taiwan won 17 championships in total,

that's very outstanding. Since 1997, after the twenty-third time, Taiwan no longer takes part in the competition because of some suspects. Now the team competes in the International Baseball Association Youth Baseball tournament.

Keywords: Youth Baseball, Little League, Tournament

[P-25]

The Evolution of Professional Training of Taiwanese Sport and Leisure

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Since 2001, after the implementation of the two-day weekend policy, public participation in sport and leisure rose in Taiwan. Between 2001 and 2006, sport, entertainment and recreation enterprise assets increased by 349 million. The first sports-related department in Taiwan was established in 1946. In 1972, there were ten more sports-related departments. In 1992 22 sports-related departments existed, and in 2008 the number had expanded to 266 departments. This is the highest number of correlations between sport and leisure.

In this study, the National Taiwan Normal University's Sport, Leisure and Hospitality Management Institute, is taken as an example for the development and changes of a sports-related system. The results were as follows:

1. The National Taiwan Normal University was established in 1999. It is the first Sport and Leisure Management Institute in Taiwan.
2. In relation to the expanding market of sport and leisure, the Institute of Management combines sports, leisure, hospitality and others.
3. Through the evolution of the establishment of sports departments a cultivation of sport and leisure which extended to the field of sports, leisure and hospitality specialization can be observed.
4. The appointment of teachers extended to diverse areas of sports, leisure, recreation, industrial management, exhibition and project management.
5. There were 12 master students in the first session of 1999, the number of students admitted in 2011 has reached 626 enrolled students. In recent years, an average annual enrolment of 69 students, and 30% rates of acceptance have been reached.

Keywords: Sport and leisure, Cultivation

[P-26]

How PE Examination Had Suddenly Joined the Last Reign of Junior High School Entrance Examination in 1967

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In Taiwan, the PE examination was first held with Junior High School Entrance Examinations locally but not nationally during World War II. In 1967, the Ministry of Education (MOE) had suddenly announced that the PE examination was part of the Junior High School Entrance Examination and it aroused controversy. This research employs the Historical Research Method and Interview which invited 15 participants including the former project planners and the 1967 Junior High School Entrance Examination participants. Government publications, newspapers, periodicals, and other relevant writings were collected to analyze and provided the whole story of why the PE Examination was included in the Junior High School Entrance Examination in 1967. The result shows: 1. the critical concepts of MOE then were “Technical Rationality” and “Positivism”. In comparison with other countries, Taiwanese students’ physical conditions were much weaker. Moreover, it’s hoped by doing so to reduce the cram school programs after school. This proposal had been discussed since 1953 and finally put into

practice in 1967. 2. In collaboration with educational professionals, the four largest cities were chosen to hold the examination, Taipei, Hsinchu, Taichung and Kaohsiung. 3. The PE Examination followed the standard PE curriculum with an attempt to integrate Chinese culture. Five handy doable items were selected respectively for boys and girls. Hygiene Tests were for disabled and ill students. 4. The test results were graded and classified into various levels. Due to the strong public concerns, the grades were only for reference. 5. When the PE Examination was about to be carried out nationally, it was cancelled because of the “9-Year Compulsory Education” implementation in 1968. The Junior High School Entrance Exam was also cancelled. Although the short inclusion of the PE Examination into Junior High School Entrance Examination did not last long, it showed MOE was seriously concerned about the degeneration of our teenagers’ physical fitness and tried many ways to strengthen their physical fitness. This concept has never stopped ever since. In 2000, physical fitness has become one of the important records for applying for colleges and universities. It realized the phenomenon above.

Keywords: PE Examination, physical fitness, Entrance Examination

Author Index

Author	Session	Page	Author	Session	Page
<u>A</u>			CHIN, Hsiang-Pin	P-19	105
ARAI, Hiroshi	OP10-2	60	CHIU, Chung-Wei	P-24	109
<u>B</u>			CHIU, Jui-Lang	COP1-3	81
BELLAR, David	OP15-1	72	CHIU, Tzu-Lsuan	COP1-3	81
BELYUKOV, Dmitry	P-3	90	CHO, Wan-Ching	OP16-1	75
	P-4	91	CHUANG, Pei-Chi	OP3-1	40
<u>C</u>			CLEOPHAS, Francois	OP6-1	48
CARLTON, Ellen	OP4-1	43	CRUZ, Angelita	P-12	99
CASOLO, Francesco	P-13	100	CUI, Jin-Jing	P-1	89
	P-14	100	CUSTONJA, Zrinko	OP9-1	57
CHARITAS, Pascal	OP6-2	49	<u>D</u>		
	OP6-3	50	DIOSDADO, Sergio	OP17-2	78
CHEN, Liang	P-6	93	<u>E</u>		
CHEN, Wei-Wei	COP3-3	86	FANG, Ming	COP1-1	80
CHEN, Yi-Chan	P-22	107	FIELD, Russell	OP13-1	66
CHEN, Yu-Jing	OP1-2	35	FISCHETTI, Francesco	P-14	100
CHENG, Chien-Min	OP3-2	41	FUJISAKA, Yumiko	OP12-1	64
	P-9	96	<u>G</u>		
	P-13	100	GEMS, Gerald	OP1-1	35
	P-14	100	GONG, Mao-Fu	OP14-3	71
CHENG, Chi-Fu	OP16-1	75	<u>H</u>		
CHENG, Wei-Huan	P-24	109	HO, Hsin-Tzu	P-25	110
CHIN, Jessica	OP13-2	67	HO, Hui-Mei	P-21	107

Author	Session	Page
HOFMANN, Annette	OP7-1	51
HSIEH, Ming-Hui	P-10	97
HSU, Kuang-Piao	OP11-2	62
HSU, Yuan-Ming	OP3-3	42
HU, Wen-Xiong	COP1-2	81
HUNG, Chao-Chin	OP3-2	41
	P-9	96
HUANG, Chiao-Chun	P-23	108
HUANG, Chyong-Huoy	P-13	100
	P-14	100
HUANG, Ya-Wen	OP7-3	52
	OP11-1	61
HUANG, Yu-Ting	OP11-1	61
I		
IKEDA, Keiko	OP16-2	76
J		
JENG, Sun-Ah	P-17	103
JOHNSON, Jay	OP13-2	67
JUDGE, Lawrence	OP15-1	72
K		
KAKIYAMA, Tetsuji	P-7	94
KASUGA, Yoshimi	OP12-2	65
KEIMBOU DAVID, Kemo	OP6-2	49
	OP6-3	50
KIM, Hyun-Duck	P-12	99

Author	Session	Page
KUANG, Shu-Ping	OP2-2	38
KUO, Chin-Fang	OP3-3	42
	COP1-2	81
KUO, Hsien-Wei	OP3-3	42
	COP1-2	81
KWAK, Young-Man	P-17	103
L		
LAINÉ, Leena	OP17-3	79
LEE, Chen-Hsuan	OP2-3	39
LEE, Don	OP15-1	72
LEE, Feng-Ran	OP4-2	44
LI, Jie	P-5	92
LI, Xian-Guo	COP2-1	83
	COP3-3	86
LIAO, Shu-Erh	OP11-2	62
LIN, Han-Ching	P-20	106
LIN, Mei-Chun	OP1-2	35
	P-25	110
	P-26	111
LIN, Po-Hsiu	OP11-3	63
LIN, Sheng-Lung	COP3-2	86
LITTLE, Charles	OP16-3	77
LIU, Dong-Hua	COP2-1	83
	COP3-3	86
LIU, Wu-Lun	OP1-3	36
LIU, Xiao-Wei	OP2-1	37
LIU, Yong	COP1-4	83

Author	Session	Page
--------	---------	------

LIU, Zhan-Jie	OP14-1	69
LUCA, Eid	P-9	96
LUNG, Ping-Feng	P-16	102

M

MAO, Li-Juan	COP2-1	83
	COP3-3	86
MUELLNER, Rudolf	OP17-1	77

N

NA, Young-Il	OP5-2	46
NICOLA, Lovecchio	OP3-2	41
	P-9	96
	P-13	100
	P-14	100
NUNES FERREIRA, Rita	OP8-1	53
NYBELIUS, Marit	OP10-1	59

O

OK, Gwang	OP5-3	47
	P-12	99
	P-17	103
OKUBO, Hideaki	OP12-3	66
OU, Tzong-Ming	P-11	98

P

PAN, Hua	OP2-1	37
PARK, Ji-Young	OP5-1	45

Author	Session	Page
--------	---------	------

PARK, Kyoung-Ho	OP5-3	47
PARK, Youn-Jin	OP5-3	47
PEI, Dong-Guang	OP14-1	69
	OP15-2	73
	OP15-3	74
PETERSEN, Jeffrey	OP15-1	72
PFISTER, Gertrud	OP1-1	35
PINHEIRO, Francisco	OP17-2	78

R

ROLIM SILVA, Luis Henrique	OP8-3	55
RU, Xiu-Ying	OP8-2	54

S

SAKAKIBARA, Hiroaki	OP9-3	58
SALAT, Ali	OP8-3	55
SARRAF RAZAVI, Mohammad	P-13	100
SCHUT, Pierre-Olaf	OP10-3	60
SHLIAKHTOV, Viacheslav	P-4	91
SMITH, Maureen	OP4-1	43
SUN, Qi-Lin	COP2-1	83
	COP3-3	86
SUNG, Je-Hoon	P-18	104
SURBER, Karin	OP15-1	72

T

TAN, Tien-Chin	OP2-3	39
----------------	-------	----

Author	Session	Page
	OP7-3	52
	OP11-1	61
	OP16-1	75
TENG, Wei-Hua	P-1	89
THOENY, Christof	OP4-3	44
TING, Wen-Chi	OP3-2	41
TSENG, I-Chieh	P-15	101
<u>V</u>		
VARGAS-MACIAS, Alfonso	P-9	96
VIVIANA, Zito	OP3-2	41
	P-9	96
	P-13	100
	P-14	100
<u>W</u>		
WADA, Koichi	OP14-2	70
WANG, Chien-Tai	P-10	97
WANG, Gui-Qin	P-1	89
WANG, Jing	OP7-2	51
WANG, Wei-Hong	OP15-3	74
WANG, Xiao-Ping	OP15-2	73
WANG, Ya-Jie	P-2	89
WEI, Chun-Oh	OP3-2	41
	P-13	100
WUSHANLEY, Ying	OP13-3	68

Author	Session	Page
<u>X</u>		
XIN, Meng-Xia	COP3-1	85
XU, Da-Peng	OP8-2	54
XUE, Li	P-1	89
<u>Y</u>		
YAN, Xiao-Dan	P-8	95
YANG, Chang-Ming	COP3-2	86
YANG, Shu-Fan	OP11-1	61
YANG, Qian-Ping	COP2-2	84
YU, Yi-Yi	P-5	92
YUAN, Shu-Ying	COP3-2	86
YUTA, Nonaka	OP9-2	58
<u>Z</u>		
ZHANG, Zong-You	P-6	93

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