

奧林匹克活動在台灣：對運動推廣的一個批判

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摘要

本研究主要目的是以批判的角度來開發並闡述一個在台灣很少人會去研究的奧林匹克活動課題。本研究更進一步的目標是以質性的文獻探討方式去衍生出建構性方法來提供台灣推廣體育運動的理念。為達此一目標，這裏採用兩個主要理論：Krawczyk的人類文化學理論以及運動發展序列理論。依循這些理論，本研究找出會影響台灣運動發展的幾個主要原因。就文化要素的分析上，我們找出一個促進運動因素(儒家論點：運動是屬於所有人)與三個阻礙因素(非競爭性, 性別不平等及工作勤勞的美德)。從運動發展的角度來檢驗台灣奧林匹克活動與運動來看，本研究識別出兩個促進台灣運動推廣的變項(奧林匹克的教育理想與儒家思想有相似處，以及台灣目前運動生態環境的改變)以及三個阻礙運動發展的論點(兩岸政治緊張與轉變情勢，體育運動政策領導者的附庸關係及台灣奧林匹克委員會實質力量的減少)。本研究根據研究結果指出台灣的體育運動政策應該考慮到執行的兩個重要聯結。首先，將運動與文化及教育做一聯結，其次，將運動與組織及管理做一聯結。

關鍵詞：奧林匹克活動 (Olympic Movement)、台灣 (Taiwan)、運動 (sport)、儒家思想 (Confucianism)

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