

# The Olympic Movement - a review on the dissemination of sport in the Taiwanese Culture : 對運動推廣的一個批判

Ferstl, Christoph、許立宏

E-mail: 319724@mail.dyu.edu.tw

## ABSTRACT

The purpose of the study was to illuminate critically the little explored issue of the Olympic Movement in Taiwan. An objective of the research was furthermore to derive from the findings (literature review) some constructive political approaches in order to provide ideas to boost Taiwan's sport dissemination. This has been accomplished by using primary two theories: Krawczyk's anthropological-cultural theory and the sport development continuum. Along these theoretical approaches factors which might inhibit or promote the Taiwan's sport dissemination were framed. The analysis of the cultural elements opened out into discovering one promoting factor (Confucian argument: sport for everybody) and three inhibiting factors (non-competitiveness, gender inequality and the virtue of diligence). In terms of examining Taiwan's Olympic Movement and sport from a sport developmental perspective the study could identify two promoting variables (overlapping educational ideals of Olympism and Confucianism and Taiwan's changing sport environment) and three sport inhibiting arguments (political tensions and transformations, affiliation of sport policy leaders and the decreasing power of Taiwan's National Olympic Committee). On basis of the outcome the study suggests that Taiwan's policy makers ought to consider the implementation of two links. Firstly, linking sport with culture and education and secondly linking sport with organization and management.

Keywords : Olympic Movement、 Taiwan、 sport、 Confucianism

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