

**Sport for Peace and Development: Case Analysis of Governing Sport for Peace Practices in Japan and Korea**

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The year 2005 was dedicated on finding and promoting new sport practices as a medium for utilizing the Millennium Development Goals of the United Nations (UN, 2005). At the end of the International Year of Sport and Physical Education 2005, more than 400 researchers and practitioners from around the world came together in Switzerland at the 2nd Magglingen Conference on Sport for Peace and Development (UN, 2005) to discuss and suggest an action plan that would help transform today's sport practices. One of the most important conclusion of the conference was the absence of substantial information about this new line of inquiry. One of the major recommendations of the conference states that research institutions should develop new lines of inquiry based on the "documentation, analysis and validation of experiences; and development of monitoring and evaluation methods" (UN, 2005, p.5) of sport programs and initiatives that aim to achieve peace and development.

A number of researchers have investigated the relationship between political and religious violence and sports in countries where conflict exists. They all suggest that the structures, the practices and the dynamics of organized sports reflect the problems of division that exist in these countries (Bairner, 1999; Cronin, 1997; Sugden, 2006; 2008; Saunders & Sugden, 1997; Sugden & Harvie, 1995). They also state that traditional sport practices reflect the political, religious and other power structures that exist in a society (Saunders & Sugden, 1997; Sugden & Harvie, 1995) and help reproduce chauvinism, violence and attachment to religion (Trew et al., 1997). It is therefore essential to provide evidence based on sport management practices to more effectively promote peace and development. Research also indicates that in situations where sports are used as political tools to gain political influence and international recognition (Saunders & Sugden, 1997; Sugden & Harvie, 1995), they often promote nationalism, racism (Horne, 1996; Rees, 1996) and hooliganism (Bairner, 1999). Bairner (1999) also states that sports in countries where conflict exist serve as the arena and the vehicle for the reproduction of antisocial behavior, hooliganism, terrorist violence and hegemonic masculinity. Given the fact that the institution of Sport can influence both stability and conflict since we often see sport practices that can "be both fraternal and sectarian; promote harmony and widen community division" (p. 91) more research is needed to address the components of the governance practices that can more effectively promote peace and stability around the world.

Sports as a medium to promote peace have not been widely utilized by the governing bodies in countries with long history of conflict. For instance, over a half century after when Japan was finished its brutal colonialism in the East Asia, football was functioned as a positive medium between Korea and Japan to build more positive relationship in 2002 while both countries co-hosted the FIFA World Cup (Manzenreiter, 2008). However, football has generally been used to propagandize each country's comparative identity and ambition which have often caused serious conflicts with those of the neighbor countries between Japan, China, and Korea (Manzenreiter & Horne, 2007).

Given these superficial facts, building on this body of knowledge, this study aims to investigate structures and policies of peace education, sport organizations, and development agencies to identify sport for development assets of the specific region, Japan, Korea. Despite the fact that in recent years no war or physical conflict was observed in the oriental region (i.e. Japan, Korea and China) hatred and inter-ethnic intolerance is a "common secret" among these countries. Obviously, the unfortunate history and physical conflicts among these countries cultivated a culture of "dislikes" and "prejudice" about one another (Cooney & Scarbrough, 2008). Based on the principle that the growth of the region depends on how people and societies exchange political, cultural and economic goods and practices (Freidman, 2005) further investigation is needed to assess the existence of policies and systems that promote such practices. What is unknown thought at this point of research is what governing structures and educational programs do these key countries possess, to establish and promote a culture of peace and stability around the region. In Japan, peace education gained its momentum nationwide after WWII (Sasagawa, 1989).

Today, there are plenty of opportunities for Japanese adults and youth alike to learn peace through such as schools and peace museums (Okamoto & Rowinski, 1991; Tsuboi, 1992; Yamane, 1993). However, peace education often focus on one "side of the story", especially in Japan, a victim nation of an atomic bomb (Sasagawa, 1989). This one sided approach has not been appreciated by other nations in the region (Cooney & Scarbrough, 2008; Gao, 2007), which reproduces hereditarily the long-time

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dislikes and prejudice to the present generation of other East Asian countries on Japan. Sport as a medium to promote peace and inter-ethnic solidarity is possibly one effective way to promote a culture of peace in this region (UN, 2003, 2005, Lyras, 2003; 2007; Lyras & Kotziamani, 2008). The purpose of this study is threefold. First, (a) to assess the organizational structures and governance practices and policies related to the sport, peace and development, second (b) to assess the intention of sport, peace education, and development agencies in Japan to utilize pioneer interdisciplinary non traditional sport management practices to facilitate positive change and development. Based on these findings (c) governing policies, new programs and structures will be developed to be utilized by Sport for Peace and Development stakeholders in Japan and Korea.

Through this project, a mixed methods approach will be used to assess the existing sport for development practices. Specifically this project will be implemented in three Phases. In phase I, policies, legislation, sport initiatives, peace education practices that aim to promote peace and stability around the greater oriental region will be explored. Qualitative data will be collected from stakeholders of peace education, sport, peace museums and civil society organizations in Japan and Korea. In Phase II, data will be collected from the peace education and sport stakeholders to assess their intentions for implementing sport for peace and development programs, policies and initiatives. Based on these findings, governing policies will be developed to be applied by the interested institutions. Future research will be recommended to, related to Sport Management theory and peace education and development.

The findings of this study can serve as a blueprint for the development of organizational structures and governance policies that can more effectively promote cross-cultural understanding, stability and peace in regions where conflict exists. Such information can have significant information to bother Sport Management researchers and practitioners, by providing findings and principles to be utilized in Sport for Peace and Development initiatives globally.