

THE GLOBAL AND THE LOCAL: SPORT INDUSTRIALISATION OF CHINA

Gao Chunyan, College of Sport Management, Beijing Sport University, People's Republic of China, gaodlbsu@hotmail.com

Ian Henry, Loughborough University, United Kingdom

INTRODUCTION

This paper addresses the process of sport industrialisation in the People's Republic of China within the context of rapid globalisation. China has become one of the biggest potential markets in the world because of its fast-growing economy, its enormous population, its changing lifestyles, etc. The sport industry is a new arena in China. This presentation aims to explore what has shaped the developing Chinese sport industry through its various stages of development, and especially to identify the roles of government in this process.

METHODS

The analysis begins with globalisation (and glocalisation) and identifies the existing structures and values within the Chinese sport market comparing them with those evident in the West. Empirical data was collected through contact with Chinese sport officials in the General Administration of Sport (GAOS), the Chinese Olympic Committee (COC) and the National Sport Management Centers (NSMCs), and from an analysis of policy documents and media publications related to sport industrialisation in the PRC.

RESULTS

Following the end of the Cultural Revolution economic reforms were introduced from 1978 in what was termed 'Socialism with Chinese Characteristics'. From that date the People's Republic of China underwent gradual and multifaceted change, and sought to affiliate to the 'global village', for example through, entry to the World Trade Organisation (WTO) and the successful bid for the 2008 Olympic Games which advanced the development of sport.

In relation to sport the changes can be characterised as falling into four stages:

Stage 1: The Rebuilding of Sport Administration (1978-1984)

Stage 2: The beginning of initial reform (1985-1992)

Stage 3: The rapid development of sport industrialisation (1993-1997)

Stage 4: A New Period of Development (1998-now)

DISCUSSION

As indicated in Table 1, industrialisation was divided into four stages. In characterising these stages we focus on four sets of factors: changes in governance, developments in sport events, in sport sponsorship and in the professionalisation of sport. The analysis allows us too provide tentative answers to key questions such as "Where is the Chinese sports market likely to go – what trends can be identified or anticipated? And how might the Chinese sports industries differ from the sports market in the West? An essential feature of answers to this question relates to the local Chinese response to global forces associated with the marketisation of sporting activity.

Table 1: Stages in the Development of the Sports Industries in China 1978-2007

	Stage 1: 1978-1984	Stage 2: 1985- 1992	Stage 3: 1993- 1997	Stage 4: 1998-now
Governance (Political)	NSC (Planning and Finance Department)	NSC (Planning and Finance Department)	NSC (Planning and Finance Department) → the Sport Apparatus Center in NSC (named Market Promotion Division in the Chinese Olympic Committee (COC)) → market promotion divisions in some National Sport Management Centers (NSMCs)	Restructured Planning and Finance Department (PFD) as Finance Department (FD) in which the sport industry division was set up to manage all national tangible and intangible sport property in the COC and NSMCs
sport events (Cultural)	Planned and hosted by the National Sport Commission and the NGBs	Permitted some non- Olympic sport competition (dance, chess and martial art) to be organised by non- governmental organisations	Permitted Olympic sport competition to be organised by non- governmental organisations	All organizations were encouraged to bid for sports events.
sport sponsorship (Economic)	Prohibited	Started introducing sponsorship in National Games and some provincial teams	Started introducing sponsorship in all national and provincial teams and professional clubs	Sponsorship at all levels is encouraged and supported by the State Council and the Central Committee of the Chinese Communist Party
professionalisation of sport	Rebuilt from former soviet model	Started introducing market economy to revitalize the soviet system	Started introducing club system (soccer, basketball, volleyball, table tennis)	Taking advantage of 2008 Olympic Beijing Games to promote professional sport at the new era

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