

AN UNLIKELY OLYMPIC CITY – A CASE STUDY ON THE INTEGRATED FRAMEWORK FOR SPORTS DEVELOPMENT IN SINGAPORE

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Abstract

Sports have been pursued for social motivations since time immemorial. In the last century, sports has taken a trajectory of growth to become a globalised pursuit, as exemplified in the modern Olympic movement. Large countries have played major roles. In the recent half of this century, sports have taken on a new dimension as a medium for economic development. Miraculously, physically tiny Singapore has gone against all odds to emerge as a unique sporting nation that punches above its weight. Amongst other achievements, it has hosted the inaugural Youth Olympic Games as well as the F1 Motor Racing. How did Singapore do it? Was this driven by the government alone? What was the role of the private sector and the Non-Governmental Organizations (NGOs)? This paper peels deep into the make-up of the Singaporean psyche that gave rise to a unique business mode that enabled it to become not only successful, but in a short time. The business ideas expounded in the article is crystalized into an Integrated Framework for Sports Development that elegantly and comprehensively connected the business, political and academic perspectives to drive research, policy formulation and business development for the sports industry in the future.

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