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*Routledge Research in Sport Politics and Policy*

# **SPORT AND DEVELOPMENT IN EMERGING NATIONS**

Edited by  
Cem Tinaz and Brendon Knott



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# Sport and Development in Emerging Nations

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For the first time, this book examines the strategies of leaders of emerging nations to use sport as a tool for reaching social, economic, cultural, political, technological or environmental goals and gaining international prestige. It assesses whether sport can really be an effective tool in international development.

The book explores the unique challenges, issues and opportunities offered by sport for development in emerging nations. Bringing together case studies of sport and development in countries including Brazil, China, Czech Republic, Hungary, India, Indonesia, Mexico, Poland, Qatar, South Africa, South Korea and Turkey, the book looks at policies designed to achieve development through, by and for sport, and whether they have achieved their socio-economic objectives. It considers the way that emerging nations have used major international sports events as political and developmental projects, as well as the importance of sporting infrastructure, professional leagues, participation programmes and the influence of nationalism and ideology.

With a truly global perspective, this book is important reading for any student, researcher or policy-maker with interest in sport management, sport development, development studies, international economics, globalisation or political science.

**Cem Tinaz** is Director of the School of Sports Sciences and Technology at Istanbul Bilgi University, Turkey. He is also an esteemed board member and Vice President of the Turkish Tennis Federation. Dr. Tinaz's research interests include sport policy and development, administration, legacies and impacts of sport mega-events – all integrated with his primary area of expertise in sport management. He was awarded a 2016/2017 Advanced Olympic Research Grant by the IOC Olympic Studies Centre for the project "Examining Positive Outcomes of Unsuccessful Olympic Bids".

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# Sport and Development in Emerging Nations

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# Foreword

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In the opening chapter of this collection, Cem Tinaz and Brendon Knott discuss the variety of interpretations of development in relation to sport. Their discussion captures the multiple interpretations of 'sport development' particularly the extent to which sport development is both an activity of those working in the sports sector and a resource for non-sport businesses, not-for-profit organisations and governments. The plasticity of the concept of sport development is demonstrated to powerful effect in the chapters of this collection. Almost 20 years ago I wrote a book with Anita White which had the sub-title *Development of Sport or Development through Sport* (Houlihan and White, 2002). Over the intervening years the implied tension between the two interpretations of sport development has remained and has arguably intensified. The range of developmental objectives to which sport has been attached has remained broad with sport being utilised by governments in a wide variety of ways including as a diplomatic resource, a tool of social control, a health strategy, a resource for community integration and a strategy for sanitising corrupt political regimes. Similar examples of the use of sport for non-sport objectives can be found in relation to business involvement in sport. In the last 40 years or so sport development as a business sector has become an important part of many national economies. While the growth of the business of sport development (whether the development of young elite athletes or the provision of community sport opportunities) has widened the opportunities for participation it has also been used by some businesses to project a more positive brand image – a strategy particularly notable among the manufacturers of unhealthy junk food.

One of the principal virtues of this collection is the way in which it demonstrates the variation in the motives of governments, the extent and methods of intervention and the impact of governmental intervention. Furthermore, two important tensions are amply illustrated: the first is between market freedom and government control (Chapters 3, China, and 5, Hungary, are particularly valuable in this regard) and the second is between investing in elite sport (often for nation-branding/promotion purposes) and investing in community sport/sport for all (Chapters 4, Czech Republic, and 7, Indonesia, being good illustrations of this tension). Perhaps the most interesting exploration of the motives of governments

is in Chapter 3 which examines the professional football in the People's Republic of China (PRC). As the authors make clear achieving international success in football remains a political priority despite the PRC having clearly demonstrated its 'sports power' status at successive recent Olympic Games. Sporting success as an indicator of international status and as a measure of national self-confidence needs no clearer illustration.

The increased involvement of governments and large corporations in sport development requires the analysis of not only the motives for involvement but also the distribution and exercise of power in the sport development field. The theme of power was a thread that ran through a collection of studies that I edited in 2011 with Mick Green (Houlihan and Green, 2011). The particular focus was on the attraction of sport development to governments and the ways in which they sought to utilise sport not only for socially beneficial, but also for deeply cynical, ends. The collection demonstrated *inter alia* that major attractions of sport to government included its relatively low cost, its high visibility and its low risk. Whether the issue concerned youth unemployment, low educational standards, poor health indicators or urban unrest sport was often presented as a panacea. Politicians would regularly refer to the 'power of sport' as though it had magical properties. The mythologising of the potential of sport development to address complex social and personal problems has deep cultural roots in many countries making the objective analysis of the impact of sport development a challenge for researchers. As Fred Coalter persuasively argued, 'such myths contain elements of truth, but elements which have become reified and distorted and "represent" rather than reflect reality, standing for supposed, but largely unexamined, impacts and processes' (Coalter, 2007, p. 9). The collection of studies in this volume reinforces Coalter's emphasis on the need to challenge the mythologising that surrounds sport development and to examine evidence from a disinterested and sceptical standpoint.

Apart from the critical examination of the claims made on behalf of sport development the other strength of this collection is the focus on a range of countries that are often on the margin of Western academic research. As an academic community we know far too little about the policy and politics of sport and sport development in the majority of the 207 countries that attended the 2016 Olympic Games, the 61 national members of the International Council of Sports Science and Physical Education, the 53 member states of the Commonwealth who subscribe to the organisation's strategy for development and peace through sport (Dudfield, 2014) or many of the states who contributed to the UN report the role of sport in peace and development (United Nations, 2020). The focus of this volume on analysing the interpretation and implementation of sport development policies in countries from Asia, Africa, the Middle East, South America and Eastern Europe greatly enriches our understanding of sport development as a global phenomenon. Furthermore, the collection of studies in this volume will be of particular interest to scholars whose research focuses on the tension between



attempts to maintain a set of national policy objectives and the priorities of global sports organisations, broadcast media and sports businesses. Understanding how, and the extent to which, emerging nations are able to develop strategies singly or collectively to protect their interests is an important direction for research that this volume indicates.

*by Barrie Houlihan*

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# Introduction

## Defining sport and development in emerging nations

*Cem Tinaz and Brendon Knott*

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The sport industry has been enjoying increased benefits and expanded opportunities through the process of globalisation. As Jarvie (2006) has stated, the global era of sport has presented fundamental challenges for sport organisations. Still, it has also created the opportunity for sport to be a social force for internationalism, reconciliation and international development.

Sport is currently linked to a wide variety of development initiatives as it is often posited as a tool to assist in economic and social development. With great optimism, many countries facing acute demographic shifts towards youth tend to see sport as a means to suppress delinquency, unemployment and drug use. Each month multiple new organisations using sport to achieve specific results have been established (Hayhurst and Frisby, 2010).

At the same time, sport can provide physical, mental and social benefits to improve the well-being of an ageing population. It can be used to promote social inclusion of otherwise marginalised people. As Kay and Bradbury (2009) have suggested, involvement in sport is understood to confer life skills, leadership qualities, social knowledge and values. However, it would be very naive to say that such positive outcomes happen naturally or organically through participation. In other words, solely playing sport does not lead to developmental outcomes; in order to have a productive effect on development, sport programmes should be organised and structured in purposive, systematic ways. According to Coalter (2009), although participation in sport can be a useful mechanism for development, it is not sufficient alone to engender social change. Hartmann (2003) emphasised that the non-sport components of any sport-based social interventionist programme are what define its strength.

Houlihan and White (2002) argued that the area of sport development is not static; the objectives, practises, primary agents and recourses change over time as does the definition of sport development. Hartmann and Kwauk (2011) stated that one of the most critical initial challenges for understanding and theorising the field of sport and development is the ambiguity and multiplicity around conceptions of development. Furthermore, the interpretation and definition of sport development has different meanings to different agencies, such as sports governing bodies, clubs, corporations and NGOs. In its most comprehensive meaning, sport development refers to participating in sport itself and promoting the opportunities

and benefits of such participation, and as Kidd (2008) argues, it is a project of sport organisations. The potential outcomes of sport development may include betterments of the sport itself, plus individuals who are involved in sport for various benefits and experiences, and in a wider sense nations and communities. From a practitioner's perspective, Astle (2014, p. 15) defined sport development as:

The sustainable provision of, and access to, integrated pathways of relevant, appealing and affordable sporting opportunities for individuals, irrespective of age, ability, interest or gender, to participate, enjoy and progress in a supportive environment that has the infrastructure and services, capable of offering high-quality experiences, that satisfy their diverse and changing needs, motivations and expectations, and ensure their continued involvement in sport.

Initial attempts to define sport development considered two aspects: the development of sport and development through sport (Houlihan and White, 2002). Intending to build sport capacity, development of sport refers to the development of the sport itself or, in other words, the creation of opportunities for participants and the enhancement of the sport. Mainly, these are the activities designed both to excel in performance and increase participation. On the other hand, development through sport focuses on the role sport can play in enhancing the well-being of individuals, communities and societies (Ha, Lee and Ok, 2015). According to this approach, sport constitutes a powerful tool for social integration, promotion of health and disease prevention, creating physical and psychological benefits for individuals, development of the community and social capital and empowerment of minorities, girls and women (Levermore, 2008a). As a result of this approach, recently sport has gained increased importance as a tool to promote health, education and peace. Nevertheless, as Levermore and Beacom (2009) have expressed, we should bear in mind that these socio-economic aspects and sport are not mutually exclusive. As they state, different social aspects such as leadership, inclusion and capacity building are linked to sport aspects such as coaching, performance and physical skills.

In his conceptual framework, Coalter (2009) defined two ends of sport and development: sport plus and plus sport. In this conceptualisation, sport plus programmes focus on the development of sport-oriented initiatives such as sustainable sport organisations, programmes and development pathways, while plus sport programmes focus on achieving non-sport goals, such as social or economic development. The main concern of plus sport programmes is how sport can aid social and economic development.

Astle (2014) reworked these definitions by providing the following six sub-categories of sport development:

- Development IN sport: the extent to which authorities adapt sport to make them more attractive to audiences.
- Development OF sport: breaking down barriers to participation.



- Development FOR sport: the production of elite talent.
- Development THROUGH sport: community initiatives in nations.
- Sport FOR development: promoting sport in developing nations.
- Sport AND development: the connection between sport and humanitarian issues.

However, we should consider that these sub-categories are not mutually exclusive and can often overlap as a result of the occasionally interchangeable nature of the terms sport and development. As Schulenkorf, Sherry and Rowe (2016) have stated regarding the focus and purpose of sport development initiatives, these interpretations are interconnected and share much in common. Each interpretation represents a different perspective of sport development, which is defined by key features that reflect the interests and expectations of the different agencies involved and the environment in which they operate (Astle, Leberman and Watson, 2018).

According to Astle, Leberman and Watson (2018), “development IN sport” considers how sport has evolved and adapted its content and appearance for the benefit of itself and its stakeholders. Development IN sport focuses on the emergence, codification, diffusion and adaptation to change of different sports (Astle, Leberman and Watson, 2018).

The development OF sports has been defined as a traditional approach representing the creation and development of sport initiatives aimed at building sport capacity (Green, 2005). This framework is focused on ensuring that community sport remains up to date by providing flexible opportunities and ways of experience that attract and retain participants in sport in order to ensure the future growth and sustainability of sport (Astle, Leberman and Watson, 2018).

According to Astle, Leberman and Watson (2018), development FOR sport has similar aspects to development OF sport, except essentially its primary focus, which is developing elite sport. Here, the particular concern is on developing children and youth into high-calibre performers.

As explained earlier, development THROUGH sport approaches sport as a driving force in conducting various development programmes, covering issues such as the resolution of intergroup conflict, the physical and psychological benefits of sport, the promotion of cultural understanding, the development of physical and social infrastructures, the empowerment of girls, women or disadvantaged groups and social inclusion (Ha, Lee, and Ok, 2015).

Levermore (2008b) grouped sport FOR development initiatives into six clusters, namely conflict resolution and intercultural understanding; building physical, social, sport and community infrastructure; raising awareness, particularly through education; empowerment; direct impact on physical and psychological health as well as general welfare; and finally, economic development/poverty alleviation. Astle, Leberman and Watson (2018) distinguish development THROUGH sport from sport FOR development mainly through the geographical setting, as development THROUGH sport deals with community sport in developed nations and sport FOR development deals with community sport in developing nations.

Finally, sport AND development is related to the capacity of sport to contribute to personal and social development. It is claimed that sport has inherent physical, social and moral qualities, and the experience of participating in sport provides individuals with opportunities to inspire confidence, learn to accept gain and losses and develop qualities such as work ethics and team spirit (Astle, Leberman and Watson, 2018).

### **Sport and development in emerging nations**

As has already been stated, globally, sport has been used as a practical and discursive tool for development. Not only developing countries but also those that are more developed try to take advantage of certain sport attributes to assist with objectives linked to international development/relations (Levermore, 2008a). The role of sport in development initiatives has grown dramatically in recent times, now finding a place in the UN's sustainable development goals. The business of sport and its role in development is a growing academic field, with specialist sport management courses emerging to cater for the increased professionalisation and global reach of the sport industry. Sport development has gained a lot of interest during recent years not only from academic scholars but also practitioners. In many countries, large-scale or sport mega-events have become key factors in local and national development strategies. Hosting sport events is seen to be a key to boosting tourism, local investment and employment, although genuinely sustainable legacies are unfortunately an exception. As Grix, Brannagan and Lee (2019) have stated, sport mega-events such as the FIFA World Cup and the Olympic Games, which until recently were only hosted by developed countries, have become the perfect soft power project for emerging nations such as Brazil, South Africa and China, as well as Qatar. Additionally, sport has the potential to provide opportunities to challenge dominant social structures which have long existed in these nations. Globalisation offers new opportunities for sport leagues, teams, events and manufacturers in developed economies. These organisations aim to promote their products and service specifically in emerging nations (Zhang et al., 2018). The emerging nations are undergoing rapid urbanisation and development; this has been instrumental to growth across the sport industry. One of the essential factors which led to the fast growth of the global sports industry during recent years was the fast growth of emerging nations. Therefore, it is vital to continue to explore the impact of new changes and trends in globalisation in relation to the development of sport industries in growing economies.

Grix, Brannagan and Lee (2019) indicated that an outcome of the 20th century has been the decentring of wealth and power from the major developed states – the United States, Japan and Europe – to the fast-developing nations in Africa, Asia, the Middle East and South America. Similarly, we have seen a shift in the sport industry, especially in the hosting of sport mega-events from the developed West to the developing nations. Most of these nations have faced very different challenges compared to the established Western nations. Besides the prevalent

issues relating to social and economic under-development, many of these nations have experienced recent political and ideological regime changes or global isolation as a result of their political standing. Yet, the common denominator among these nations is a recognition of the opportunities that sport provides for both social and economic development. Both the public and private sectors are seeking to harness sport opportunities in various forms as a means to develop and promote their society and stimulate their economy. Recently, the importance of sport has risen unwaveringly in emerging nations. Governments' spending on the development of the sport industry, specifically in hosting sport events, setting up sport infrastructure and building sport, has increased.

According to MSCI Market Classification Framework (2014), an emerging market is a market that has some characteristics of a developed market but does not fully meet its standards. They are moving away from their traditional economies that have relied on agriculture and the export of raw materials. As a result, they are rapidly industrialising and adopting a free market or mixed economy. It is evident that decision-makers or investors in emerging nations tend to use sport as one of the tools for reaching their social, economic, cultural, political, technological or environmental goals. By doing so, their countries can also gain international prestige.

The Morgan Stanley Capital International Emerging Market Index (MSCI, 2020) lists 26 countries. MSCI analyses indicators relating to sustainable economic growth, monetary policy, price stability, fiscal discipline, debt position, trade and current account balance. These are Argentina, Brazil, Chile, China, Colombia, Czech Republic, Egypt, Greece, Hungary, India, Indonesia, Korea, Malaysia, Mexico, Pakistan, Peru, Philippines, Poland, Qatar, Russia, Saudi Arabia, South Africa, Taiwan, Thailand, Turkey and the United Arab Emirates.

## **Aim of the book**

This book only uses cases from emerging nations and thereby studies the relationship between sport and the development of a country. Yet each case has a unique focus on an aspect of sport, with a diversity of topics including sport policy, sport infrastructure, sport mega-events, professional sport leagues and sport development programmes. The chapters present a holistic perspective on sport development, including references to different perspectives such as economic development, sport participation, social and cultural transformation, nationalism and ideology, and sport for peace.

This book aims to deepen the knowledge of academics and practitioners who already have a background in sport business or development. The sport industry is rapidly professionalising around the globe and has a need for those in managerial roles to have an understanding of the global nuances and challenges of the sport industry, especially within the emerging economy context.

A national and international benchmarking exercise among academic institutions offering sport management-related programmes revealed that there has

been a growing recognition and inclusion of globalisation topics and the role of sport in development. Globally, programmes have been adding features to their courses that examine the societal context of sport from a developmental perspective, linked to economic and social sustainability.

In this book, we have aimed to identify and examine local sport and development practices, local knowledge, sociocultural and political-economic contexts, and the needs and desires of local communities in emerging nations. The collection offers a systematic and balanced approach to the study of the theory and practice of sport and development. It aims to add to the body of knowledge on the globalisation of sport industries through highlighting the unique challenges, issues and opportunities provided by sport for socio-economic development in emerging nations. Specifically, it will provide answers to the following question: “How is sport contributing to development (in terms of social, economic, cultural, political, technological or environmental advancement) in emerging nations?” This book deepens the knowledge of academics and practitioners who already have a background in sport business or development.

### **Structure of this book**

The book is comprised of 12 country-specific cases as well as a conclusion chapter that draws together the specific issues and challenges highlighted through these cases and offers potential solutions for sport and development in emerging nation contexts. The chapters outline vital topics, theories and applied research undertaken on sport and development-related issues, outlining the significant critical insights, enabling readers to have a broad grasp of the key areas, issues and research across a multi-disciplinary and global geographical perspective.

The editors, themselves based in emerging nations, made use of their professional academic network within sport management to identify reputable and esteemed academics from multiple emerging nations featured in the MSCI list. The editors particularly aimed to find a good spread of contributors to represent the different global regions of emerging nations. These academics were invited to submit an abstract for consideration in the book. After further review of the abstracts by the editors, the publishers and external reviewers, the list of contributors was refined to reflect the 12 nations represented in the following chapters. Figure 1.1 below gives a clear indication of the diversity and spread of emerging nations covered in this book.

The opening country-case chapter aims to present the relationship between sport and development in Brazil in the 21st century, pertaining to two main perspectives. The first of these discusses how hosting sport mega-events impacted public policies, funding and communities in host cities (mainly for the 2014 FIFA World Cup and the 2016 Olympic Games). The authors demonstrate how these mega-events had adverse outcomes for Brazil’s more excluded communities, while temporary funding was mainly channelled towards elite sport



*Figure 1.1* The diversity and spread of emerging nations covered in this book.

(development-for-sport). The second perspective focuses on how public programmes and not-for-profit organisations promote sport as part of development programmes for disadvantaged youth. It discusses these programmes' and organisations' structures, management, challenges and strategies to promote sustainable initiatives, based on their reports and academic publications.

Chapter 3 uses the development of professional football in China as a case to demonstrate how sport has been interwoven with the country's social and economic development. By reviewing the historical background to the rise of professional sport, the commercialisation process of professional football and the status quo of the professional football industry in China, the authors argue that for China, football is not just an economic booster but also an indicator of social development. The contemporary party-state has reanimated football as a vehicle for its nation-building projects. A flourishing domestic football industry, combined with internationally competitive performances, has a role to play in the New Era through the promotion of domestic consumption, civic participation, cultural engagement and national pride. However, the process of China's football reform still lags far behind the transformation and development of Chinese society.

Chapter 4 provides an overview of the role of sports in the social, cultural and political development of the Czech Republic. The goal of this study is twofold: First, the historical part outlines the cultural and political position of sporting activities and new organisations within the establishment of Czech civil society under the surveillance of Austro-Hungarian authorities throughout the 19th and the beginning of the 20th century. Then, mass sporting activities as a tool for

support of the Communist regime are presented. Following this, the last three decades of evolution of sport for development initiatives are introduced, together with a critical appraisal of several specific projects. Theoretically, the chapter builds on Coalter's sport plus and plus sport typology and Astle's continuum of (a) sport and development for the parallel coexistence of sports and society, (b) sport for development for sports as an accelerator of international territorial recognition and multicultural integration and (c) development through sport for the deliberate use of sport in legitimising political regimes.

The aim of Chapter 5 is to analyse the trends of leisure sports markets and people's physical activity in the Central and Eastern European (CEE) region, with a specific focus on Hungary. Comprehensive data collection was conducted between 2010 and 2019 on the regional and national level in eight post-soviet countries in the CEE region, all of which are members of the European Union. The results show that in the case of an emerging country, the development of the economy can result in a significant increase in the service sector, including the leisure sport industry. The study demonstrates that although spending on sports goods and services has risen, the degree of physical activity and the number of people involved in leisure sports are decreasing.

Chapter 6 examines the definition of 'sport development' in the Indian context, exploring 'on the ground' perspectives that centre fundamentally on recruiting new athletes as well as retaining and nurturing existing ones. The research lens is also extended to other challenges such as access to good infrastructure, organisation of big events, development of coaches and allied support staff, training officials, generating revenue streams and more. While India is a country with rich and diverse sporting history, it is known almost exclusively for its most popular sport, cricket. With the launch of the Indian Premier League (IPL) in 2008, an array of corporate, government and even private investors started pumping money into the sports industry. Many other sports like Kabaddi, wrestling, football, tennis, table tennis and volleyball followed the IPL format to start professional leagues in India, which opened doors to new areas in sport development, hence boosting what had been a stagnant sport market in India. This study focuses on mapping these developments and tries to predict the opportunities and challenges the industry may face.

Chapter 7 discusses sports development policy in Indonesia during the *Reformasi* era (1998–present). Sports development practices are discussed along with the more open and liberal political and social system in which they are situated. At the beginning of the Reformation era, sports development received less attention. However, in 2005, the Law of the National Sports System was successfully enacted through which the scope of sports was divided into educational sports, recreational sports and competitive sports. Sports development policy in Indonesia has always intersected and aimed at building a self-image related to the economy, politics, culture and wider society, reaching its peak when Indonesia was trusted to host the 2018 Asian Games. The development-of-sport framework has generally been the dominant paradigm throughout this period, although within



certain limits, the development through sport approach has also been applied, especially when hosting large-scale international sporting events.

Chapter 8 identifies a gap in the literature regarding specific sport for development and peace (SDP) practices in Latin America, particularly in Mexico. The purpose of this chapter is to identify the scope and diversity of SDP initiatives operating in Mexico, providing an overview of the Sportland field in the country. The analysis was conducted following the methods proposed by Sevansson and Woods (2017), with the findings showing that there was a boom of NGOs and community-based organisations delivering SDP programming in Mexico between 2007 and 2017. SDP programming was delivered in partnership with business corporations, the Mexican government, international funding agencies and national universities, predominantly targeting children, youth or both. SDP organisations are concentrated mainly in urban settings, with soccer, boxing and martial arts being the particular sports of preference. Education was the primary focus of more than half of the SDP organisations. There was a lack of evidence provided by the organisations under analysis to support the results they reported, indicating that further research is needed to understand the link between sports practices and their reported or intended outcomes.

Chapter 9, which looks at the Polish context, discusses how development through sport can be observed from the perspective of elite and mass sport. The chapter is dedicated specifically to focusing on development for sport. As a post-communist country, Poland has been undergoing a complex transition, which has also been reflected in sport. The level of elite sport and mass participation in sport both decreased after the fall of communism in Poland, whereas today, several social roles are assigned to sport, such as increasing the level of health and fitness of society and developing social capital. The study includes a review of the strategic goals of sport development in Poland, which are then compared with their actual implementation. Key observations include relative stability and consistency of Polish sport policy in recent years despite alterations of governments and certain discrepancies between the strategic documents and the actual implementation of sport policy.

Chapter 10 turns to The Middle East, which is expected to be one of the fastest growing emerging markets for the sports industry in the next few years. In the last decade or so, Qatar in particular has been heavily investing in sport as a means of branding and of positioning the country as a modern monarchy-state, while also tackling health problems related to physical inactivity, particularly among the youth. Since winning the bid to host the 2022 FIFA World Cup, Qatar has been under the spotlight, having to respond to criticism regarding the working conditions of labourers involved in the construction of football stadia as well as other regulations related to the Kafala system – a system of sponsorship that binds workers to their employers. In response, a number of reforms have been implemented, including the raising of the minimum wage and the lifting of the requirement for workers to get permission from their employers to change jobs or exit the country. The other strategy in sport has been to invest more in sport

for a development agenda, internally and externally. Internally, the strategy is to develop sports projects targeting workers, centred on health and well-being, and celebrating cultural diversity, while externally it is to position Qatar in the international network of sport for development through collaborations with different NGOs and international sport clubs/brands. The chapter focuses on football for development as led by Generation Amazing, a branch of the Supreme Committee for the Delivery and Legacy of the 2022 FIFA World Cup.

Chapter 11 focuses on South Africa, a country with a rich, albeit contested, sporting history. It is also known for being a “sport-mad” nation. The development of sport in South Africa is an illustrative case of how sport is a microcosm of the broader socio-economic and political factors that contribute to the shaping of society. It is therefore not surprising that apartheid, South Africa’s segregation policy which sanctioned political, economic and social discrimination against non-whites, has played a central role in the development of sport in South Africa. This chapter provides a historical context for the development of sport in South Africa, with a particular focus on sport in an apartheid society and the transition to post-apartheid sport in a democratic era. The governance of sport in South Africa is also presented. Furthermore, it highlights unique challenges faced by the industry currently, such as women in sport and the use of sport in positioning South Africa as a globally competitive tourism and investment destination. The study further addresses other contemporary challenges and trends such as sustainability. Finally, precursory observations of how the global coronavirus pandemic affected major sport events in South Africa conclude the chapter.

In Chapter 12, the focus shifts to Korea, a divided nation since 1948, where sport is frequently used as a vehicle to influence the political linkages between North Korea and South. The 2018 Winter Olympics held in PyeongChang, South Korea, is a notable example. The South Korean government highlighted the significance of this sporting mega-event as a ‘Peace Olympics’ in order to ease tensions on the Korean Peninsula and improve inter-Korean relations. North and South Korea’s joint women’s national ice hockey team was part of such an initiative. This state-led ideology on peace and national unification, however, caused controversy in South Korean society, especially among those in their 20s and 30s. Given this context, this study examines the media’s construction of the controversy surrounding the unified team. Through a critical reading of media texts, close attention is paid to the produced meanings of the Olympics and sport diplomacy in long-divided Korea, North and South Korean/ness and the reunification of the two Koreas. This case study provides new insights into the changing relationship between sport, politics and nationalism in today’s complex global system.

The final case chapter looks at Turkey, where sport has received an increasing amount of attention in developmental initiatives since the turn of the 21st century. Since its re-establishment in 2011, the Ministry of Youth and Sports (MYS) has invested in infrastructural and institutional developments such as hosting international sport competitions and investing in athlete development. Along with 32 football stadiums and over 2,000 neighbourhood sports fields, the MYS has

built over 300 youth centres since 2012. Although this has increased participation in sports competitions in Turkey, the low figures of youth participation in sports activities suggest that the legacy of sport-for-development investments in Turkey should be questioned. The youth centres can be defined as one of the major initiatives of the Turkish government in aiming to contribute to community sport participation. Through use of Lefebvre's theoretical framework (1991) on the production of space, this analysis of qualitative research conducted in three youth centres provides insights into the government's neoconservative and sport-related objectives and their actual outcomes. The findings suggest that the youth centres are at risk of being unsustainable, due to their physical distance from disadvantaged communities, lack of personnel and an inconclusive vision for implementing long-term community transformation programs for young people.

Ultimately, Chapter 14 concludes the book by highlighting similarities across the cases in order to draw together the specific opportunities that sport offers for development in these nations. It also identifies the unique challenges faced by emerging nations in a sport development context. Based on the findings from the cases, the chapter offers potential solutions for sport and development in emerging nation contexts and identifies areas for further research.

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