

Abstract Edition

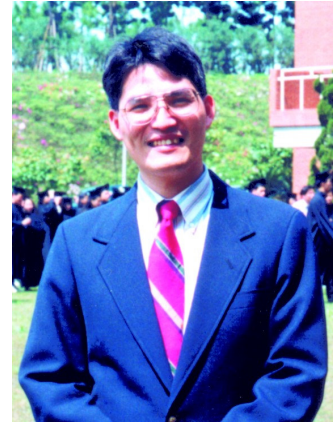
The title of ASMR is under examination.

The expected date of full paper publication will be at 26th, Oct., 2007

Editor's Note

The first edition means the birth of ASMR.

The process of editing first edition of ASMR is long, more than 3 years, but memorable. There are lots of discussions, exchanges among professional members of AASM. Most of AASM members do not use English as their main language, but English is the common language we choose to communicate.



To launch ASMR, there is a 2-year proposal with four themes, such as sport development, sport industry, sport policy and sport academics.

The contents of each paper in this issue show the development, important issues, strategies, goals or performance of sport management in its society. They are the impact of SARS on Thailand's sport development, the historical development description of Taiwan, Mongolia, Malaysia, Japan, and the fitness industry in Vietnam. I believe that readers will perceive originality, diversity, and fruitfulness from reading these six papers.

The process of birth is long but worth of waiting. Editing papers for ASMR is challenging but worth of trying. The exchanges among me and authors, reviewers, assistant editors, Chiwen and Cathy, make the birth of ASMR memorable. The fruit of ASMR cannot be realized without support from AASM members, reviewers, authors, TASSM and readers.

The feedback and commitment from you, I believe, will make ASMR sustainable.

Joe Chin-Hsung Kao, Ph. D

A handwritten signature in black ink that reads "Joe Chin-Hsung Kao".

ASMR Editor

Professor/ Dean, National College of PE and Sports (NCPES)

President, Taiwan Society for Sport Management (TASSM)

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Sport and Recreation Activities and Economic Crisis in Thailand

Asst. Professor Nilmanee Sriboon

Ph.D. in Sport Administration

Rajabhat Chandrakasem University, Bangkok, Thailand

Introduction

Many things can be learned from history through different perspectives, times, and situations. All these have changed society. Eventually, insights can be drawn from these consequences of these changes. This article discusses economic and societal changes and their impacts on human behavior, particularly in terms of sport and recreation.

Thailand is supposedly seen as one big organization, consisting of 65 million people. This organization has many subsystems-- human-social-cultural subsystem, technological and economic subsystem, organizational and managerial subsystem, and goals. All of these subsystems are related and equally important, especially the goals of the organization. The goals of Thai society, indeed, should include happiness, prosperity, well being of the citizen, and good citizenship. Societal goals are expected to be achieved only by the people in the organization pursuing and striving in accordance with climate and situational changes.

Looking back in 1997, most countries perhaps must have considered Thailand to be the origin of the economic turmoil. Eventually, many countries in the same region had been victimized by the surges of the economic crisis. The collapse of the economies caused a rapid change of money exchange rate, bankruptcy of many financial institutes, and business decline throughout Thailand. More importantly, the consequences of economic disaster have affected the society in many different ways. Millions of people were laid off and became jobless. Money was only spent for the basic physical needs of people. Sport and recreational activities had been ignored and forgotten. People had nothing to do during their spare time according to being unskillful in sport and recreation participation. It caused an increase in drug trafficking and crimes. However, though the lives of Thai people were in danger, they still struggled and managed to recover their normal lives...

The website address where full text is available is at <http://www.ceps.com.tw/ec/echome.aspx>

The Development of Sport Management in Taiwan

Yeh, Kong-Ting

Secretary General, Taiwan Society for Sport Management

Professor, National College of PE and Sports, Taiwan

Introduction

The sport related professional disciplines have been existed in Taiwan for over 50 years. However, sport management is still a new field and had not been well developed during the pass 40 years. The purpose of this article was to describe the history of sport management in Taiwan in the past 50 years as well as to analyze its development in the future.

The history of sport management in Taiwan in the past 50 Years

The history of sport management in Taiwan within these 50 years can be divided into the following 4 stages:

1. *The stage of sport and PE promotions as public affairs (from 1950s to 1980s).*
2. *The stage of starting applying the concepts of management sciences (from 1980s to 1990s).*
3. *The stage that sport management became a professional field (from 1990s to 2000s).*
4. *The stage of managing sport industries becomes an important subject (from the year of 2001 up to today).*

The meanings of changes

There are several meanings behind the changes of sport management within these 50 years in Taiwan:

1. *The changes of sport professionals education process and philosophy:*
2. *The changes of rigid promotion system*
3. *The changes of policies and their implementations:*
4. *The changes of social demands:*
5. *The impact from overseas*
6. *The demand changes from sport industry practioners*

The website address where full text is available is at <http://www.ceps.com.tw/ec/echome.aspx>

Current Situation of the Development Sport Management in Mongolia

Nasanbat Oyunbat
Mongolian Association for Sport Management

Introduction

1. General review of the economic situation

Chinggis Khaan, Mongolian emperor and famous leader of last Millennium said that it is easy to capture the world on the horse back but it is not easy to manage State after dismounting from a horse.

But how about the successors of Chinggis Khaan! Do we take well our historical responsibility managing the country in our own?

Let us just compare with your neighbor, China. Chinese are more diplomatic or they do what they told and instructed. But Mongolians are very individual...

Mongolia is a land-locked country in Central Asia, situated between Russia and China. With its broad territory up to 604.250 sq. ml (1.565.000 sq. km) and few population about 2 million 475.4 thousand Almost 90% of Mongolia is pasture, desert and mountains. 10% of the land is covered by forests. About 1% of the land is sustainable for agriculture.

Mongolia is a unitary state with a parliamentary type of government. Almost every Mongolian learned in secondary school that any society goes according to the life cycle theory. But the big question for the country's economy is whether that life cycle is open or sealed.

Before 1990 Mongolia had a fully state-owned economy and 70 years of communist one-party rule.

Mongolia has moved into the new Millennium with ten year's experience of social and economic reform and major concerns about the direction in which the economy is heading...

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Sport Management Movement in Malaysia

Megat Ahmad Kamaluddin Megat Daud
University of Malaya

Introduction

In Asia, sports have always been viewed as an important tool in social integration (Megat Daud, 2000). Additionally, sport has also become a means to develop national identities. This is so because people generally equate their national team with their country in international sports competition, and outstanding performances by a national team lead to an increase in the nation's international status (Hak Lae, 2001). Asia provide an interesting backdrop for the inquiry into the sport management movement as it is the largest continent in the world, with the most diverse in experiences ethnically, culturally, religiously, sociologically, economically and politically (Mangan, 2003). To simplify about the experience of sport in Asia from one single perspective would be futile and counterproductive, and should the need arise, be done with extreme caution (Mangan, 2003).

In a multi-cultural, multi-ethnic and multi-religious Asian society such as in Malaysia, the interest in sports transcend over the differences and the focus for sport participation is more on the similarities of objectives. This is the gist of the National Sports Policy promulgated in 1986 by the Ministry of Youth and Sports that aimed at advocating for more involvement of the masses in local sport. The Policy stipulated that the public should be able to freely participate in sports at various levels, to gain the physical and emotional contentment from such participation and ultimately, in the spirit of pure sportsmanship, to co-exists with other players and worked together towards an end that would benefit the individual primarily and the nation as a whole...

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Exercise & Fitness: Ho Chi Minh City Style

Thanh Lam Quang Ph.D
Thuan Nguyen Hoang Minh M.Sc
Katy Tran

Introduction

The fitness and exercise culture in Ho Chi Minh City is a unique experience for Americans to observe. Although it is difficult to compare the two cultures, my portrayal of my observational encounters with Vietnamese fitness is understandably full of contrasts between American fitness and Vietnamese. The Vietnamese people enjoy a range of physical activities that reflect the amiable personality of their society. Many exercise regimens include sports and social games—quite different from what is seen in America. The exercise habits of the Vietnamese people are enjoyable group events that benefit the individuals in a holistic sense. They provide social interaction, mental stimulation and personal satisfaction while also improving the health and well being of the participants. These types of exercise are encouraged and promoted by the Vietnamese government by providing numerous venues for such physical activities to take place.

The government-funded fitness facilities in Ho Chi Minh City are impressive establishments. These centers facilitate a wide variety of activities for interested individuals to participate in. The complexes range from small outdoor parks to large indoor gyms, all of which are available for the public to use at a fairly affordable cost for the consumer. Each fitness center has its own unique atmosphere and attracts patrons based on various factors. Some of the most noteworthy and interesting public fitness facilities that I visited include Tao Dan Park, Le Van Tam Park, Trung Tam Van Hoa- The Thao Tan Binh, Phan Dinh Phung Sports Club, Phu Tho Sports Club, Nha Van Hoa Lao Dong and Nha Van Hoa Phu Nu. All of these facilities are funded partially by the Ho Chi Minh City Department of Sport, but this list is only a selection of the numerous parks and gyms...

The website address where full text is available is at <http://www.ceps.com.tw/ec/echome.aspx>

Progression of Sport Management in Japan

Hiroataka Matsuoka, Ph.D.
Biwako Seikei Sport College, Japan

Introduction

In accordance with global trends, Japan also, in recent years, has experienced increasing interests in sports. As the sport industry in Japan has been expanded, it has become critical for sport organizations, such as professional sport leagues and clubs, private fitness clubs, and community sport clubs, to have adequate knowledge and skills of sport management. These movements are triggers in the development of education and academic research in sport management.

The present paper provides information about current situations of the sport industry in Japan, including participant sport and spectator sport. The paper also discusses the necessity of management in sport, and argues the importance of education of sport management in universities and colleges as well as academic research in sport management.

The interests in sports, in recent years, have become increasingly popular among Japanese citizens. Participating in sport activities, attending sporting events, and watching sporting events on television have become humanistically valuable leisure activities among Japanese.

As the needs for sport increase and become diverse, sport organizations have to focus on elements of management, such as human resource management, marketing, accounting, and financing. This satisfies needs of sport consumers and maintains good conditions of sport organizations.

In order to examine the progression of sport management in Japan, this paper provides information about current conditions of sport industries in Japan, discusses the importance of management in sport and problems existing in sport industries, and argues the necessity of management principles in the field of sport...

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ASMR Photos



Cheers for the birth of ASMR



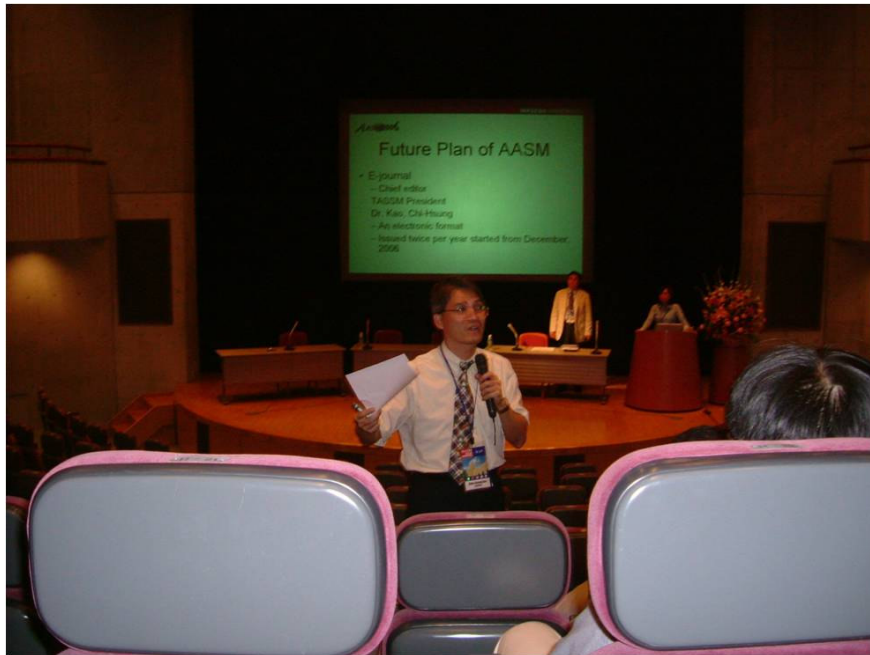
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Call for papers

Asian Sport Management Review is to map, connect, and exchange the experiences, knowledge and wisdom of sport management intra-Asia and internationally. It will be published one issue every 6 months by electrical forms. Papers resources come from at least one paper a year in each AASM country member. Papers are collected and reviewed by the representative of each country, the name list and connect e-mail were in the last. The papers submitted should be written in English following APA format and served by .doc file in Word. The construct of contents included Title, Author(s) and title(s), organization(s), Abstract with keywords, Introduction, Rationale, Findings, Discussions, Conclusions and suggestions, and References. We look forward to your involvement to promote the Asian researching prosperity.

The next 3 editions and tentative topics are scheduled as:

1. September 2007
Academic development & Sports population and participation
2. February 2008
Events organizing and marketing & Nongovernment organizations NGOs
3. September 2008
Public policy & Industry business

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