

# International Conference of Sport Government and Governance in Asia – Actors, Structures, Values

2014 年国际体育组织与管理大会  
亚洲体育管理的模式，结构与功能

## Conference Programme

会议手册

Nanchang, Jiangxi Province, China

中国 江西 南昌

16 – 19 October 2014

2014年10月16 – 19日



Deutsche  
Sporthochschule Köln  
German Sport University Cologne





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# Welcome Messages

## 欢迎辞

Dear experts at home and abroad, friends, ladies and gentlemen,

In this beautiful and cool autumn, we get together for “2014 International Sports Organization and Management Conference” at the capital city of Jiangxi, Nanchang, a wonderful place that is famous for its history, culture, talented people and natural resources. On behalf of Jiangxi Normal University, I would like to extend our warmest welcome to our distinguished guests and also to express our sincere gratitude to delegates who have been supportive to the International Journal of Sports History and Physical Education of our university.

Jiangxi Normal University is co-developed by the Ministry of Education of China and Jiangxi Provincial Government. It is also part of China's Midwest Universities Basic Capacities Development Programme. The university has ten major disciplines, including literature, history, philosophy, economics, management, law, science, engineering, pedagogy and arts, and has significant influence on political, economic, cultural and social development in Jiangxi province. Hence it has been identified as the normal university of priority by Jiangxi Provincial Government.

The three campuses in Yaohu, Qingshanhu and Communist City have in total over 3 square kilometers, 1,400,000 square meters built area, a library of 3,700,000 books and over 1,000,000 electronic books. Encircled by the 7 kilometers long Yaohu River, the open style Yaohu campus is characterized by its ecology and culture.

In its 70 years history, the university had 7 locations, 6 names and 4 times of re-arrangements. During this difficult time, we've established the motto of “Reflection, Practice and Integrity” and the spirit of “Preciseness, Diligence, Earnestness and Innovation” the development vision of “People Oriented, Serving the Society” and the education philosophy of “Students Oriented, Integrated Development”. Since the beginning of the new century, based on those guidelines, the university has made great achievements in pedagogical and other 9 disciplines, had remarkable impacts on local politics, economy, culture and society, and developed into a university of priority in the province.

The university offers PhD degree and Master's and Bachelor's degrees. It has 23 colleges and 1 independent institute (science and technology). There are 40,000 full-time undergraduates, 4,500 postgraduates, 10,000 adult students and 2,900 staff which includes 1,860 full-time teaching staff and 500 PhD students. Among our full-time teachers, 43% are under 35 years old, 45% have senior professional posts, and 73% have Master's degrees or PhD.

Distinguished guests, dear experts, in the post-Olympic time, the study of sports history has important academic value and practical significance and has attracted more and more attentions in international academia. We are happy to see that many young scholars have committed themselves to this area of and yielded substantive research outcomes. I sincerely hope that this conference would provide a platform for communication between experts at home and abroad and thereby boost the development of the international sports history research. I also wish that young teachers from our university would take this opportunity to actively participate in the communication. I believe that this conference would have profound influence on enhancing the influence of Jiangxi Normal University on the international sports history study.

Distinguished guests, dear experts, please kindly share your precious ideas and comments with us in terms of disciplinary development and scientific research. I wish you all have productive academic communications and also a wonderful time in Nanchang.

**Prof. Dr. Mei Guoping**

President

Jiangxi Normal University

海内外的专家朋友们，女士们，先生们：

十月的江西，金秋送爽，在这个美好的季节中，大家相聚在具有深厚历史文化底蕴、素有“物华天宝、人杰地灵”美誉的江西省会城市南昌，非常高兴地迎来了“2014 国际体育组织与管理大会”的隆重召开。在此，我谨代表江西师范大学，向莅临我校的各位领导、各位嘉宾，表示热烈的欢迎！并借此机会向国际体育史杂志社及关心支持我校体育事业的各位领导，来宾及专家们表示衷心地感谢！

江西师范大学是教育部、江西省人民政府共建高校和中西部高校基础能力建设工程高校。学校融文学、历史学、哲学、经济学、管理学、法学、理学、工学、教育学、艺术学等十大学科门类于一体，对江西的政治、经济、文化和社会发展有较大影响，被江西省人民政府确定为优先发展的省属重点（师范）大学。现有瑶湖、青山湖和共青城三个校区，占地面积 4500 余亩，建筑面积 140 余万平方米，馆藏纸质文献 370 余万册，电子图书 100 余万册。瑶湖校区不设围墙，环抱于 7 公里长的瑶河内，具有突出的生态人文特色。

70 多年来，学校先后七次迁址，六易其名，四度调整，砥砺出“静思笃行、持中秉正”的校训，孕育了“严谨、勤奋、求是、创新”的优良校风，形成了“以人为本、面向社会”的办学思想和“以生为本、全面发展”的育人思想。新世纪以来，学校发扬“百折不挠、艰苦创业”的办学传统，坚持“质量立校、人才兴校、创新强校、文化铸校、和谐荣校”的办学理念，弘扬“爱国荣校、民主和谐、求真务实、开放创新”的师大精神，现已发展成为一所融文学、历史学、哲学、经济学、管理学、法学、理学、工学、教育学等九大学科门类于一体，师范与非师范并举，对江西的政治、经济、文化和社会发展有较大影响、被省政府确定为优先发展的省属重点师范大学。

学校是博士学位授予权单位和全国第一批学士、硕士学位授予权单位，设有 23 个专业学院，1 个独立学院（科技学院），现有全日制本专科生 4 万余人，博士、硕士研究生 4500 余人，成人高等学历教育学生 1 万余人；现有在编教职工 2900 余人，其中专任教师 1860 余人，博士（含在读）500 余人。专任教师中，35 岁以下教师比例为 43%；拥有高级职称教师比例为 45%；具有硕士以上学位教师比例为 73%。

各位来宾，各位专家，在“后奥运”时代，体育史学研究既有重要的理论意义，又有非常广泛的应用价值，愈来愈受到国际学术界的广泛重视。我们高兴的看到，已有更多的中青年学者投身到这一领域中，取得了一批突出成果。我衷心祝愿通过此次会议，中外专家相互学习、相互借鉴，共同促进国际体育史学领域的发展。希望我校中青年教师珍惜此次机会，踊跃参加交流。这次会议将对江西师范大学在国际体育史学领域的研究产生深远的影响。

各位来宾，各位专家，学校办学开放，敬请大家对我校的学科建设与科学研究提出宝贵意见，促进江西师范大学体育科研事业的发展。祝本次会议在智慧的交流与思维的碰撞中结出累累硕果，取得圆满成功。祝各位专家在南昌期间身体健康，心情愉快，渡过美好的时光。

**梅国平 教授、博士**

江西师范大学校长

Dear President Mei, Professor Luo and delegates,

It is our pleasure as Editors of the *International Journal of the History of Sport* to welcome you to this conference on sports government and governance in Asia.

At our instigation some years ago, Routledge, as publishers of the *International Journal of the History of Sport*, began to sponsor academic workshops and conferences across the globe. This year we have been involved in academic gatherings in Los Angeles, Doha, Brisbane, Lyon, Lausanne and now here in Nanchang.

The presentations and discussions that we will hear and participate at this meeting are of the highest importance. Sport can be a significant part of many people's lives: it can offset the rigors of work both physically and mentally; it can promote their health and well-being; it can lead to friendships and associativity; it can be an outlet for passion and emotion. Hence how they gain access to it is vital, not only for themselves but also their nations.

The *International Journal of the History of Sport* is the world's leading sports history journal. We intend to publish the most informative papers from this conference in a special issue next year. Therefore, the academics around the world will be able to share the fruits from the Nanchang Conference.

We would like to take this opportunity to thank Jiangxi Normal University to host the conference and to thank all the members of the Academic Committee and Secretaries of the Executive Committee for your wonderful work to ensure the smoothly running of the conference.

**Prof. Dr. Wray Vamplew**

IJHS Special Project Editor

Emeritus Professor of Sports History, University of Stirling

**Prof. Dr. Fan Hong**

IJHS Academic Editor Asia

Winthrop Professor in Asian Studies, the University of Western Australia

尊敬的梅校长、罗院长和与会代表：

我们谨代表《国际体育史杂志》编辑部，欢迎大家参加本次“2014 国际体育组织与管理大会”。

《国际体育史杂志》及其出版机构劳特利奇出版社多年来一直热心在全球范围内组织相关学术研讨会。本年度，我们已经分别在洛杉矶、多哈、布里斯班、里昂、洛桑召开过会议。今天，我们把这次学术盛宴带到南昌来，与大家共同分享。

本次会议的报告和议题具备较高学术价值的同时也兼备一定的现实意义，因为体育运动在我们的日常生活中确实占据了非常重要的位置。参与体育运动既能让我们在辛劳工作后消除疲劳、促进身心健康，又能让我们挥洒激情、广交天下朋友。因此，参与体育运动相当重要，对个人如此，对民族亦然。

《国际体育史杂志》是体育史研究领域内的世界一流期刊，我们将从本次会议的录取稿件中选取优秀的文章，在 2015 年的正刊上发表，让南昌会议的成果与全世界的学者们分享。

我们借此机会感谢江西师大承办这次会议，我们同时也感谢大会的学术委员会和秘书处的成员们为此次大会的顺利召开所付出的辛勤劳动。

### **瑞·范普鲁 教授、博士**

《国际体育史杂志》原主编，英国斯特灵大学终身教授

### **凡 红 教授、博士**

《国际体育史杂志》现任主编，西澳大利亚大学教授/孔子学院院长

Dear experts, ladies and gentlemen,

The golden October is the season of harvest and hope. It's a great honor for the Sports College to host the "2014 International Sports Organization and Management Conference" at this beautiful time. On behalf of the Sports College, I want to extend our warmest welcome and truthful thankfulness to experts at home and abroad and to all the delegates.

In 1936, Chinese athletes took part in the Berlin Olympic, which was the first step of Chinese nationality on the international sports arena. In the same year, the Jiangxi National Sports College was established. Since then, the college has gone through several big transformations during its 80 years' history. Now as one of the earliest sports college (school) in China, the Sports College of Jiangxi Normal University has a relatively large organization and advanced conditions in the whole country.

The college has 5 schools, 1 department and 1 institute: Physical Education School, Sports Training School, Traditional Ethnic Sports School, Social Sports School, Sports Performance School, Public Sports Department and Sports Science Institute. We also host a key lab of the General Administration of Sports of China, a sports culture research base of the General Administration of Sports of China, a national social sports instructors training base of the General Administration of Sports of China, a national aerobics training centre for adolescents, the Traditional Sports Teacher Training Base of Jiangxi province, the Demonstration Centre of Experiment Teaching in Universities in Jiangxi province and other provincial and national centers of teaching and research. The college has 5 undergraduate programmes including Physical Education (provincial brand), Sports Training, Traditional Ethnic Sports, Social Sports and Sports Performance. There are 1,600 full-time undergraduates and about 200 correspondence students. The college provides a Master's program of Sports Science, which is the only case in the province. The Master's program is academic, applied oriented and can be both full-time and part-time. There are about 200 postgraduates in total.

The college has a strong faculty which has yielded substantive research results. The faculty is composed of 133 staff, of which 112 are full-time teachers. In the 112 teachers, there are 18 professors, 60 associate professors; 41 are tutors for Master students and 50% teachers have Master's degree, 16% has PhD. 1 teacher has the honor of Renowned Teacher of Jiangxi Province, 4 teachers are granted the Young Disciplinary Leading Figure of Jiangxi province, 1 is awarded the Young Backbone Teacher of Jiangxi province. In the last 5 years, staff of the



college has published 30 monographs and textbooks and 380 articles on provincial, national and international key journals, chaired 80 provincial research programmes (including 9 National Social Science Foundation Programmes, and 20 programmes of the General Administration of Sports of China), and won over 100 provincial research prizes.

Based on our strength and objectives, the college has made fruitful explorations in personnel training for competitive sports. In recent years, we have trained more than 50 Olympic gold medalists as well as world, Asian and national champions like Yang Wenjun and Jin Ziwei. Since its establishment, the college has sent over 10,000 graduates to all over China, and hence has become an important base of personnel training for competitive sports, physical education, social sports and sports science research in Jiangxi province.

Dear guests and experts, I sincerely hope that you could have productive communication during the conference and kindly offer your wonderful suggestions to our college. I also hope that from now on, you would start paying attention to the future development of our college. Wish you have a wonderful conference and enjoy your time!

**Prof. Dr. Luo Lin**

Dean of the Sports College at Jiangxi Normal University

尊敬的大会专家，女士们，先生们：

金色的十月，既是收获果实季节，更是放飞希望的季节，在这美好的时节，我们迎来了“2014 国际体育组织与管理大会”，这是体育学院历史发展中的一件盛事。在此，我代表体育学院向来自国内外的专家与嘉宾表示热烈欢迎与衷心感谢！

1936 年中国运动员参加柏林奥运会，迈出了中华民族走向世界体坛的第一步。同年，江西国立体育专科学校在一片期盼中诞生。历经国立南昌大学体育专修科、江西体育学院、江西师范学院体育系和江西师范大学体育系等历史沿革，经过几代体育人近八十载的共同努力，如今的江西师范大学体育学院成为了国内办学学历较早，办学规模较大，办学条件较好的体育院（系）。

学院现设有五系一部一所：体育教育系、运动训练系、民族传统体育系、社会体育系、体育表演系、公共体育部、体育科研所，拥有国家体育总局重点实验室、国家体育总局体育文化研究基地、国家体育总局国家级社会体育指导员培训基地、国家青少年健美操培训中心、江西省体育传统项目学校体育师资培训基地、江西省高校实验教学示范中心等国家与省级教学科研平台。学院现有体育教育（省级品牌专业）、运动训练、民族传统体育、社会体育和体育表演五个本科专业，在校全日制本科学生 1600 余人，函授生近 200 人。学院是全省唯一拥有体育学硕士一级学科和体育学科教育硕士、高校硕士与体育硕士授予权的单位，涵盖学术型、应用型、全日制、在职等四个方面，现有在校各类硕士研究生 200 余人。

学院师资力量较雄厚，教学科研成果较显著，现有教职工 133 人，其中专任教师 112 人，教师队伍中教授 18 人，副教授 60 人，硕士生导师 41 人，具有硕士学位（含在读）的人数超过 50%，具有博士学位人数（含在读）的超过 16%，拥有江西省省级教学名师 1 人，江西省中青年学科带头人 4 人，省级中青年骨干教师 1 人。近五年来，学院教师公开主编出版论著和教材 30 余部，在国际、国内核心期刊及省级期刊共发表论文 380 余篇，承担省部级及以上课题 80 余项，其中国家社科基金 9 项，国家体育总局各类课题 20 余项，有近百项成果获得省部级科研一、二、三等奖。

在办学过程中，学院始终以培养复合型体育专业人才为宗旨，突出办学特色和优势，并在探索培养竞技体育人才模式方面进行了积极的探索。近几年先后涌现出了杨文军、金紫薇等 50 多位奥运冠军，世界冠军，亚洲冠军和全国冠军。办学以来，学院已面向全国输送万名毕业生，成为江西省竞技体育、体育教育和社会体育实践及科学研究中高级人才培养的重要基地。

各位来宾，各位专家，热忱地期盼大家在与会的这几天中，交换思想，交流成果，为我院的发展留下宝贵建议，更希望大家以此为起点，长期关注关心江西师范大学体育学院的发展。祝大会圆满成功，祝大家与会期间身心愉悦！

**罗 林 教授、博士**

江西师范大学体育学院院长

# Organizing Committee

大会组委会

## Chairmen of the Congress

大会主席

**Prof. Dr. Mei Guoping**

President of Jiangxi Normal University, China

梅国平 博士、教授

江西师范大学校长，中国

**Prof. Dr. Wray Vamplew**

Former Managing Editor of *the International Journal of the History of Sport*; past President and Fellow of the Europe Society of Sports History and the Australian Society of Sports History; Emeritus Professor in Sports Studies at the University of Stirling, United Kingdom

瑞 范普鲁 博士、教授

前国际体育史杂志主编、前欧洲和澳大利亚体育史学会主席、英国斯特灵大学终生教授、博士研究生导师，英国

## Chairman of the Academic Committee

学术委员会主席

**Prof. Dr. Fan Hong**

Academic Editor of *the International Journal of the History of Sport*; Winthrop Professor of Asian Studies and Director of the Confucius Institute at Faculty of Arts, the University of Western Australia, Australia

凡 红 博士、教授

国际体育史杂志主编、西澳大利亚大学孔子学院院长、亚洲研究首席教授、博士研究生导师，澳大利亚

## Members of the Academic Committee

学术委员会成员

**Prof. Dr. Ian Henry**

Director of the Centre for Olympic Studies and Research of the Loughborough University, United Kingdom

伊恩 亨利 博士、教授

拉夫堡大学国际奥林匹克运动研究中心主任，终生教授、博士研究生导师，英国

**Prof. Dr. Jürgen Mittag**

German Sport University Cologne, Germany

余尔根 米塔格 博士、教授

德国科隆体育大学终生教授、博士研究生导师，德国

**Dr. Ben Weinberg**

Manager for the International Council of Sport Science and Physical Education (ICSSPE), Germany  
本 温伯格 博士  
国际体育科学与体育教育理事会项目官员, 德国

**Dr. Lu Zhouxiang**

Assistant Editor of *the International Journal of the History of Sport*; Head of Chinese Studies,  
Maynooth University, National University of Ireland, Ireland  
吕洲翔 博士  
国际体育史杂志助理编辑, 爱尔兰梅努斯大学中国研究中心主任, 爱尔兰

**Prof. Dr. Zheng Guohua**

Director of the Research Institute of Chinese Traditional Sports Culture, Ningbo University;  
Director of the Research Institute of Chinese Sports Culture, Jiangxi Normal University, China  
郑国华 博士、教授  
宁波大学民族传统体育文化研究所所长, 江西师范大学体育文化研究基地主任, 中国

## **Chairmen of Executive Committee**

大会执行主席

**Prof. Dr. Luo Lin**

Dean of the Sports College of Jiangxi Normal University, China  
罗 林 博士、教授  
江西师范大学体育学院院长, 中国

**Prof. Fu Xiaoling**

Secretary General of the CCP at the Sports College of Jiangxi Normal University, China  
傅小玲 教授  
江西师范大学体育学院党委书记, 中国

## **Secretaries of the Executive Committee**

大会秘书

**Jiang Xueying and Huang Fuhua** : Sports College of Jiangxi Normal University

江雪英, 黄福华: 江西师范大学体育学院

**Guan Zhixun , Liu Li and Zhang Huijie**: Faculty of Arts, the University of Western Australia

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# Congress Information

## 大会简介

### Congress Title and Theme

International Conference of Sport Government and Governance 2014: Sport Government and Governance in Asia - Actors, Structures, Values

#### 会议名称和主题

2014 年国际体育组织与管理大会：亚洲体育的组织结构与管理方式---角色、组织、价值

### Language

English and Chinese

#### 会议语言

英语和中文

### Organizer

The International Journal of the History of Sport, Routledge

#### 会议主办方

国际体育史杂志, Routledge

### Sponsor

Jiangxi Normal University, China

#### 会议承办方

江西师范大学, 中国

### Co-Organizer

German Sport University Cologne & Confucius Institute at the University of Western Australia

#### 会议协办方

德国科隆体育大学、西澳大利亚大学孔子学院

### Date

16 – 18 October 2014

#### 会议时间

2014 年 10 月 16-18 日

### Address

Bailu Hotel, Yaohu Campus of Jiangxi Normal University, Nanchang, China

#### 会议地点

江西师范大学瑶湖校区白鹿会馆, 中国 南昌



## 江西师范大学瑶湖校区平面图



## Keynote Speakers

大会主讲嘉宾



### **Prof. Dr. Ian Henry**

Loughborough University, United Kingdom

Lecture title: Developing Culturally Specific Tools for Evaluation of Good Governance in Diverse National Contexts: A Study of the National Olympic Committee of the Islamic Republic of Iran

10:00-10:20, 17 Oct. in the Auditorium of Bailu Hotel

### **伊恩·亨利 博士、教授**

英国拉夫堡大学

演讲题目：在多元化国家背景下从发展文化的视角构建良性管理：以伊朗奥委会为例  
10月17日，10:00-10:20，白鹿会馆会议厅



### **Prof. Dr. James M. Dorsey**

Nanyang Technological University, Singapore

Lecture title: Asian Football: A Cesspool of Government Interference, Struggles for Power, Corruption and Greed

10:20 -10:40, 17 Oct. in the Auditorium of Bailu Hotel

### **詹姆斯·多尔西 博士、教授**

新加坡南洋理工大学

演讲题目：亚洲足球：政府干预下的一池浑水、权利斗争、贪污腐败  
10月17日，10:20-10:40，白鹿会馆会议厅



**Prof. Dr. Jürgen Mittag**

German Sport University Cologne, Germany

Lecture title: Transnational Relations between China and Europa in Sport: Trends, Offers and Constraints

10:40-11:00, 17 Oct. in the Auditorium of Bailu Hotel

**余尔根 米塔格 博士、教授**

德国科隆体育大学

演讲题目：中欧体育中的跨国关系：趋势、供给、约束

10月17日，10:40-11:00，白鹿会馆会议厅



**Prof. Dr. Fan Hong**

The University of Western Australia, Australia

Lecture title: The Evolution of the Governance of Wushu in China (1910-2010): A Century of Change

11:00-11:20, 17 Oct. in the Auditorium of Bailu Hotel

**凡 红 博士、教授**

西澳大利亚大学

演讲题目：一个世纪的演变：中国武术管理体制发展历程(1910-2010)

10月17日，11:00-11:20，白鹿会馆会议厅





**Prof. Dr. Yi Jiandong**

Jiangxi University of Finance and Economics, China

Lecture title: The Integration of Three Types of Space: A New Thought on the Provision of Mass Sports Facilities

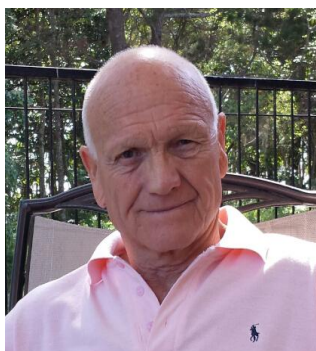
8:00-8:20, 18 Oct. in the Auditorium of Bailu Hotel.

**易剑东 博士、教授**

江西财经大学，中国

演讲题目：三地融合：中国公共体育场地供给的新思路

10月18日，8:00-8:20，白鹿会馆会议厅



**Prof. Dr. Peter Horton**

Australian Catholic University, Australia

Lecture title: The Governance of Sport in Australia: Centralized Control, Politics and Public Diplomacy

8:20-8:40, 18 Oct. in the Auditorium of Bailu Hotel

**彼得·霍顿 博士、教授**

澳大利亚天主教大学

演讲题目：澳大利亚体育管理体制：集权治理、政治和公共外交

10月18日，8:20-8:40，白鹿会馆会议厅



**Prof. Dr. Zheng Guohua**

Ningbo University, China

Lecture title: Force in the Construction of Authority and Social order in Rural

Chinese Society: Cases in Qing Dynasty and the Republic of China

8:40-9:00, 18 Oct. in the Auditorium of Bailu Hotel.

**郑国华 博士、教授**

宁波大学，中国

演讲题目：武力观念与中国乡土社会的权威与秩序——以清朝和民国时期乡土中国的若干案例为中心

10月18日，8:40-9:00，白鹿会馆会议厅



# Daily Programme

大会议程安排

## Thursday 16 October 2014

2014 年 10 月 16 日星期四

<b>Time</b> 时间	<b>Activities</b> 内容	<b>Venue</b> 地点
8:00-22:00	Registration 大会报到	The Foyer of Bailu Hotel 白鹿会馆一楼大厅
12:00-13:00	Lunch Break 午餐	The Dining Room of Bailu Hotel 白鹿会馆一楼餐厅
18:00-20:00	Dinner 晚餐	The Dining Room of Bailu Hotel 白鹿会馆一楼餐厅

## Friday 17 October 2014

2014 年 10 月 17 日星期五

<b>Time</b> 时间	<b>Activities</b> 内容	<b>Venue</b> 地点
7:00—8:00	Breakfast 早餐	The Dining Room of Bailu Hotel 白鹿会馆一楼餐厅
9:00—9:40	Opening Ceremony 大会开幕式	The Auditorium at Bailu Hotel 白鹿会馆会议厅
9:40—10:00	Group Photo and Tea Break 合影 茶歇	In front of Bailu Hotel 白鹿会馆门前
<b>10:00—11:30</b>	<b>Keynote I</b> <b>Chair: Prof. Dr. Wray Vamplew</b> <b>大会主报告（一）</b> <b>主席: 瑞 范普鲁 博士、教授</b>	<b>The Auditorium at Bailu Hotel</b> <b>白鹿会馆会议厅</b>
	<b>Prof. Dr. Ian Henry</b> 伊恩·亨利 博士、教授 Lecture title: Developing Culturally Specific Tools for Evaluation of Good Governance in Diverse National Contexts: A Study of the National Olympic Committee of the Islamic Republic of Iran 在多元化国家背景下从发展文化的视角构建良性管理：以伊朗奥委会为例	
	<b>Prof. Dr. James M. Dorsey</b> 詹姆斯·多尔西 博士、教授 Lecture title: Asian Football: A Cesspool of Government Interference, Struggles for Power, Corruption and Greed 亚洲足球：政府干预下的一池浑水、权利斗争、贪污腐败	
	<b>Prof. Dr. Jürgen Mittag</b> 余尔根·米塔格 博士、教授 Lecture title: Transnational Relations between China and Europa in Sport: Trends, Offers and Constraints 中欧体育中的跨国关系：趋势、供给、约束	
	<b>Prof. Dr. Fan Hong</b> 凡 红 博士、教授 Lecture title: The Evolution of the Governance of Wushu in China (1910-2010): A Century of Change 一个世纪的演变：中国武术管理体制发展历程(1910-2010)	
12:00-13:00	Lunch Break 午餐	The Dining Room of Bailu Hotel 白鹿会馆一楼餐厅
<b>13:00-17:40</b>	<b>Session I</b> <b>大会专题报告（一）</b>	<b>The First Meeting Room of Bailu Hotel</b> <b>白鹿会馆第一会议室</b>
<b>13:00-14:10</b>	<b>Session: Sport and Government Functions</b>	<b>The First Meeting Room of Bailu Hotel</b>

	<b>Chair: Prof. Jürgen Mittag and Dr. Wu Wei</b> <b>专题:体育与政府职能</b> <b>主席: 米塔格教授、吴维忆博士</b>	白鹿会馆第一会议室
Dr. Zheng Lingyan 郑凌燕 博士	Research on the Privatization of Chinese Sports Facilities and the Government Safeguard Mechanism Based on International Experience 国际经验下的中国体育设施民营化与政府保障机制研究	
Dr. Liu Zheng 刘 峥 博士	Research on the Policy-based Resettlement System for Retired Athletes in China 中国退役运动员政策性安置制度研究	
Dr. Zhang Fengbiao 张凤彪 博士	A Definition of the Chinese Government's Sports Functions in the Context of the 'Powerful Sporting Nation' Strategy 体育强国战略背景下的中国体育政府职能界定	
Dr. Hao Zhonghui 赫忠慧 博士	A Comparative Study of the Health Promotion Policies for Children and Adolescents in Japan and China 中日儿童和青少年健康促进政策比较研究	
Dr. Yu Dawei 俞大伟 博士	A Historical Exploration of the Waning Power of the All-China Sports Federation 中华全国体育总会职能弱化的历史探析	
<b>14:10-15:10</b>	<b>Session: Governance of Elite Sport</b> <b>Chair: Prof. James M. Dorsey and Guan Zhixun</b> <b>专题:竞技体育治理</b> <b>主席: 多尔西教授、关志逊</b>	<b>The First Meeting Room of Bailu Hotel</b> <b>白鹿会馆第一会议室</b>
Prof. Dr. Tang Jianjuan 唐建倦 博士、教授	Interest Integration and Control of Cultivation Subjects of Chinese High-level Reserve Sports Talents 中国的高水平竞技体育后备人才培养对象的利益整合与控制	
Dr. Tien-Chin TAN 湯添進 博士	From a Major Sports Country to a World Sports Power: the Development of the Chinese Elite Football after Beijing Olympics 从体育大国到世界体育强国: 在北京奥运会后的中国精英足球发展	
Dr. Gao Yong 高 泳 博士	Historical Review and Reflection of Wushu on Applying for Becoming an Olympic Sport Event 武术申请进入奥运会的回顾与反思	
Associate Prof. Xia Qingbin 夏青斌 副教授	On the Training Methods Used to Train Chinese Tennis Athletes 论中国乒乓球运动员的训练模式	
<b>15:10-15:30</b>	<b>Tea Break</b> 茶歇	<b>The Lobby of Bailu Hotel</b> 会议室走廊
<b>15:30-16:30</b>	<b>Session: Governance of Elite Sport</b> <b>Chair: Prof. Fan Hong and Luis Silva</b> <b>专题:竞技体育治理</b> <b>主席: 凡红教授、席尔瓦</b>	<b>The First Meeting Room of Bailu Hotel</b> <b>白鹿会馆第一会议室</b>
Prof. Jiang Xinguo 蒋新国 教授	An Analysis of Contemporary Competitive Sports Dispute and Arbitration Processes in China 当前中国竞技体育的争端和仲裁	

Zhang Yincheng 张银赫	The Development of Formula One Racing in Asia and its Social Function 一级方程式赛车在亚洲的发展及其社会功能	
Associate Prof. Zhou Caiyou 周财有 副教授	A Comparative Study of the Tactics and Strategies of Chinese and Foreign Taekwondo Athletes 中外男性击打策略运用研究	
Associate Prof. Jiang Jianbao 蒋健保 副教授	The Rise of Asian Football and its Inspirations– The Strategic Value of Realizing China’s Football Dream 亚洲足球崛起及其启示: 兼谈实现中国足球梦的战略价值	
16:30-17:40	Session: History of Sport Development Chair: Prof. Peter Horton and Dr. Huang Fuhua 专题:体育发展史 主席: 霍顿教授、黄福华博士	The First Meeting Room of Bailu Hotel 白鹿会馆第一会议室
Liu Li 刘 利 (博士生)	Sport and National Identity: A Historical Analysis of the National Games in the Late Qing and the Republican China (1910-1948) 体育与国家认同: 晚清和民国时期中国全运会的历史阐释 (1910-1948)	
Dr. Zhang Aihong 张爱红 博士	Research on Traditional Chinese Health Philosophy 中国传统养生理念研究	
Dr. Gu Dehong 辜德宏 博士	A Historical Analysis of the Government’s Role in Sport Development in China 历史视角下的中国体育发展的政府职能	
Dr. Wang Yan 王 妍 博士	The Far Eastern Championship Games and the Development of Modern East Asian Society 远东运动会和现代东亚社会的发展	
Prof. Dr. Mi Jing 米 靖 博士、教授	A Historical Review of the Development of Shooting Sports in China 中国射击运动发展的历史回顾	
13:00-17:40	Keynote II 大会专题报告 (二)	The Second Meeting Room of Bailu Hotel 白鹿会馆第二会议室
13:00-14:10	Session: Sport and Globalization Chair: Prof. Wrap Vamplew and Liu Li 专题:体育与全球化 主席: 范普鲁教授、刘利	The Second Meeting Room of Bailu Hotel 白鹿会馆第二会议室
Dr. Huang Fuhua 黄福华 博士	Globalization and the Governance of Chinese Basketball: Power, Agency and Structure 全球化与中国篮球治理——动力、行动与结构	
Prof. Dr. Ping-Chao Lee 李炳昭 博士	Does China Matter?! Taiwan’s Successful Bid to the 2017 Summer Universiade 中国重要吗?! 台湾成功申请 2017 届世界大学生夏季运动会	
Dr. Yu-Wen Chen 陳昱文 博士	From Conflictual to Participative toward Active: China's Response toward Globalization in the Field of Elite Table Tennis 从冲突走向积极参与: 中国对精英乒乓球领域全球化的反应	

Prof. Feng Qiang 冯 强 教授	Factors Influencing Sports Exchanges between China and ASEAN from the Perspective of Peaceful Development 和平发展视角下的中国与东盟体育交流的影响因素研究	
Associate Prof. Zhang Zhaolong 张兆龙 副教授	Construction in the Mechanism of Convergence and Development of China-ASEAN Sports and Culture 中国—东盟体育融合发展的困境与交流机制研究	
14:10-15:10	<b>Session: Sport Thought and Culture</b> <b>Chair: Prof. Cao Shouhe and Dr. Wu Weiyi</b> <b>专题: 体育思想文化</b> <b>主席: 曹守禾教授、吴维忆博士</b>	<b>The Second Meeting Room of Bailu Hotel</b> <b>白鹿会馆第二会议室</b>
Dr. Tan Guangxin 谭广鑫 博士	Martial Arts Dance: Hong Kong Kung Fu Films' Aesthetic Characteristics 武舞之魅: 香港功夫电影的审美特征研究	
Dr. Zhang Huijie 张慧杰 (博士生)	Cultural Imperialism, Christianity and the Rise of Western Sport and Physical Education in Modern China (1840–1920s) 基督教与西方体育在近代中国的兴起——以文化帝国主义为视角。	
Dr. Jin An 金 安 博士	Research on the Nationalist Government's Promotion of Sports in Northern China in the 1930s 30 年代中国北方政府体育促进研究	
Dr. Dong Qing 董 青 博士	An Analysis of the Influence of Sports Coverage in the Media on Chinese Cultural Identity 媒介体育与中国文化认同研究	
15:10-15:30	Tea Break 茶歇	The Lobby of Bailu Hotel 会议室走廊
<b>15:30-16:30</b>	<b>Session: The Folk Sport</b> <b>Chair: Prof. Luo Shiming and Zhang Huijie</b> <b>专题: 民俗民间体育</b> <b>主席: 罗时铭教授、张慧杰</b>	<b>The Second Meeting Room of Bailu Hotel</b> <b>白鹿会馆第二会议室</b>
Dr. Tu Chuanfei 涂传飞 博士	The Social Reproduction Mechanism: An Anthropological Interpretation of the Historic Functions of Folk Sports 社会再生产机制: 民间体育历史功能的人类学解释	
Associate Prof. Jing Jiankun 经建坤 副教授	The Heritage and Protection of the Traditional Sports Cultures of Regional Minorities in China 中国少数民族传统体育文化遗产保护研究	
Associate Prof. Cai Zhengjie 蔡正杰 副教授	Applying the Example of the Revival of the Modern Olympics to the Development of China's Folk Sports 现代奥运会的复兴对中国民间体育发展的启示	
Associate Prof. Pan Yihe 潘伊荷 副教授	Research on the Folk Sports Performed in Yangkou Town's Traditional Festivals 羊口镇传统节日期间的民俗体育研究	
<b>16:30-17:40</b>	<b>Session: Sport Organizations and Governance</b> <b>Chair: Prof. Ian Henry and Guan Zhixun</b> <b>专题: 体育组织与管理</b> <b>主席: 亨利教授、关志逊</b>	<b>The Second Meeting Room of Bailu Hotel</b> <b>白鹿会馆第二会议室</b>



Prof. Dr. Hu Jiahao 胡家浩 博士、教授	China National Amateur Athletic Federation and Chinese Sports Modernization Development 中华体育协会与近代体育现代化发展	
Dr. Liu Junyi 刘俊一 博士	A PIT-EEE-based Theory for a Sports Management Organization Portal, Integrating an Evaluation Index System and an Empirical Study 基于 PIT-EEE 理论体育管理组织门户网站集成评价指标体系构建与实证研究	
Dr. Dong Qinqin 董芹芹 博士	Research on the Co-branding Synergy of Mega Sports Events and Host Cities 大型体育赛事和举办城市联合品牌协同研究	
Associate Prof. Chen Ning 陈 宁 副教授	A Discussion of Sports Management System Reform in China from the Perspective of Governance Theory 治理理论视角下的我国体育管理体制改革	
Associate Prof. Yang Cheng 杨 成 副教授	A Study of the Services and Approaches to Sports for the Elderly in Sichuan's Retirement Homes 四川养老机构老年体育服务方法研究	
18:00-20:00	Welcome Banquet 欢迎晚宴	The Banquet Hall of Bailu Hotel 白鹿会馆宴会厅

## Saturday 18 October 2014

2014 年 10 月 18 日星期六

<b>Time</b> 时间	<b>Activities</b> 内容	<b>Venue</b> 地点
7:00-7:40	Breakfast 早餐	The Dining Room of Bailu Hotel 白鹿会馆一楼餐厅
<b>8:00-9:00</b>	<b>Keynote II</b> <b>Chair: Prof. Dr. Ian Henry</b> <b>大会主报告（二）</b> <b>主席：伊恩 亨利 教授</b>	<b>The Auditorium at Bailu Hotel</b> <b>白鹿会馆会议厅</b>
	<b>Prof. Dr. Yi Jiandong</b> 易剑东 博士、教授 <b>Lecture title:</b> The Integration of Three Types of Space: A New Thought on the Provision of Mass Sports Facilities 三地融合：中国公共体育场地供给的新思路	
	<b>Prof. Dr. Peter Horton</b> 彼得 霍顿 博士、教授 <b>Lecture title:</b> The Governance of Sport in Australia: Centralized Control, Politics and Public Diplomacy. 澳大利亚体育管理体制：集权治理、政治和公共外交	
	<b>Prof. Dr. Zheng Guohua</b> 郑国华 博士、教授 <b>Lecture title:</b> Force in the Construction of Authority and Social Order in Rural Chinese Society: Cases in Qing Dynasty and the Republic of China 武力观念与中国乡土社会的权威与秩序——以清朝和民国时期乡土中国的若干案例为中心	
<b>9:00-11:40</b>	<b>Session III</b> <b>大会专题报告（三）</b>	<b>The Auditorium of Bailu Hotel</b> <b>白鹿会馆会议厅</b>
<b>9:00-10:00</b>	<b>Session: Management of Sport Stadiums and Clubs</b> <b>Chair: Prof. Ping-Chao Lee and Dr. Huang Fuhua</b> <b>专题：体育场馆与俱乐部运营</b> <b>主席：李炳昭教授、黄福华博士</b>	<b>The Auditorium of Bailu Hotel</b> <b>白鹿会馆会议厅</b>
Prof. Lu Hengbo 陆亨伯 教授	A Study of the Discrepancies between and Governance of Large-scale Stadia in China 中国大型体育场馆运营矛盾及其治理研究	
Dr. Zhang Jie 张 洁 博士	Reality and Dilemma: the Development of Chinese Sports Industry Since the Implementation of the Reform and Opening up Policy 现状与困境：改革开放以来中国的体育产业管理	
Associate Prof. Ying Jianhua 应建华 副教授	Research on the Supervision System of China Entrusted with the Operation of Public Gymnasiums 中国委托经营型公共体育场馆监管体系研究	

Prof. Dr. Zhan Xiaomei 詹晓梅 博士、教授	Under the Special Circumstance: The Way Out for Sport Stadiums Operating Recommendations on the Reform of the Way Sports Stadia Are Operated 中国大型体育场馆经营的现状与出路分析	
Dr. Du Jiang 杜 江 博士	Research into Competition and Strategy Selection in China’ s Fitness Clubs 中国的健身俱乐部竞争角色研究基于战略选择的思考	
10:00-10:20	Tea Break 茶歇	The Lobby of Bailu Hotel 会议厅走廊
10:20-11:40	Session: Sport and Foreign Relations Chair: Prof. Li Yongqin and Liu Li 专题:体育对外交流 主席:李勇勤教授、刘利	The Auditorium of Bailu Hotel 白鹿会馆会议厅
Prof. Dr. Zhang Xiaoyi 张晓义 博士、教授	A Review of China’s Sports Diplomacy in the 1980s 80 年代中国体育外交评析	
Dr. Shi Xiaofeng 石晓峰 博士	Leisure Sports Tourism Development Research 休闲体育旅游发展研究	
Associate Prof. Zhang Wentao 张文涛 副教授	An Analysis of the Competitive Performance Traits of Weightlifting Athletes at the 2012 London Olympic Games 2012 伦敦奥运会的举重运动员竞技表现特征分析	
Associate Prof. Yu Haijuan 于海娟 副教授	A Study on Suzhou’s woman sports in modern times 现代苏州妇女体育的发展	
Associate Prof. He Tianjin 贺天津 副教授	An Analysis of the Present State of Popular Taekwondo in China and Recommendations for its Development 当前大众跆拳道在中国的发展措施分析	
Prof. Wang Xin 王 欣 教授	Sumo’s Status as the ‘National Sport’: The Influence of Ancient Chinese Confucian Culture on the Development of Japanese Sumo 相扑的“国技”地位——中国古代儒教文化对日本相扑运动发展影响	
9:00-11:40	Session IV 大会专题报告（四）	The First Meeting Room of Bailu Hotel 白鹿会馆第一会议室
9:00-10:00	Session: Sport Governance in Asia Chair: Prof.Tan Hua and Zhang Huijie 专题: 体育治理在亚洲 主席: 谭 华 教授、张慧杰	The First Meeting Room of Bailu Hotel 白鹿会馆第一会议室
Dr. Luis Silva 席尔瓦 博士	The Origins and Changes of Sport Governance in Qatar: Youth, Identity and Nation-building 卡塔尔体育治理的起源和变化: 青年, 认同与民族塑造	
Dr. Guan Zhixun 关志逊 (博士生)	Paralympics in China: Social Approach VS Elite Approach 中国残奥: 竞技路径 vs 社交路径	
Dr. Hu Juan 胡 娟 博士	Image, Type, Prototype: Research on the National Image of Traditional Martial Arts 形象、类型、原型: 中国传统武术形象研究	
Dr. Lu Youmei	Creating Operational Plans for Sports Foundations	

吕佑玫 博士	体育基金会的操作计划创建研究	
Associate Prof. Dr. Qin Bo 秦博 博士、副教授	Constructing an Integrated World with the Cyber-Colonialism: Powers, Races and Cultures in Cyber Games 网络殖民地构建的一体化世界：电子竞技里的权力、种族和文化	
10:00-10:20	Tea Break 茶歇	The Lobby of Bailu Hotel 会议室走廊
10:20-11:00	<b>Session: Traditional Sport Culture</b> <b>Chair: Dr. Tien-Chin Tan and Dr. Wu Weiyi</b> <b>专题：传统体育文化</b> <b>主席：湯添進 博士、吴维忆 博士</b>	<b>The First Meeting Room of Bailu Hotel</b> <b>白鹿会馆第一会议室</b>
Dr. Qin Likai 秦立凯 博士	Social Identity: A Study on the Archery Culture of the Southwest of China during the Qin and Han Dynasties 社会认同：秦汉时期西南射箭文化研究	
Associate Prof. Lang Yongchun 郎勇春 副教授	Study of Path Selection in Chinese National Traditional Sports Culture 中国传统体育文化的路径选择研究	
Associate Prof. Xiao Yuanshi 肖渊实 副教授	The Social and Cultural Value of the ‘Tunkou’ Dance of the Shui Ethnic Minority in Yunnan Province 云南水族“吞口”舞的社会和文化价值研究	
11:00-11:40	<b>Session: Physical Education and Fitness</b> <b>Chair: Prof. Liang Zhuping and Dr. Qin Bo</b> <b>专题：体育教育与健康</b> <b>主席：梁柱平 教授、秦博 博士</b>	<b>The First Meeting Room of Bailu Hotel</b> <b>白鹿会馆第一会议室</b>
Prof. Luo Lin 罗林教授	Study on the Necessity and the Strategy of Leisure Sports in Colleges and Universities 高校实施休闲体育教育的必要性及策略分析	
Dr. Bo Xuesong 薄雪松 博士	The Development of a Group Exercise Class Quality Evaluation Index System for Chinese Fitness Clubs 中国健身俱乐部的操课质量评价指标体系研究	
Associate Prof. Chen Kaimei 陈开梅副教授	On the Excellent Image of Physical Education Teachers in Transition System of Internal Balance 内部平衡系统转变下的体育老师优秀形象研究	
Associate Prof. Sheng Gang 盛 岗 副教授	Cultural Comparison between School Sports and Community Sports 学校体育和社区体育的文化比较	
Associate Prof. Yao Wenqun 尧文群 副教授	A Critical Review of Need-based English Teaching for Sports Students in Chinese Colleges 对中国大学体育学生需求英语教学的评论	
11:40-12:00	Closing Ceremony 大会闭幕式	The Auditorium of Bailu Hotel 白鹿会馆会议厅
12:00-13:00	Lunch 午餐	The Dining Room of Bailu Hotel 白鹿会馆一楼餐厅
14:00-18:00	Cultural Excursion (Optional) 参观	

## Abstracts

摘要

### Keynote Speakers

大会主报告

#### **Developing Culturally Specific Tools for Evaluation of Good Governance in Diverse National Contexts: A Study of the National Olympic Committee of the Islamic Republic of Iran**

在多元化国家背景下从发展文化的视角构建良性管理：以伊朗奥委会为例

**Mehdi Ghadami and Ian Henry**

Loughborough University, United Kingdom

One of the key features of the Olympic movement is its universalistic appeal, particularly in the sense that it has sought to establish itself as a platform for universal interaction and promotion of universal values. In this paper we consider the nature, feasibility, and implications of the IOC's promotion of its Universalist position in terms of the ethical standards it promotes in relation to universal principles of good governance.

A major problem in this respect is the culturally diverse set of constituencies which are incorporated within the Olympic movement, such that the imposition of 'one size fits all' policies may be impractical and in many instances undesirable. The authors of this paper therefore argue that although universal agreement is often impractical, general agreement may often be established. The paper therefore presents an approach to balancing centrally promoted principles of good governance with local preferences in terms of the weighting to be given to particular values within the operationalisation of good governance. This approach based on the analytic hierarchy process technique, developed by Thomas Saaty and widely employed in decision-making with regards to evaluating and weighting alternatives, is introduced here in the context of the evaluation of National Sport Federations in Iran. The paper highlights ways in which this technique allows for the expression of local priorities within the general framework of good governance principles in ways which satisfied both global and local priorities. In effect it is a practical example of what Robertson has termed glocalisation.

The paper concludes by applying this framework to an evaluation of the National Federation for Football in Iran as an example of how this technique will be used for the purposes of ranking national federations in terms of performance with respect to elements of, and overall performance in good governance. The evaluation of governance in this case represents a local variant on the universal approach advocated by the IOC which takes into account local cultural preferences. It is intended that this approach be adopted in the decision-making process for allocation of funds by government to national federations in Iran in the future.

## **Transnational Relations between China and Europa in Sport: Trends, Offers and Constraints**

亚洲足球：政府干预下的一池浑水、权力斗争、贪污腐败

**Jürgen Mittag**

German Sport University Cologne, Germany

Chinese fast dynamic development attracts the interest of the media and the academic world alike. While the development of sport in China has been ignored in the western world for a long time or only attributed to doping matters the reflection on Chinese sport development has now become a major concern. The focus of the presentation is twofold: On the hand the presentation analyses the changes and perceptions of Chinese sport development in the “western world”. On the other hand major fields of interaction and transnational links such as the areas of economics, elite sports and urban planning/health/grassroots sport will be identified and discussed.

## **Asian Football: A Cesspool of Government Interference, Struggles for Power, Corruption and Greed**

中欧体育中的跨国关系：趋势、供给、约束

**James M. Dorsey**

Nanyang Technological University, Singapore

Asian soccer reformists had high hopes that disgraced former Asian Football Confederation (AFC) and world soccer body FIFA vice-president Mohammed Bin Hammam’s beginning of the end in the spring of 2011 would allow them to unravel a cesspool of government interference, struggles for power, corruption, greed and vested interests that undermined governance, transparency and accountability in their continent’s beautiful game. Yet, three years later little has changed despite Bin Hammam’s banning for life from involvement in soccer and the election of a new AFC president who is unblemished in terms of corruption but stands accused of failing to stand up for the rights of soccer players who were dismissed from Bahrain’s national team, arrested and allegedly tortured for participating in peaceful pro-democracy demonstrations as well as the Gulf island’s incarceration of two football teams.

The Bin Hammam affair was not only at the centre of the worst scandal in Asian soccer but also of the most serious challenge to the credibility of good governance in world soccer body FIFA and the most controversial awarding to Qatar of a World Cup in football history. The affair coupled with the failed efforts to reform the governance of Asian soccer and the controversy surrounding Qatar’s successful bid to host the 2022 World Cup serves as a prism of everything that is wrong in the global governance of the game: the cosy intimate relationship between politics and soccer in which soccer executives, certainly a majority of those in the Middle East and West Asia, serve the interests of their political masters; the role soccer federations play in enhancing the power base of autocratic leaders; the principle of money talks whether its corporate or public funds or the funds of states run like family enterprises; the power of a tiny state like Kuwait to shape the soccer politics of a vast continent like Asia that is home to the world’s most

populous states; and the emphasis on the personal interests of nation's top soccer executives at the expense of those of the sport.

The affair puts to bed the fiction of a separation of sports and politics. It raises the question whether the time has not come to recognize the intrinsic relationship between the two and to develop a code of conduct or charter that would govern the relationship between politics and sports. That is nowhere more needed than in the Middle East or West Asia where few associations, if any, are truly independent of government and ruler interests.

The failed effort by reformists that include the soccer associations of Jordan, Singapore, Japan, South Korea, Australia and Guam to use the Bin Hammam affair to break this vicious cycle has effectively served to highlight Asian and world soccer's inability to reform itself despite a series of changes in recent years that have failed to tackle the fundamental structures responsible for the lack of good governance, transparency and accountability. The failure stands in stark contrast to the far-reaching reforms introduced by the International Olympic Committee after its 2004 corruption scandals in the wake of the Salt Lake City Olympics. It is the inevitable outcome of a system in which global, regional and national association heads and their executive committees are accountable to no one but themselves.

## **The Evolution of the governance of Wushu in China (1910-2010): A Century of Change**

一个世纪的演变：中国武术管理体制发展历程（1910-2010）

**Fan Hong and Li Wei**  
The University of Western Australia, Australia

This paper examines the major developments in the Chinese Wushu administration and governance system during the past century. It discusses how it has changed in the three phases: the initial phase (1910-1920), the development phase (1921-1948) and the transition phase (1949-present). In the three periods, the analysis focuses on the different features and functions of Wushu organizations respectively, such as the structure of the organization, sources of funds, the purposes of administration, the ways of governance in the context of social and political changes in China.

## **The Governance of Sport in Australia: Centralized Control, Politics and Public Diplomacy**

澳大利亚体育管理体制：集权治理、政治和公共外交

**Peter Horton**  
Australian Catholic University, Australia

For Australia and most of its people international sporting contests have long been markers of the nation's identity, psyche and international standing. Now in the era of global media sport the geopolitical role and the economic impact of elite sport has assumed far wider implications. As a consequence the need for strong, effective and appropriate governance of



the all sport, particularly at the elite level has become of critical importance. This paper will present a brief overview of the development of the Australian Sports Commission, its structure and administration and an analysis of recent policy shifts. All will be reflected upon critically insight of the changing nature of elite sport in postmodern epoch.

## **The Integration of Three Types of Space: A New Thought on the Provision of Mass Sports Facilities**

三地融合：中国公共体育场地供给的新思路

**Yi Jiandong and Yuan Chunmei**

Jiangxi University of Finance and Economics, China

With China's economic and social development, people have changed in their lifestyle, healthy concepts, and they have an increasing awareness of participating in physical exercise. The imbalance between the strong demand of sports field and in adequate per capita sports area severely restricts the national fitness activities. Compared with the developed countries, our country is rich in the park green space and the residential area green space, but the value has not yet been fully explored. The integration of garden greenbelts, residential green space and sport yard can not only alleviate the condition of the sports facility insufficiency, but also improve the utilization of green land resources in China.

## **Force in the Construction of Authority and Social Order in Rural Chinese Society: Cases in Qing Dynasty and the Republic of China**

武力观念与中国乡土社会的权威与秩序——以清朝和民国时期乡土中国的若干案例为中心

**Zheng Guohua and Huang Fuhua**

Ningbo University, Jiangxi Normal University

Employing forces to resolve the disputes of uneven distribution of public resources has been an old tradition in China's rural society. By investigating four cases in Qing Dynasty and the Republic of China, it's found that inter-village disputes normally resulted from uneven distribution of public resources in rural China. To resolve the disputes, villagers tended to apply civil mediation, normally employing forces, rather than seek for governmental arbitration. The authority and social order was thereby constructed under the means of force-employment in rural China in Qing Dynasty and the Republic of China. Force-employment was certainly advantageous to strong villages to occupy more public resources. However, it simultaneously restricted the strong villagers' privatization of public resources, as the weak villages were able to equally raise their voices to resist to the strong villages and to obtain their own public resources by employing forces. Although originally it was an unfair means to employ forces to resolve the disputes of uneven distribution of public resources in rural China, it brought about hope for the disadvantage to protect their own rights and interests at the time governmental arbitration could hardly rely on.

## Participants

专题报告

### **The Development of a Group Exercise Class Quality Evaluation Index System for Chinese Fitness Clubs**

中国健身俱乐部的操课质量评价指标体系研究

**Han Fang and Bo Xuesong**  
Hebei Normal University

The group exercise class is one of basic services in Chinese fitness clubs, which have a crucial effect on the service quality of the fitness club. But in our country there is no specifically research about the group exercise class quality evaluation index system so far, based on this, this paper adopts documentary method, Delphi method, AHP method and mathematical statistics research methods, makes a deeply study on the group exercise class quality evaluation index system that contains five first-level indexes and 22 second-level indexes . In addition, all indexes were weighted and sequenced. Finally put forward corresponding Suggestions in the paper.

### **Applying the Example of the Revival of the Modern Olympics to the Development of China's Folk Sports**

现代奥运会的复兴对中国民间体育发展的启示

**Cai Zhengjie and Feng Qiang**  
Qijing Normal University

We can draw a development approach from the revival of ancient Olympics, which is “to change the content but maintain the form and function.” This approach can enrich our choices when determining the development path of China's folk sports. This will provide some successful examples for our current development path which is too project-oriented in practice. Under today background of building harmonious society, we should not neglect the choice of taking the same path as it is in the revival of ancient Olympics, i.e. the path of “changing the content and maintaining the form and function”, which is also the path of comprehensive development. This is not only the internal demand of building a harmonious society, but also the only way leading to the survival and development of folk sports.

## **On the Excellent Image of Physical Education Teachers in Transition**

### **System of Internal Balance**

内部平衡系统转变下的体育老师优秀形象研究

**Chen Kaimei and Sheng Gang**

Air Force College of Information Technology

The using of literature, interviews and questionnaires and other methods, the image of teachers in-depth sports analysis. The results show that: (1) degree of physical education teachers are recognized image of "ability" and "morality", "model", "knowledge" and "body"; (2) grade and gender in the "capacity" and "Ethics" significant main effect factors, while the interaction is not significant; education in the "capacity" significant main effect factors. Main effects and interactions of other factors not present significant difference; (3) in the "capacity" factor, the boys score significantly higher than female, low-grade students score significantly higher than high school students, undergraduate students score significantly higher than the specialist students; in the "morality" factor, the girls score significantly higher than boys, high school students score significantly higher than students in lower grades, other factors are not significantly different.

## **A Discussion of Sports Management System Reform in China from the**

### **Perspective of Governance Theory**

治理理论视角下的我国体育管理体制改革

**Chen Ning**

Wuhan Textile University

The sports management system reform in China is discussed from the perspective of governance theory. It is suggested to make full use of the function of multiple social subjects such as the civil society and sport agencies etc., to realize the balance between the state, market and civil society, achieve the transformation from traditional administrative mode to modern public management mode, so as to build a flexible and efficient service government and promote the healthy, quick and sustainable development of sports business of our county.

## **From Conflictual to Participative toward Active: China's Response toward**

### **Globalization in the Field of Elite Table Tennis**

从冲突走向积极参与：中国对精英乒乓球领域全球化的反应

**Yu-Wen Chen, Tien-Chin Tan and Ping-Chao Lee**

National Taiwan Normal University, National Taichung University of Education

The paper investigates the Chinese government's strategies toward globalization in the field of elite table tennis and further understand the efficacy of those strategies. We used a series of recognized quantitative and qualitative indicators, multiple data collection sources, including official government documents, news reports and interviews. The 16 interviews included civil servants of General Administration of Sport of China, managers of the Chinese Table Tennis Association, and Chinese scholars. The concept of globalization, proposed by Held et al (1999), is adopted as the theoretical framework for our analysis. In order to analyse the behaviour of the Chinese government we adopt Houlihan's (1994) concepts of 'reach' and 'response' which focus attention on global actors and pressures external to the country and state (reach) and the capacity of states to determine their response. The paper points out that the Chinese government has demonstrated a desire and a capacity to manage the impact of the global table tennis on domestic sport practices. Secondly, the Chinese government has attempted with reasonable success, to manage the impact of commercial interests on Chinese domestic table tennis practices, elite players, and professional clubs. However, since Chinese players have monopolized the top three places among international games for a long time, it would be a challenge for table tennis event to keep its existence in the following Olympic Games. In order to prevent table tennis from being excluded, the Chinese government started to cooperate with International Table Tennis Federation and has proposed the "Wolf Breeding Program". This program aims to strengthen the performance of the athletes worldwide through founding the International Table Tennis Academy (Chinese Table Tennis College) in Luxembourg and inviting elite players from worldwide to play in the China Table Tennis Super League. In fact, the Chinese government not only "responds" to globalization, but plays the role as a warm-hearted "advocator" and "facilitator" in globalization in the field of table tennis.

## **Phase, Foundation and Problems: Development of Elite Sports in China**

阶段、基础和问题：竞技体育在中国的发展

**Ding Shiyong and Xu Haihong**

Guangdong University of Finance and Economics, Jiangxi Normal University

Elite sports in China is gradually forming on the basis of keeping solving the problems in practice and making responding choices according to the actual requirements at that time, while it has not the prior "Empirical Model" on the whole originally. Therefore, in a sense, its formation and evolution are

constantly exploring the process of actual selections that is suitable for the development of our society. However, historical experience tells us that only if model of sports development maintains relative consistency with the model of social development, sports development could realize the real development. Therefore, the mode of elite sports development that adapts the socialist market economic system cannot be limited to simple repair of the existing system (or mode), and it must foot on establishing a mode of elite sports development that conforms to China's current social realities while converging with developing direction of China's social reform.

## **Research on the Co-branding Synergy of Mega Sports Events and**

### **Host Cities**

大型体育赛事和举办城市联合品牌协同研究

**Dong Qinqin**

Wuhan Sports University

Against the background of economic transformation and globalization, the impact of sports industrialization on economy development has become a hotspot. As the core pivot of the sports industrialization, the relation between sports events and urban development are getting more and more concerned by researchers. The existing studies are mostly based on the direct economic benefits. Actually, the brand elements which condensed in core value are the source of the competitiveness of urban sustainable development and urban long-term intangible assets. The sports events have very special meaning and effect on city-brand molding and urban awareness building. It can gather more resources and motivators for the follow-up development of the city, for example, the basic facilities will be more perfect and the urban environment will be improved, leading the development of the relevant industries, promoting the publicity of city-brands and enhance urban famousness, attracting tourism and investment, contributing to the formation of urban sports culture, and so on. However, how to maximize the promotion effects requires the integration of common elements between the sports event and the host city, namely, the coherence points in co-branded marketing. The paper tries to tell us from what aspects to improve the integration and how to match the integrating elements in order to make greatest synergistic effect of the co-branding.

Firstly, the paper puts forward four hypotheses in the following four dimensions, brand image matching, economic level matching, regional characteristics matching, and cultural philosophy matching. Hypothesis 1: the better the individual brand image of sport event and host city, greater synergistic effect will be made by co-branded marketing. Hypothesis 2: if the sports event level and type is coincident with host city's economic strength, like the combination between international tournaments and first-tier cities, greater synergistic effect be made. Hypothesis 3: higher the matching degree between sports event feathers and urban regional characteristics, greater synergistic effect will be made by the co-branding. Hypothesis 4: higher correspondence between sports event philosophy and urban culture philosophy, greater synergistic effect will be made by the co-branding.

Then, after group cases analysis and questionnaire investigation, brand correlation coefficient model is set

up test the hypotheses. Finally, two representative cases analysis are presented, one is the promotion of Beijing's city image and even China's national image by 2008 Olympics, the other is the 2011 Universiade and the improvement of Shenzhen's international awareness.

Hypothesis test results show that individual original brand images matching, economic level matching, regional characteristics matching, and cultural philosophy matching are all positively related to the co-branding effect of sports event and its host city.

Finding out the key converging points and brand elements synergy are the prerequisite for co-branding. The higher the matching degree between event elements and city elements, then more brand transformation will be brought, more brand-elements will be merged, and greater synergistic effect will be made by the co-branding strategy.

## **An Analysis of the Influence of Sports Coverage in the Media on**

### **Chinese Cultural Identity**

媒介体育与中国文化认同研究

**Dong Qing and Hong Yan**

Zhejiang University of Technology, Zhejiang University of Finance and Economics

Spreading through mass media on an unprecedented scale and in a way never seen before, Sports is becoming a kind of important resources in building up cultural identity. This study explores into the extent in which the audiences' contact with Media Sports has affected Chinese cultural identity. Studies of four cities (N=4914) show: Chinese culture that audiences contact in Media Sports can influence the Chinese cultural identity in four levels—Cognition, Affection, Intention and Behaviour. The Chinese culture that audiences contact in Media Sports of TV and newspaper, reveals their Chinese cultural identity which is proportional to the extent of the contact; The Chinese culture that audiences contact in Media Sports of Chinese sports stars and traditional Chinese sports, also reveals the Chinese cultural identity which is proportional to the extent of the contact; The foreign culture audiences contact in Media sports doesn't have negative effects on Chinese cultural identity, but instead presents a positive correlation between them. The foreign culture audiences contact in different types of Media Sports can help us predict the degree of their Chinese cultural identity, which is relative weaker. This study draws a conclusion for such issues from the perspective of audiences and opens up a new perspective and new fields of theoretical analysis.

## **Research into Competition and Strategy Selection in China's Fitness Clubs**

中国的健身俱乐部竞争角色研究基于战略选择的思考

**Du Jiang**

Shenyang Sport University

Based on the methods of expert interview, mathematical statistics and document analysis, this paper made the research on the issues of the strategy selection and competition role of China's fitness club. Analyzing

the influential factors from the factors of production, demand conditions in six areas, made the system analysis on the factors with SWOT analysis method. According to the analysis result, put forward that the macro competition strategic selection of fitness club should emphasize particularly on the growth-type strategy and diversification strategy. Then, from the aspects of individual market, the function of government, management system, this paper put forward the microscopic view of China's fitness club competition strategy selection. Finally, investigate the competition role of fitness club based on the strategy selection.

## **Factors Influencing Sports Exchanges between China and ASEAN from the Perspective of Peaceful Development**

和平发展视角下的中国与东盟体育交流的影响因素研究

**Feng Qiang**

Qijing Normal University

The sports exchange between China and ASEAN under the perspective of the peaceful development of China has been studied through the methods of documentation and logical analysis to find that the sports exchange plays a vital role in politics, national security, economics and culture of China and the cross-strait relations and sports development. Factors influencing the sports exchange have also analyzed to put forward measures for strengthening the exchange.

## **Historical Review and Reflection of Wushu on Applying for Becoming an Olympic Sport Event**

武术申请入奥运会比赛项目的历史回顾和反思

**Gao Yong and Li Yong**

Henan Institute of Science and Technology

Wushu should develop internationally, and to be regulation game in Olympic Games is a very important move. The dream of Wushu being regulation game in 2008 Beijing Olympic Games isn't successful, this paper has analyzed reasons which include the objective factor, the subjective factor, also the Wushu itself and the conflict of Olympic culture value; Moreover This paper has proposed several opinions: 1) by what form to enter Olympic Games; 2) adopting which event to enter the Olympic Games. And this paper has analyzed the routines inferiority and the kick boxing superiority currently. Finally, this paper has made some suggestions for Wushu entering The Olympic Games.



# **A Historical Analysis of the Government's Role in Sport**

## **Development in China**

历史视角下的中国体育发展的政府职能

**Gu Dehong, Wu Yigang and Dai Zhipeng**

Shanghai University of Sport; Soochow University

Using the method of documentary, this paper discusses the character of government function in sport development process, and analyzes its contribution, deficiency, development locus, valuable experience and the related inspiration, during the different stages of economy development in China. And the related conclusions as follows: the government function in sport development process has made some changes and transformations during the three different economy development stages, which has the periodical and total characteristics and reflects that the continuous revision on the government function in sport management, which includes the adjustment in value choice, function gravity, authority, scope, method and pattern for the sport management from government according to the country's development strategy and gravity, the adjustment and reform for the government administrative body, is related to the development and progress in China, which includes the introspection on the value orientation, serve object, serve contents of the sport development to meet the mass' multiplied and increasing need in sport field.

## **The Paralympics in China: The Social Approach vs. the Elite Approach**

中国残奥：竞技路径 vs 社交路径

**Guan Zhixun**

University of Western Australia

China started its Paralympics journey since 1984 with only 24 athletes while China's sport success has been regarded not only as evidence of ideological superiority and economic prosperity, but also the a totem of national revival. Attending the Olympics and other international competitions and performing well became the symbolic means of catching up with and even beating the western powers. Therefore, China applied similar approaches to those of the former Soviet Union and East Germany to disability sport for the quick result on medals ranking. Since the 12th Summer Paralympics Games in Athens in 2004, China has occupied the No.1 position till today. In the meantime, the rapidly development on medals ranking of Paralympics Games also caused some worries from social perspective, especially the low participation rate of mass sport, over focusing on elite end .

This paper will examine development of Paralympics which focusing on its policy and practice in the context of history and social change from 1983 to the present for discussing the positive effects of elite approach. Initially, address the contributions which be brought by elite approach on social perspective. Then, compare and contrast between social approach and elite approach approaches to find out which one is the better choice under current circumstance.

In conclusion, the Paralympics elite approach in China has always linked closely with politics and it shifted the understanding of disability in Chinese society in different historical period.

## **A Comparative Study of the Health Promotion Policies for Children and Adolescents in Japan and China**

中日儿童和青少年健康促进政策比较研究

**Hao Zhonghui**  
Peking University

In the 21st century, the “Big Health Concept”, which regards health as a great wealth and significant responsibility of a country and society, has been increasingly understood and accepted. Against different backgrounds, countries have carried out policies and measures to promote children and adolescents’ physical health and achieved positive effects. From the perspective of policy analysis, this research compares the health promotion campaigns of Japan and China for children and adolescents and probes into their policy backgrounds, measures, and governments’ administrative institutions. The study has reached the following conclusions: the governments observe a common goal of “meeting the needs of promoting children and adolescents’ physical health” against the policy background of advocating national health and encouraging physical exercise participation, incorporate surveys on physical exercise participation in the regular test and evaluation on physical health, energetically develop sports in schools and deepen PE course reforms, and make active policy interventions to help teenagers to participate in physical exercises. In terms of administrative institutions, Japan sets a good example in making full use of the synergies of social organizations.

## **An Analysis of the Present State of Popular Taekwondo in China and Recommendations for its Development**

当前大众跆拳道在中国的发展措施分析

**He Tianjin and Ma Li**  
East China Jiaotong University

With the fast development of Chinese society, sports have already become the necessary part in people’s daily life. As a new sport item and fitness way, Taekwondo is widely loved by the numerous Chinese teenagers. Especially after winning the Olympic gold medals for several times after its short –term development, the Chinese public Taekwondo has been greatly promoted. By investigating mass related materials, this paper analyzes the reasons and existing problems in the promotion and development of Chinese popular Taekwondo, and also proposes some suggestions for its orderly and healthy development in the future.

# **China National Amateur Athletic Federation and Chinese Sports**

## **Modernization Development**

中华体育协会与近代体育现代化发展

**Hu Jiahao**

Wuhan Sports University

As an advanced collective social activity, sports need a set of complete organizations. Chinese National Amateur Athletic Federation (CNAAF), the biggest sport organization, has made great contributions in history. Nationally it acted as the bridge between the government and sport section inside while internationally it played as Chinese Olympic Committee between China and the world sport outside. Having overcome a lot of unimaginable difficulties, CNAAF has held several national games successfully, depending on Chinese people completely. Through its efforts Chinese athletes began to step out to make exchanges with the foreign counterparts. Although Chinese team failed to make amazing achievements during the international competitions, we still can't neglect the performances of CNAAF. It is CNAAF that lays a good foundation for nationalization and internationalization of Chinese sports.

## **Image, Type, Prototype: Research on the National Image of**

### **Traditional Martial Arts**

形象、类型、原型：中国传统武术形象研究

**Hu Juan**

Nanjing University of Economy & Finance

In the perspective of imagology, the paper studies the national image of traditional martial arts from three levels. First, on the image level, the paper analyses the clinches of martial arts, and pointed out the properties of the clinches, which summarized as follows: natural properties confused by the cultural property; the essence covered by phenomenon and the global characteristics replaced by the local characteristics. In fact, the clichés result to blur the essence of martial arts. On the type level, the author summarized the image in the different kinds of text; the types were named in turn, “knight”, “national hero”, “inheritors”. The first two types intercrossed and delivered the common emotional needs and cultural consensus and thus formed the core values of traditional martial arts. Otherwise, the inheritors impressed the universal value, which dissolved the core value of traditional martial arts. On the prototype level, the study suggests that, myths and heroes are two prototype forms of the traditional martial arts. Myths and heroes constitute the empirical mode of martial arts, but also have a profound impact on the future development. The study suggest that the practitioners and researchers need to strive for the reconstruction and presentation of the core values of traditional martial arts in the global image communication system, which meet the perfect personality development.

# **Globalization and the Governance of Chinese Basketball: Power, Agency and Structure**

全球化与中国篮球治理——动力、行动与结构

**Fuhua Huang and Fan Hong**

Jiangxi Normal University, The University of Western Australia, Australia

This paper aims to explore the manifestations of globalization and sport governance in China through a lens of basketball. Specific focus is centered on the extent of the universalization of NBA's governance model in China and the adaption from Chinese basketball. It argues that the vertical-centralized power allocation of Chinese basketball has prevented the NBA's governance model being fully assimilated and universalized in the Chinese context. When the localization of the NBA's capitalist setting encounters the state power of China's socialist regime, Chinese political nationalism has tended to provoke a firm entrenchment to protect the government's sovereignty.

## **The Rise of Asian Football and its Inspirations— The Strategic Value of Realizing China's Football Dream**

亚洲足球崛起及其启示——兼谈实现中国足球梦的战略价值

**Jiang Jianbao, Liu Ju and Chen Fadong**

Ningbo University

This dissertation analyzes the rise of Asian football and the strategic value of realizing China football dream based on the fact that Asian-Pacific economic circle has played an important role in three economic circles. Seven inspirations can be concluded: 1. highly-developed economy is the material guarantee of professional football development; 2. different system is the system guarantee of professional football league; 3. national culture is the culture guarantee of professional football league development; 4. the rise of football serves for national strategy; 5. the rise of Asian football cannot be realized without efficient and strong organization and lead of AFC (Asian Football Confederation); 6. The rise of Asian football should have long-term and scientific plan, rather than seeking short-term benefits; 7. The rise of Asian football cannot be realized without highly-professional league which is connected to the world. Meanwhile, by comparison and reference, this dissertation summarizes the strategic value of fulfilling China football dream: China football serves for the rejuvenation of China and is an significant part of China Dream; it is the need to build a harmonious and ecologic society; it should strive for the discourse right on the international stage; it plays the role of peace envoy and builds a favourable international environment for economic construction and peaceful rise; it should create culture value, economic value and great employment opportunities; it is the need to show comprehensive national strength. Lastly, by learning from advanced ideas of Japan and Korea football development, this dissertation puts forward the procedure to realize China football dream: comply with the ecological rule of football culture; create

football culture atmosphere; strengthen the self-discipline of China football industry and cultivate China football spirit; make long-term development plan for China football and find out its athletic style; launch teenager training project; establish a league system which applies to our national conditions and international professional football rules, and make contribution to international sports.

## **An Analysis of Contemporary Competitive Sports Dispute and Arbitration Processes in China**

当前中国竞技体育的争端和仲裁

**Jiang Xinguo and Zhang Guochen**

Huizhou University

In recent years disputes and dissensions broke out frequently in the field of sports. How to solve the phenomenon of inequity and partiality appeared in the field of sports has become a hot issue in all walks of China. By methods of literature review, try starting with competitive sports and competitive sports law and regulation sort theory, need specifically for our country sports develops and their legal system building reality and objective, main approach the investigation our country competitive sports dispute is resolved, discuss the legal institutions defect that our country competitive sports dispute handles then, aim at providing the theory reference for our country builds sports arbitrating system.

## **Research on the Nationalist Government's Promotion of Sports in**

### **Northern China in the 1930s**

30年代中国北方政府体育促进研究

**Jin An**

Capital University of Physical Education and Sports

After the end of Northern Expedition in 1927, With various heterogeneous culture and customs as well as trend of thought and ideas flooding into north China and its economy growing since the beginning of 20th century, north China in economic structure, cultural structure, social psychology, social personality and life style during ten years from 1927 to 1937 which is known as the “golden decade”.

The Chinese sports cause also faced dramatic change in the new era, with the development of the school physical education and the mass sports, the government played roles of increasing importance, there were some concrete cases which show that the National Government promoted the sports cause in the cities of Peiping, Tianjin, Baoding, and Taiyuan. This article analyses the genesis of these specific cases and attempts to find the value of the governmental behaviour in the category of sports cause in 1930s.

This articles falls into three parts, respectively states the construction of special government institution for the sports cause in north China in 1930s, and the hosting of large-scale sport events by the National

Government (Ten schools basketball games, Taiyuan, 1935; Civil servants games, Henan province, 1936; City spring games, Peiping, 1936; Five universities games, Peiping, 1936; City cross running games, Peiping, 1936) , and the activity of the players selection for Berlin Olympic Games in north China in 1936. The first part mainly focuses on the construction of special government institution which in order to promote the development of the sports cause, a series of measures on the institutional and constructing level were implemented, it promoted the development of the sports in north China, such as the design and implementation of Peiping stadium (1936), and the establishment of the physical education department of Ministry of Education (1936). This part also analyses in detail the influence of these institutes on sports cause, the government put the manpower and financial resources gradually to college sports and mass sports to improve the people's health and ability of sport.

The second part discusses in detail that the government put the manpower and financial resources gradually to host the large-scale sport events in some main cities in 1930s. This article takes the sport events development in several cities in north China as the example mainly discuss the organization mode of hosting of large-scale sport events in the Republic of China (1935-1936).

The third part illustrates and analyses the activity of players selection for Berlin Olympic Games in north China including the cities of Peiping, Tianjin, and Shanxi province, besides the achievements and experience, the problems happened on the material and conduct system level. The activity of player's selection was organized and hosted by the National Government; it reflected the governing capacity and weakness of the National Government in north China in 1930s.

The National Government tried to find a way to serve people in many fields that including the sports cause in 1930s; it explored some approach and established institutes in order to promote the development of sports cause until the outbreak of Anti-Japanese war in 1937.

The theme of this article will try to interpret the development of sport culture in north China in 1930s, which concentrates on the construction and organization of the sports cause by the National Government, the article is to make the developmental logic (paradigm ) of sports culture inherent in the historical phenomena emerge via the interpretation and explanation.

## **The Heritage and Protection of the Traditional Sports Cultures of**

### **Regional Minorities in China**

中国少数民族传统体育文化遗产保护研究

**Jing Jiankun and Yang Ming**

Guangxi College of Sports and Physical Education, Guangxi International Business  
Vocational College

With the accelerating process of the culture, economic globalization and modernization, there is a tendency of slump in the Chinese traditional sports of regional minorities. This paper makes a profound

analysis on the cultural characteristics, the significance of cultural heritage and the protection and development measures of Chinese traditional sports of regional minorities, and puts forward the point that attaching importance to the cultural heritage will help to restore its vitality in the new soil and promote the innovation and prosperity of national culture.

## **Study of Path Selection in Chinese National Traditional Sports Culture**

中国传统体育文化的路径选择研究

**Lang Yongchun and Li Weiyan**

Jiangxi Normal University, East China Jiao Tong University

Using the methods of literature review and logical analysis, the paper studied the path selection of China's national traditional sports culture. The research suggests that, in the modern social and cultural context, the path selection should include four aspects: cultural exchange and dialogue, cultural selection and criticism, cultural competition and compatibility and cultural accumulation and innovation. Cultural exchange and dialogue are the prerequisite for the development of national traditional sports culture, cultural choice and criticism are the power, cultural competition and compatibility are the mode, cultural accumulation and innovation are the target, and they are the premise and transformation each other to promote the development of Chinese traditional sports culture. The cultural conflict and fusion are two remarkable phenomena of the Chinese national traditional sports cultural progress, only the excavating, compatibility and inheritance in a long history of broad and profound national culture treasure house, combined with the goals of the modern ideal society, can Chinese traditional sports culture contribute their own power to realize the Chinese Dream.

## **Does China Matter?! Taiwan's Successful Bid to the 2017**

**Summer Universiade**

中国重要吗？！台湾成功申请 2017 届世界大学生夏季运动会

**Ping-Chao Lee and Bai-Sheng Li**

National Taichung University of Education, Taiwan

This study seeks to identify and explain the key factors that support Taiwan [Taipei]'s bid to the 2017 Summer Universiade. In tackling this issue, a content analysis has been conducted to elucidate how and to what extent the issues associated with the successful bidding are portrayed by looking at material collected. This material includes nine interviews, together with reviewing of published/unpublished documentary materials derived from government reports, proceedings of parliamentary debates, academic journals, media commentaries and so on. The study concludes that factors of experiences of hosting international sports events, such as the 2009 Taipei Deaflympics, with 90 percent of the facilities and venues in place, tacit consent and support from China's authorities etc. are necessary to make important contributions to



Taiwan's success. Among these factors, it is believed that 'acquiescence' from the Chinese government and relevant actors to Taiwan's 'demands' plays the most crucial role.

## **The Alienation and Regression of Education: Absence and Remedy of Chinese Competitive Sports Value Appeal**

教育的疏离与回归：中国竞技体育价值诉求的空白和补救

**Li Zhongyi, Shi Bing, Ma Zhentao and Steve Palmer**

Shaanxi Normal University, Beijing International Studies University and Northern Arizona  
University

The achievement of Chinese competitive sports has been recognized worldwide, yet there is still a long way for China to become a real sports power. Chinese competitive sports has witnessed numerous brilliant moments. However, due to the absence of education and scientific training, moral anomies exist widely in China, and most retired athletes become "social burden" because they find it hard to adapt to the society after retirement. By analyzing the connotation of the common features of sports and education, as well as the logical starting point of sports value, this paper interprets the alienation of competitive sports from education, identifies their inclusive and win-win relationship of hematopoietic and transfusion, and concludes that sports must regress to education, and education should nurture competitive sports.

## **A PIT-EEE-based Theory for a Sports Management Organization Portal, Integrating an Evaluation Index System and an Empirical Study**

基于 PIT-EEE 理论体育管理组织门户网站集成评价指标体系构建与实证研究

**Liu Junyi**

Northeast Normal University

Based on PIT-EEE, Analysis and constructing of Sports management organization portal integrated assessment model was conducted from three aspects, which are information disclosure, interactive communication and online transaction. The main methodology was literature analysis, mathematical statistics, interviews. In this research, Delphi method was used to determine the Sports management organization portal comprehensive evaluation index system; AHP were formed to determine a comprehensive evaluation index system of weights; Grey statistically determined the single factor fuzzy evaluation matrix; Finally, fuzzy comprehensive evaluation was selected as the method for the Sports management organization portal for comprehensive evaluation served the City Sports Council, evaluation are displayed with optimistic results.

## **Sport and National Identity: A Historical Analysis of the National Games**

### **(1910–1948) in the Late Qing Dynasty and the Republic of China Era**

身体和国家认同：晚清和民国时期中国全运会的起源和发展研究（1910-1948）

**Liu Li**

University of Western Australia

The National Games was a national-wide sporting event which was first held in 1910 during the late Qing Dynasty and ran totally 7 editions till 1948 in Republican China. The National Games in China played a crucial role in modern China after the Opium War when China's door was forced to open. This study examines the relationship between the body, nationalism, national identity and the National Games in the context of social and political change during the period from 1910 to 1948.

The First National Games took place in late Qing 1910. It was organized by the Shanghai YMCA and called "The First National Athletic Alliance of Regional Student Teams". It was regarded as the First National Games in China after the Revolution in 1911. Then in the Beiyang period, the Second National Games was organized by the Beijing YMCA in 1914 and the Third National Games in 1924 was organized by the China National Amateur Athletic Federation, a Chinese non-governmental sporting organization. From 1930 to 1948, the fourth, Fifth, Sixth and seventh National Games were all organized by the nationalist government and the games was strongly shaped by the wider political environment. It is stated that the holding of the National Games was one of the most effective ways to unite the Chinese people in a sporting patriotism and to promote Chinese nationalism and national identity. During the preparation of the games, various qualifying tryouts were held in province, cities, or counties all over China and the National Games also became an important means to select athletes to attend international sport competitions, such as to attend the Far East Games from 1913 to 1934 and the International Olympic Games in 1933, 1936 and 1948. The National Games has been used by different governments from the Beiyang to the nationalist party periods for the objective of "Sport for National Salvation".

In conclusion, from 1910 and 1948 the National Games acted as the powerful platform for promoting nationalism among Chinese People, especially during the period of the Sino-Japanese War. They played an important role in shaping Chinese society and in the making of a Chinese national consciousness and national identity.

## **Research on the Policy-based Resettlement System for Retired Athletes**

### **in China**

中国退役运动员政策性安置制度研究

**Liu Zheng and Lu Ying**

Southwest University, Sichuan Institute of Industrial Technology

In terms of Chinese resettlement for retired athletes, it is unique and has a long history. However, the current running process of the “policy-based resettlement system” is seriously hindered. The “policy-based resettlement” reflected the compulsory feature of the personnel distribution system under the planned economic system as well as the “arranged” feature. Besides, it reflected paternalism of the nation. In the transition process from planned economic system to socialist market economic system, the working (running) basis of the policy-based resettlement system, such as the labor and employment system, social security system and unit system and so on, has changed greatly. And a thing cannot exist without its basis. But it is still running. We need to find out the historical rationality and limitation of the system, and it’s the first theoretical question that needs to be answered. Therefore, it is very important for us to research on the policy-based resettlement system from the angle of history. We should analyze its formation, investigate the mechanism and evaluate its gain and loss. This will not only help carry on the reasonable localization to the system, but also have the important enlightenment for the establishment of new system.

By the method of literature documents, the paper studies the policy-based resettlement system of retired athletes from the angle of history. According to the study, the implementation process of policy-based resettlement system consists of three stages: the starting point based on the sports administration which the excellent sports teams belongs to, county personnel and labour department for central, enterprises and departments at all levels as the end point. Its main characters are as follows: programmatic defined task, layered structure assignment of the task, the administrative implementation of the task. The arrangement of this system resolves social risks brought by retired athletes, and also maintains the benign development of athletic sports in the certain period. However, the policy-based resettlement system falls short in several aspects: non-socialization resettlement mode, simple system mode, government burden very serious, easy to produce the system conflicts and so on. In order to solve the difficult problem of the resettlement of retired athletes fundamentally, changing the mode of athletes training is the key point.

## **A Study of the Discrepancies between and Governance of Large-scale**

### **Stadia in China**

中国大型体育场馆运营矛盾及其治理研究

**Lu Hengbo and Xu Haiming**

Ningbo University, Zhejiang Textile and Fashion College

The contradictions and governance of large-scale stadiums in China are always the difficulties for the academia, industry and politicians that should be clarified in the understanding, management and operational level. By means of questionnaires, expert interviews and field investigations, the paper analyzes the operation contradictions of large-scale stadium and proposes internal and external governance model. It concludes that the difference in goal functions between the government and the stadium managers causes contradictions in five dimensions such as social and economic benefits, administration authority and managerial authority, noumenal and non-noumenal service and so on. Then it proposes seven

governance models to ease correlation contradictions including project teams companies, service outsourcing, cooperation with entertainment and sports projects and so on. Moreover it proposes some governance models such as optimizing the management system, innovating the business idea and building related mechanisms to optimize the external environment and finally resolve the difficulties in the operation of large-scale stadiums by internal and external governance.

## **Creating Operational Plans for Sports Foundations**

体育基金会的操作计划创建研究

**Lu Youmei**

Beijing Sport University

The purpose of this study was to create an operational plan for a sports foundation. This study could help sports organizational leaders to find the best way to enhance their organizational performance in sports marketing, this project also could provide guideline for develop a clear operational plan for sports organization. This study was using to create an operational plan for a sample sports organization- sports foundation (SF). This study indicated that the importance of operational plan for the sports foundation.

## **Study on the Necessity and the Strategy of Leisure Sports in**

### **Colleges and Universities**

高校实施休闲体育教育的必要性及策略分析

**Luo Lin**

College of Physical Education, Jiangxi Normal University

The growth of the economy and the leisure time are two key elements of leisure sports. The so-called “modern civilized sickness” urge people to lead a positive and healthy life. Due to these subjective and objective factors, leisure sports have become one of the most important parts of leisure time. By participating in leisure sports, people could enhance health, enrich cultural life, promote lifestyle modification, meet the individual needs, adjust the life attitude, and reshape personality and morality. Leisure sports can be traced back in China for a long time; however, research on leisure sports in China has not been tapped into that much, let alone the integration of leisure sports and education or the great value of sports in recreation. Leisure sports will be indispensable parts of modern life and will be taught and practiced in schools in the coming future. Colleges and universities in China should be geared to international standards. More research should focus on leisure sports education; leisure sports education should be developed in colleges and universities to pass on knowledge about leisure sports and skills of playing them; it also helps to develop valid consciousness and behavior of playing leisure sports; moreover, to achieve the historical mission of the implementation of higher education in cultivating a full-grown man.

## **A Historical Review of the Development of Shooting Sports in China**

中国射击运动发展的历史回顾

**Mi Jing**

Beijing Sports University

This paper is aimed at a systematic summary of development history of China's shooting sports after and before the founding of new China. 6 historical development phases have past for its development history after the founding of new China, namely, the phase of preparation (1951-54), the phase of initiation and development(1955-65), the phase of stop and suspension (1966-73), the phase of recovery and exploration(1973-80), the phase of rapid development (1981-99) and the phase of glory (2000 up to now). Development statuses in each phase are briefly analyzed and lessons summarized so as to push forward the sustainable development of China's shooting sport.

## **Research on the Folk Sports Performed in Yangkou Town's**

### **Traditional Festivals**

羊口镇传统节日期间的民俗体育研究

**Pan Yihe**

Jiangxi Normal University

This study is conducted on the status quo of folk custom sports during the traditional festivals in Yangkou Town, Jiangxi, P.R.C. with the methods of document literature, expert interviews and field research. It is found that there are a variety of sports activities including lion and dragon dances, Wushu performance, kite flying, rope skipping, tug of war, etc. These customs can be understood as a regional culture as well as folk-custom sports, and the blend of the multicultural perspectives decides the abundant cultural connotations of folk sports in Yangkou. More overall research is to be further undertaken. The author suggests the folk custom sports should be a kind of local resources for effective exploitation and utilization so that to promote regional economic growth and social development.

## **Constructing an Integrated World with the Cyber-Colonialism: Powers,**

### **Races and Cultures in Cyber Games**

网络殖民地构建的一体化世界：电子竞技里的权力、种族和文化

**Qin Bo**

Sichuan Leadership Academy for Provincial Government Agencies

With the advancement of the revolution in mechanization, electrification, automation, and information, it remains to see that virtualization will make much difference to the technology revolution, but it is certain that the products out of virtual technology is becoming one of people's, especially the young's favorite ways of life. Meanwhile, as one of the practices of virtual reality, the cyber games are rising as newly developing elements in today's world and have been exerting great influences on people and their ways of living and entertainment. Cyber games, as the product of Internet and electronic technology, are endowed with the feature of materialization of technology, and the designer of games, as a real man in the real society, makes the games full of social and cultural elements. It is a real construction of society. This paper provides an analysis of the popular cyber game League of Legends (LOL) and related material. The subscriber base of LOL makes it a particularly prominent example of discourse with potentially great influence. This paper attempts to examine the rhetorical implications of the game's storyline. The study situates LOL in a suitable critical space and shows how strategies used to emphasize power, gender and racial differences result in the theoretical framework described by the term "cyber-colonialism." Various strategies are highlighted through which LOL emphasizes the differences between racial groups and thereby creates its cyber-colonial portrayals: constructing the sharp differences in performing racial features, the American styled winning formula and the use of color as a marker of deviance, etc. These strategies all have an established history within ancient, medieval, and modern literature and likely influence the way in which participants view LOL's cultures.

## **Social Identity: A Study on the Archery Culture of the Southwest of China during the Qin and Han Dynasties**

社会认同：秦汉时期西南射箭文化研究

**Qin Likai and Liu Chao**  
Huaibei Normal University

Ancient Chinese archery researches that explore the cultural function are relatively abundant, but there are the following problems: First, the research horizon is narrow, only talking about sports itself, unable to understand the essence of archery connotations and social functions from the highly analytical perspective; Second, the scholars make a dogmatic induction about the relationship between sports and politics, lacking of in-depth analysis and facts which support the sports politics functions. Such as the ethnic issue is a major political and social issue. It is worthy of deep thinking that archery promoted national cultural identity, enhance national cohesion and harmonious ethnic relations. Third, the theory of social identity is a term widely used in the humanities and social sciences in recent decades. The author tries to explore the archery cultural in the Qin and Han Dynasties by using the social identity theory, from the new perspective of regional development social control.

The Southwest archery culture in the Qin and Han Dynasties is studied by the identity theory. The archery culture is an integral part of the development strategy that "began in military conquest, followed by economic development and the consolidation of cultural education". The archery culture played an important role in promotion of national cultural identity, constructing a whole country from the "five parties of the people" to "universal".

## **A Cultural Comparison of School Sports and Community Sports**

学校体育和社区体育的文化比较

**Sheng Gang and Chen Kaimei**

Air Force College of Information Technology

This paper reveals the different personality of the sports and community sports with a comparative study and comment on their advantages and disadvantages .Focused in terms of culture, management, psychology and sociology, the running process of school and community sports are compared through three levels of connation, exteriorization and materialized layer. The results showed that their goals are the same, but each of the physical shape is different. The operational goals, facilities, funds, teacher numbers, activity forms, activity time management system and participation emerge their own characteristics, at the same time they also exist the highly complementary.

## **Research into Leisure Sports Tourism Development**

休闲体育旅游发展研究

**Shi Xiaofeng**

Shanxi University

With the continuous development of social economy and culture, the contents and forms of leisure life are evolving and changing. The more colourful tourist ways have been conducted. The static sightseeing tourism ways have been replacing gradually with dynamic, personalized and greater participation ways. The combination of tourism and sports complements each other, as well as expands the space and enrich the contents of themselves. Meanwhile, the combination promotes the spread for modern civilization and development for regional social and economic. Sports tourism is very adapted to the changes and requirements of the promotions, which integrates physiological and psychological health, as well as nature appeals. It reduces the passiveness and restrictiveness of traditional tourism, and promotes people to obtain their favourite experiences with fortifying health, cultivating mood and expanding exchanges. Human beings need to survival, to enjoy and to development. Sports tourism just belongs to enjoy and development level. Sports tourism has been demonstrated with widely social economic value and development prospects due to its many functions with fitness, sightseeing, entertainment, vacation, shopping and commercial activities and so on.



## **Martial Arts Dance: Hong Kong Kung Fu Films' Aesthetic Characteristics**

武舞之魅：香港功夫电影的审美特征研究

**Tan Guangxin**

South China Normal University

Base on "Hong Kong kung fu movies how go to the world" as the logical starting, an aesthetic perspective, which focuses on solving the region in the movie "nationality" and "global" issues with aesthetic qualities. Studies suggest that the history of Hong Kong kung fu movies with violent aesthetic and aesthetic characteristics: 1 ) the historical aesthetic is a unique product of Hong Kong kung fu movies historical conditions , it is essential to solve the Hong Kong Film Development " national character " issues ; 2 ) aesthetic violence effort the most significant feature of the film. it violent martial arts martial imagery generated based on the performance of the two types of aesthetic tendencies: one is a form of violence in the pursuit of making kung fu movies become more formalized, contemporary dance as Wu Wu on the screen, the image is weakened violence; one is the pursuit of violence, kung fu movies put morality, coat divine violence is more straightforward and powerful imagery of violence is obvious. In the current trend of the three places in tune to Lingnan culture ( history aesthetic ) as the background to Martial Arts ( violent aesthetic ) as the core, the effort must be the most effective path to a successful movie .

## **Interest Integration and Control of Cultivation Subjects of Chinese**

### **High-level Reserve Sports Talents**

中国的高水平竞技体育后备人才培养对象的利益整合与控制

**Tang Jianjuan**

South China University of Technology

Scientific training all-round development of high-level reserve sports talents in China is the important strategy to improve the overall level of sports. Through theoretical analysis and logical deduction, based on in-depth study the mechanism of each competitive sports training subjects the interests integration and behaviour control, points out that under the background of new era, we should adhere to the fundamental interests of the same premise to coordinate the different cultivate subjects the reasonable interest demand. At the same time, perfect corresponding rules and regulations, use of the system、ethical and cultural construction to standardize the behaviour of cultivate subjects boundary and value demand.

## **From a Major Sports Country to a World Sports Power: the Development of the Chinese Elite Football after Beijing Olympics**

从体育大国到世界体育强国：在北京奥运会后的中国精英足球发展

**Tien-Chin TAN**

National Taiwan Normal University

Football is among the world's most popular sports. It is the first event China highlights to develop in the field of professional sport. Nevertheless, the professionalization of football in China didn't actually improve China's Olympic achievement in football. Compared with the glory of being the country winning the most gold medals in 2008 Olympic Games, it seems that China's poor football performance gives a slap in its leader's face. Hence, Hu Jin-Tao brought up the idea of "stepping from a major sports country to a world sports power," hoping to reinvigorate football in China. Meanwhile, in 2009, China's new leader, Xi Jin-Ping made a public claim to promote elite football. Besides, during the meeting with the head of the Korea Democratic Party on July 4, 2011, he put forth his personal expectations of China's being qualified both to join and to hold the FIFA World Cup, and further, winning the world championship. With great concerns from the state leaders, "campus football" was then put on the hot spot. Many private enterprises started to echo to the government's policy, being willing to promote elite football as well. What's more, to accelerate football development, the Chinese government even promised "the separation of management and operation" within the administration system of football, starting from Guangdong Province. This research bases on the theoretical framework of corporatism from the research of Schmitter (1979) and Chen Han-Yu (2007). Semi-structured interview is conducted as the method of data collection, so as to help us understand how Chinese government integrate or subdue the relevant stakeholders such as NGOs and private enterprises, and further, discuss the interactions among. Finally, looking back to the situation in Taiwan, the concept of policy learning suggests that we can learn from both positive and negative examples in China's strategies of promoting elite football and dealing with difficulties, so as to develop better policies for Taiwanese professional sports in the future.

## **The Social Reproduction Mechanism: An Anthropological Interpretation of the Historic Functions of Folk Sports**

社会再生产机制：民间体育历史功能的人类学解释

**Tu Chuanfei**

Jiangxi University of Economy & Finance

China has a rich heritage of "folk sports": traditional dance, processions and parades, games, martial arts, and acrobatics. Unfortunately, in the wake of social reforms designed to "modernize" the nation in the mid-20<sup>th</sup> century and the growing popularity of international sports, opportunities to document many of the folk sports in context may have been lost. In certain cases, however, reconstruction of the traditional

contexts of folk sports in ritual, festival, or similar cultural enactments is possible. In such cases, we can attempt to understand their original social functions to create cohesion, articulate social conflict, mark boundaries, etc. This article considers the case of the Dragon Dance as performed during Spring Festival at Tu Village in South-eastern China. We argue that beyond the ancestral function of this folk sport as festival symbol, the dance serves as a vehicle for articulating territorial disputes between neighbouring villages, a variety of surrogate warfare. The following article applies folkloristic, economic, political and symbolic anthropology to interpret the historic functions of the Dragon Dance complex and to illuminate general theories about the interconnections among the performed world and the social world.

## **Sumo's Status as the 'National Sport': The Influence of Ancient Chinese**

### **Confucian Culture on the Development of Japanese Sumo**

相扑的“国技”地位——中国古代儒教文化对日本相扑运动发展影响

**Wang Xin**

Yancheng Institute of Technology

Inheritance, conflict, intercultural crossing and improvement are the raw power of cultural development. Any culture at its early age would be imperceptibly influenced by alien culture, and of course Japanese culture is not exceptional. Chinese ancient advanced Confucian culture has exerted dramatic influence on Japanese culture, and based on that this paper interprets the unique connotation of Japanese sumo culture which is also associated with other Japanese cultural characteristics including hierarchy concept, provincial and bigoted nature of the island nation as well as martial spirits in “moral code”, and this paper also illustrates a dynamic image - Japanese sumo culture's dualistic view on accepting and deviating from Chinese Confucian culture developing from total blind acceptance at the beginning to criticizing and then absorbing.

## **The Far Eastern Championship Games and the Development of**

### **Modern East Asian Society**

远东运动会和现代东亚社会的发展

**Wang Yan and Yu Haijuan**

Soochow University; Suzhou Industrial Park Institute of Services Outsourcing

In the history of the modern Olympics, East Asia is a very active area as well as Europe. East Asian countries like China and Japan have outstanding performance at the Olympics, ranking high on the medal list in recent years. Their potential is unstoppable. Moreover, since the revival of the modern Olympics, all the five Olympic Games hosted in Asia are conducted in East Asia. One important reason for this is that sports games have been popular in East Asia for a long time, and its origin can be traced back to the

beginning of the modern Olympic Games as well as the closely related "Far Eastern Championship Games" ("FECG").

Held by the Philippines, China and Japan following the mode of the Olympics, the FECG is the first international sports competitions in East Asia. And it is also the first regional international sports competition recognized by International Olympic Committee. Due to its great significance for the development of modern sport in East Asia, it is later hailed as the "Oriental Olympics" and "Modern Asian Games". Studying the development of the FECG and the modern East Asian society, this article mainly takes documentary research, historical analysis, logical analysis, and case studies as methods and tries to take a broader look at the FECG and lay emphasis on its interactive relationship with the modern East Asian society.

The research results are as follows: the FECG set a platform for the communication between modern Asian countries and between Eastern and Western world. On this platform, political, business, cultural, educational, sports, media and other elites gathered together contributing for the development of modern East Asian sports and even the society. So that it produced many interactive relationships between the FECG and the development of modern East Asian society.

First, the relationship between the FECG and politics: the FECG eased the political conflicts between three countries of the Philippines, Japan and China, and between East and West, creating a peaceful development environment for modern East Asian society. Second, the relationship between the FECG and economy: the FECG made an useful exploration in terms of fund raising, product development and marketing, sports club management, as well as other forms of economic win-win cooperation, providing reference for the development of modern economy in East Asia. Third, the relationship between the FECG and culture: the interaction of eastern and western sports culture during this period was frequent and various. Western gymnastics, swimming, football, basketball, boxing and other sports won a lot of oriental fans; while oriental martial arts, judo, mah-jong and other activities became a window for westerners to understand eastern culture. Fourth, the relationship between the FECG and education: physical education was a new thing of modern education in East Asia, becoming a main force to promote education reform because of its special function and value. Fifth, the relationship between the FECG and media: mass media promoted the development of the modern East Asian sports by its public opinion guide on sports problems and sports competition investment. Meanwhile, sport was a theme of the modern time, promoting the social influence of media. Sixth, the relationship between the FECG and daily life, the impact of sport was more trivial and profound. This impact, physical or ideological, habitual or interpersonal, covered almost every aspect of daily life.

The main conclusions drawn in this article are: as a new thing, the FECG (sport) played a very radical role in the development of modern East Asian society, and produced more positive functions conducive to social progress and era development. Because of its special social value and historical mission, the FECG (sport) gained not only its own progress in a short span of more than 20 years, and led a vigorous development of modern sports cause in East Asia, but also permeated to other social areas (politics, economy, culture, education, media, daily life, etc.), promoting the modernization process of the modern East Asian society.

## **On the Training Methods Used to Train Chinese Tennis Athletes**

论中国乒乓球运动员的训练模式

**Xia Qingbin and Chen Kaimei**

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Tennis as the second major sports world second only to football, there are characteristics of the elegant, charm, civilization, tennis player is known as handsome, sunshine, atmospheric style! In our country, has gave birth to Li Na, Peng Shuai, Zheng Jie, Yan Zi and other tennis players. Objectively speaking, their performance results hand in China "whole nation system" training mode, on the other hand, also cannot do without them the "solo" under the policy to the development of independent living. So, compared to other sports, Chinese always praise highly is development model of "whole nation system". As the former director of the State Sports General Administration Yuan Weimin said, "Chinese sports to continue long-term development, must take the whole nation system development road!" However, anything in the world is always changing, it is also an inevitable requirement of our times, keep pace with the objective, sport is so! Tennis in China as a special sports, development idea and its direction of movement. This paper tries to find out the training mode of our tennis athletes and other sports athletes were analyzed, so as to improve the reference and practical reference value for the development of the road China tennis.

## **The Social and Cultural Value of the ‘Tunkou’ Dance of the**

### **Shui Ethnic Minority in Yunnan Province**

云南水族“吞口”舞的社会和文化价值研究

**Xiao Yuanshi**

Qujing Normal University

In such ways as literature materials, field investigations, interviews and logical reasoning methods, the history and cultural connotation of “Tunkou” Dance is studied and a conclusion is made that “Tunkou” Dance is of great social and culture value: ethical value, social agglutinate value, cultural entertainment value, and educational value, which really gives the theoretical basis to protect and promote the unique folk traditional sports owned by the Shui nationality in Yunnan Province.

## **A Study of the Services and Approaches to Sports for the Elderly in**

### **Sichuan's Retirement Homes**

四川养老机构老年体育服务方法研究

**Yang Cheng**

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Based on the results of China's sixth national census, the National Committee on Ageing released the first Blue Book on China's ageing development. "The Ageing & Development Report (2013)" pointed out that China is facing a serious ageing problem. According to it, the elderly population in the mainland of China has already reached 1,339,000,000 and the figure will increase to 202 million in 2013, accounting for 14.8 percent of the country's total population. China is among the countries that have the largest and fast-growing elderly population. According to the statistics of the seventh plenary meeting of Sichuan Provincial Committee on Aging in 2010, Sichuan has more than 13,170,000 people aged 60 and over, making up 14.9 percent of the province's total population. As reported in the Sichuan Social Welfare and Pension Seminar in June, 2014, the total number of beds in the State-owned social welfare institutions, elderly care homes in rural areas and private pension institutions in Sichuan amounted to 291,000, ranking third in the whole country. Sichuan's aging population problem is more severe than average. Pension problem is a pressing social problem to be solved as China's population is ageing. To maintain overall health in elderly population, it is more important than ever to establish and improve the services and approaches for the elders to do sports in old-age Pension institutions.

## **A Critical Review of Need-based English Teaching for Sports**

### **Students in Chinese Colleges**

对中国大学体育学生需求英语教学的评论

**Yao Wenqun and Li Xing**

East China Jiaotong University

With increasing international communication in sports field, it is helpful for sports students today to be equipped with equivalent level of foreign language capability. This paper first demonstrates the needs investigation and analysis of English teaching and learning among a group of sports students. Then it evaluates the effectiveness of need-based English teaching practice for sports students done by the research team, meanwhile discusses relevant problems standing out during the study.

# **Research on the supervision system of China entrusted with the operation of Public Gymnasiums**

中国委托经营型公共体育场馆监管体系研究

**Ying Jian-hua**  
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Public stadiums and gyms (PSAGs) are defined as a kind of quasi-public goods. Privatization is a basic form of institutional innovation in government; however, there still exist various risks. To avoid these risks and sustain the innovation, this paper investigates the typical case of institutional innovation of PSAGs in China, analyses the problems in the case, and then points out the risks involved in institutional innovation. This paper provides government with the theoretical and practical guidelines for institutional innovation.

## **A Historical Exploration of the Waning Power of the All-China Sports Federation**

中华全国体育总会职能弱化的历史探析

**Yu Dawei**  
Jilin University

The objective of this study: as the first sports federation for people at the national level, All-China Sports Federation is supposed to take the responsibility of sports management of the whole country. However, after a transient performing of its executive power, it was taken over by the sports commission of the central government. Sharing one set of running mechanism and affiliated to the sports commission, All-China Sports Federation started to lose its executive power and play a waning role in management. Till now, the influence of All-China Sports Federation has not get strengthened, which becomes the most serious ill link dragging on the institutional reform on the sports of the country. Methods of the study: targeted at All-China Sports Federation, this study tends to apply with the literature review and logic analysis as tools to organize its materials. The organization logic of this study goes like this: review the historical background of the founding of the federation; elaborate how the executive power of this federation is encroached step by step; extract the reasons leading to the power degradation. Results of the study: the reasons resulting in the power degradation include, first, the external reason of severing relations with the International Olympic Committee; second, the internal reason that its executive power is gradually taken over and taken place by the Physical Culture and Sports Commission of the PRC; third, the institutional reason of the contradiction between National-interests-oriented Mechanism and Minimized Government in a Maximized Society; fourth, the legislative reason of the Law of the People's Republic of China on Physical Culture and Sports. The value of the study: this study intends to propose valuable suggestions to see a better institutional reform on the sports of the country and a healthy development of the sports institutions.

## **A Study on Suzhou's woman sports in modern times**

现代苏州妇女体育的发展

**Yu Haijuan**

Suzhou Industrial Park Institute of Service Outsourcing

The development of women's sports in modern time Suzhou is analyzed and discussed in this article by means of documentation and logic analysis. The conclusion is that the development has emancipation of Chinese women's minds in modern times as its backdrop, while women's sports development in Suzhou has a huge influence on the development of Chinese women's sports development in modern times. With the signing of <Treaty of Shimonoseki> Suzhou became a trading port and opens to free trade. Economic stability and prosperity brings Suzhou people more affluence and better life. More and more intellectual women are willing to try and learn sports and the establishment of missionary schools especially Girls' school enabled women to take PE classes and do sports. The relatively famous girls' schools in Suzhou are Zhenhua girls' school, Leyi Girls' school, Suzhou Girls' normal school, Suzhou Girls' Middle School, Girls' Vocational School and Elementary School Affiliated to Suzhou Girls' Middle School. These schools give support to the balanced development of Suzhou's education in modern times. The biggest contribution of girls' schools is improving girls' social status, nurturing new-type female intellectuals and changing inequality of men and women that has existed since feudal society. The churches are early girls' school proponents and the one significant contribution of missionary schools to education is supporting girls' education, proposing equality of men and women and same treatment to girls' and boys' education. In 1920s and 1930s, the development of Suzhou girls' school sports and competitive sports is especially healthy. Suzhou Girls' Middle School fielded a girls' basketball team to compete at Jiangsu provincial level and won the championship. Suzhou Girls' School, Zhenhua girls' middle school, Yinghua girls' middle school, Soochow University and Chenglie Sports College send teams to compete in Suzhou Middle School Basketball Championship. Suzhou girls' vocational school and Suzhou girls' normal school hold spring sport events regularly. Women's basketball championship, Suzhou women's track and field games and Suzhou women's games are held at many levels and are fascinating to watch.

## **Research on Traditional Chinese Health Philosophy**

中国传统养生理念研究

**Zhang Aihong and Xiong Xiaozheng**

Beijing Sport University

Traditional Chinese health philosophy is quite different from the modern sport science theory based on anatomy, physiology and kinematics since the 18th century. Though the modern physiology has developed to the level of cell molecule, the theoretical frame provided by its traditional model of thinking is far from giving a reasonable and satisfactory explanation on the life phenomena such as qigong and Yoga. Traditional Chinese ways of acknowledging these phenomena, based on the unique traditional theoretical models, have provided this world, especially Western scientists, a new perspective and the approach of



knowing certain life phenomenon about human beings.

Since the 20th century, along with the development of industrialization and post-industrialized society, the human beings' health has encountered severe challenge of ever deteriorating ecological environment. People's understanding and evaluation criterion on health take new forms and have new demand. The health theory evolved at the beginning of the 20th century based on physiology and kinematics could no longer cover or meet the needs of modern health consciousness theory. The traditional Chinese health philosophy, which draws from long period of practices and experiences to form its basic theory, sustains the test of time and practices. Its views on life, health mechanism, health theory and training principles have unique understanding on explaining and curing modern diseases. It will provide a new way of thinking and assist to constructing a new theoretical structure of the health theory in the 21st century.

In the past, when we studied and explained the Chinese health and exercise theory, we usually turned to the sports science theory based on the anatomy, physiology and kinematics evolved since the 18th century, making simple comparison and analogies in explaining sport and health theories of traditional Chinese sports. These not only have little achievement, but also give many irrelevant interpretations. Any theoretical system has its own ways of thinking. Theoretical structure can only be acknowledged and understood according to its original way of cognizing. This article based on material analysis, draws from the abundant studies of many specialists to develop a theoretical frame of the traditional Chinese health philosophy. It will provide a preliminary basis for further studying the traditional Chinese health philosophy both in the East and the West.

## **A Definition of the Chinese Government's Sports Functions in the Context of the 'Powerful Sporting Nation' Strategy**

体育强国战略背景下的中国体育政府职能界定

**Zhang Fengbiao and Li Yuan**

DaLian University of Technology PanJin; China University of Geosciences

Sport governmental functions are the important guarantee of sport powerful nation strategy realized. This paper using the method of literature study, mathematical statistics, logic analysis, reviews the China sport governmental functions on the background of different periods, and points out the challenges to realize sport powerful nation. The challenges are including: developed unbalance between competitive sports and mass sports; low value of competitive sports powerful nation; obvious contradict of the national fitness demand and supply; low standard of sport market operation; developed backward of sports industry. According to the objectives and requirements of sport powerful nation, put forward to four transforms about China sport governmental functions: sport governmental function transferred from competitive sport to mass sports; competitive sports governmental function transferred from advantaged events to based events; the national fitness government function transferred from developed areas to undeveloped districts, sports industry governmental function transferred from micro management to macro management.

## **Cultural Imperialism, Christianity and the Rise of Western Sport and**

### **Physical Education in Modern China (1840–1920s)**

基督教与西方体育在近代中国的兴起——以文化帝国主义为视角

**Zhang Huijie**

University of Western Australia

Since 1840 the Western countries had been invading China in a series of wars. China's inability to repel these incursions allowed these foreign powers to broker several treaties with the Qing Government which served their vested interests. As a result, the foreign missionaries penetrated into the interior land of China and bought land and settled there. These Westerners seemed earnest in their desire to bring to China the material and spiritual values of the Western civilization; despite at times facing the hostility and indifference of the Chinese people. Nevertheless, the western missionaries were condescending and trying their best to impose their beliefs, values, knowledge, behavioural norms as well as their lifestyle on the Chinese because of their ethnocentrism.

Christianity was one of the most important dynamics behind the rise of Western sport and physical education in the early modern China. Christianity introduced Western sport and physical education primarily through missionary educational institutions and the YMCA. Western sport and physical education, as broader elements in Western culture and lifestyle, and as a means of building a good Christian manhood both from moral and spiritual perspectives, were institutionalized in China by missionary educational institutions and the YMCA.

By interpreting and analyzing the historical documents on missionary educational institutions, the YMCA and the rise of Western sport and physical education in modern China, the summarized reasons behind this phenomenon are as follows: (1) Sport was a good way to help students prevent disease, which in turn made sure a good implement of Christian education and activities; (2) It was always a good way to attract students to the door of these Christian institutions; (3) It would help them to overturn Chinese class convention; (4) It was a reflection of the trends of sport in the Western countries; (5) Missionaries hoped to transform gender conventions in Chinese society and to literally reshape their 'weakness' Chinese students to embody the Western image of masculinity.

## **Reality and Dilemma: the Development of Chinese Sports Industry since**

### **the Implementation of the Reform and Opening-up Policy**

现实与困境：改革开放以来中国的体育产业管理

**Zhang Jie and Zheng Guohua**

Jinan University, Ningbo University

The reform and opening-up policy which means carrying out series of reforms inside China and opening up to the world outside china is a strategic decision implemented by Chinese government on December 1978. Since the implementation of the reform and opening policy, China sports has also experienced a series of reforms and entered a new stage of industrialization. Reviewing back the development of sports industry in the past 30 years, China sports industry has experienced three stages, i.e. the embryonic stage (1978-1992), the exploratory stage (1999-2001) and the great development stage (2001- now), especially after the big success of 2008 Olympic Games in Beijing. With the development of more than three decades, Chinese sports industry has made a series of achievements which can be seen from the following five aspects: the main operating body of sports industry has been formed, the intangible assets of sports have been widely exploited and developed, the distribution of sports lottery has begun to take shape, the industry of sports fitness and entertainments has flourished rapidly and shown a strong growth and trend, and the sporting goods industry has been enjoying great increase. While under the new social context, Chinese sports industry is also confronted with a series of development difficulties, such as the ownership of certain sports industries is unclear and the assents management can not been carried out smoothly, the development of sports industry needing improvement and the industry share of the main body accounts for in the whole market is too small, the sports market regulations are not sound and the management of the industry is disharmonious with the development of it, and the huge impact brought by the rapid development of economic globalization has proposed great challenges to the sustainable development of Chinese sports industry. In conclusion, facing up the reality and dilemma, in order to match up with the development of the western advanced sports industry, Chinese sports industry has to adhere to the reform and innovation, and put greater reliance on market forces to promote sport consumption.

## **An Analysis of the Competitive Performance Traits of Weightlifting**

### **Athletes at the 2012 London Olympic Games**

2012 伦敦奥运会的举重运动员竞技表现特征分析

**Zhang Wentao**

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By using the methods of documents, mathematical statistics, comparison and logical analysis, this paper studies the competitive performance of the top 8 of the total 128 weightlifting athletes in London Olympic Games, and makes a comparative analysis on their competitive performance features. The result shows that the age of the top 8 field athletes participating in London Olympic Games is between 23 and 26 years, the average is  $24.2 \pm 1.27$ ; with the weight level growing, the average Quetelet index would also increase. There are prominent differences between coefficient of variation of the male's and the female's average performances. Specifically, male athletes' average performance is much better on stability; the play rates of all weightlifting events are generally above 100%, men's outdistance women's. Gender differences are highlighted on the snatch as well as total performances. , the average rate of success, between 52% and 80%, is less impressive. The snatch's is higher than the clean and jerk's while the women's is higher than the men's. There is no significant difference between the two; each round shows decreasing trend.

Athletes' opening weight makes up a percentage between 94.9% and 98.9% of total performance, and men's is higher than women's while the snatch's is lower than the clean and jerk's. On the repeatability of athletes' achievement, men's is much larger than the women's and the snatch is better than the clean and jerk.

## **Under the Special Circumstance: The Way Out for Sport Stadiums**

### **Operating Recommendations on the Reform of the Way**

#### **Sports Stadiums Are Operated**

中国大型体育场馆经营的现状与出路分析

**Zhan Xiaomei, Chunnuan Kong, Xiaomei Zeng and Yuanyun Hou**

Jiangxi Normal University

The paper uses Method of documentation, expert interview method, field survey method, case analysis, logic analysis, etc In combination with Venue management present situation of our country Reform the enlightenment to our country and foreign sports venues. The following conclusions: Under the special circumstance, Increase the sports event and the school of communication, Promote the development of school sports injected fresh blood to the development of our country sports enterprise; Attaches great importance to the development of the third industry, Actively introduce professionals to guide member, brand development, perfecting the rules and regulations, Reference BOT business model, innovative business projects etc to develop our country sports venues.

## **A Review of China's Sports Diplomacy in the 1980s**

80年代中国体育外交评析

**Zhang Xiaoyi**

Northeast Normal University, China

Using literature review as the main method, this paper reviews Chinese sports diplomacy in 1980s, to sum up historical experience and lessons and provide historical references for Chinese sports diplomacy. It analyzes the new international situation China was faced with in 1980s and described China's national interests in that historical period and the formation of the strategy of independence. On this basis, it discusses the target of the sports diplomacy during that period, diplomatic measures and their implementation. It also evaluates the results of the implementation and finally elaborates the enlightenment on sports diplomacy in the new period.

## **A Brief Discussion on the The development of formula one racing in Asia and its social function**

**Zhang Yincheng, Li Yongqin and Zhang Aihong**  
Beijing Sport University

By analyzing the formula one racing in Asia which I make Shanghai of China as the main object of analysis that play the social function of several aspects: economic benefits, political benefits, culture and technology transfer function and the entertainment and social coordination function. This paper is the development of science and technology and the emergence of economic power in our country, which bearing the F1. Although China is not tracking our own F1, sports sometimes associated with the development of the difference phase which shows different social functions. This paper analyses the formula one racing in Asia whose social formation represented for the social function, and the author discusses the result according to its future development trends in Asia.

## **Construction of a Mechanism for the Convergence and Development of China–ASEAN Sports and Culture**

中国—东盟体育融合发展的困境与交流机制研究

**Zhaolong Zhang, Mingya, Zhang, Houliang Kang, Jilin Yin, Weifu Qin, Naiqiong Li**  
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Sports communication between China and ASEAN is a major part in building CAFTA. Along with the continually optimized social environment, increasingly significant social and economic benefits, constantly deepened communication levels, the mutual communication and cooperation still exists some issues, such as ineffective cooperation and management, imperfect regional cooperation ways, lack of human resources, culture protection and so on. Hence, it is inevitable to build the integration development mechanism of sports communication. Under the circumstances of analyzing the wholesale conditions of the two regions, the author proposes to build an integration development mechanism of sports communication between China and ASEAN, which include mechanisms of dialogue management, sustainable development, regional industry cooperation, and on the basis of which some explicit strategies such as strengthening the construction of talents base, building coordinated organization, industry cooperation and development are put forward.

# **Research on the Privatization of Chinese Sports Facilities and the Government Safeguard Mechanism Based on International Experience**

国际经验下的中国体育设施民营化与政府保障机制研究

**Zheng Lingyan and Lu Hengbo**

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Public sports facilities such as gymnasiums and stadiums are becoming more and more important in the sports industry chain. Government regulation cannot mobilize practitioner's enthusiasm and creativity, the economic efficiency is low, therefore the sports facilities construction needs the private capital to enter. Under the background of financial reform In China, reference foreign sports facilities construction experience, combines with China's national conditions, carries on many kinds of privatization mode. Simultaneously strengthens the safeguard mechanism of the government, promotes the development of the public sports facilities in China.

## **A Comparative Study of the Tactics and Strategies of Chinese and Foreign**

**Taekwondo Athletes**

中外男性攻击策略运用研究

**Zhou Caiyou and Liu Xiangdong**

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With the focus on the current state “Yin flourishes while Yang declines” in the Chinese taekwondo field, Through the Olympic taekwondo competition in 2012 and 2013, the 21st world taekwondo championship game observation and collected some materials. Based on the comparative analysis of the Chinese and foreign taekwondo athletes in the competitions, the study will cover the main skills and strategies exerted by Chinese athletes, intended to explore the major problems, and propose solutions to them, thereby improve Chinese taekwondo athletes' performance, narrow down the gap between them and the world's first class taekwondo athletes. For the Chinese men in Brazil to strive for in 2016 the Olympic Games gold medal zero breakthrough, provide a more adequate theoretical basis.

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