Foreword

by Paul Johnson

The globalisation of professional sport through firstly television and now multi-media platforms may suggest that there has been a similar or indeed parallel development in sports marketing and management globally. Whilst to some degree this is true for much of the world, in the main, as this book graphically illustrates, there is also a significant and idiosyncratic local and regional response. The Asian sport industry—for that is what it has now become—is unquestionably the fastest growing, and will eventually be the biggest, sport market in the world. How it has responded and needs to respond is encapsulated in this wide-ranging focus on the Asian sport scene.

As the title of the book states, the Asian context is one that has seen and will continue to see new trends and innovations because it is such a unique and dynamic environment. The true value of this collection of studies and analyses is that it is able to apply both existing theory and new understanding for both local and international readers. Researchers, students, industry practitioners, and academics alike will all find the book accessible and enlightening for their work. Indeed, this is one of the book’s key strengths – it seeks to bridge the gap between the researcher and the practitioner by addressing practical issues that are facing the Asian sports industry, rather than generic or Western ones. Moreover, with authors from eight different Asian countries and a focus on six different countries from East to West and North to South, it is fair to say it covers most of the market. Furthermore, the choice of the four areas of enquiry—Sport Marketing, Sport Development, Sociology of Sports, and Sport Management—and the use of empirical studies, theoretical reviews, and case studies shows that the editors are well aware of the diversity of issues and approaches in studies of sport.

The growth of interest in sport from a scholarly and informed practitioner perspective in Asia is also illustrated by the establishment of the Asian Association for Sport Management. A full member of the World Association for Sport Management—which, not coincidentally, is based in Taiwan—AASM is part of a worldwide network of regional continental sport management associations that are committed to facilitating sport management research, teaching, and learning excellence and professional practice worldwide. This book with its wide-ranging topics, authors, approaches, and countries of focus is certain to make a significant contribution to that mission.

On behalf of the world community, my sincere thanks to the authors and in particular to the editors—Dr. Ho Keat Leng and Dr. Noah Yang Hsu—for providing both the Asian and international community with this invaluable body of work. It will serve to substantially assist the growth of the knowledge pool and practical insights into the emerging trends and innovation in sports marketing and management in Asia.

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