

Global Cultural Sporting Environment M5X02091



Lecture 3: 2020

Sport, Culture & National Identity in the Rest of the World: The Arab World



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Lecture/Seminar Schedule: Semester 1

Teaching Week	W/C	Sessions Details
2	28/09/2020	Module Introduction
3	05/10/2020	Sport, culture and national identity – UK and Ireland
4	12/10/2020	Sport, culture and national identity in the Rest of World – The Arab World
5	19/10/2020	Sport, culture and national identity – South East Asia
6	26/10/2020	Sport, culture and national identity in the Rest of World – North America
7	02/11/2020	Sport for Development and Peace
8	09/11/2020	Globalisation and Sport – Part 1
9	16/11/2020	ENTERPRISE WEEK - NO LECTURES
10	23/11/2020	Globalisation and Sport – Part 2
11	30/11/2020	Culture, commercialisation and consumerism in sport
12	07/12/2020	Assignment Support Session
Christmas Vacation		Monday 14 th December to Monday 18 th January 2021

Independent Study Week 2

1. Try to find out more about the historical development of sport you researched in week 1.
2. Draw a diagram to illustrate how the sport is governed, from the international governing body down to the grassroots level – clearly identify the main governing bodies and how they are structured.
3. Consider these questions: Is the sport a truly global sport? Has the sport been growing/expanding into new markets? If so, how and why?

Add your findings onto a Powerpoint slide(s) so that you can share them with the rest of the group next week.

Growth of Modern Sports: Case Study - Cricket



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“Throughout the twentieth century cricket has been inseparably intertwined with the class system and its history does much to make clear the changing nuances of social relationships within Britain,” Williams (1989, p.116).

Growth of Modern Sports: Case Study - Cricket

Five Phases (Brookes, 1978, p.7)

1. The pre-1660 folk game.
2. A period of aristocratic patronage of the game;
3. The prominence of professional XIs in the mid-nineteenth century;
4. The rise and dominance of amateurism as the basis for the game;
5. The commercial and business years e.g. Kerry Packer's World Series (1977-79) break away competition.

Horne et al (2013) bring Brookes' model up to date by adding a 6th phase:

6. Intense 'spectacularisation and commodification of the cricket product' e.g. Twenty/20, and 'de-Westernisation with the growth of the Indian Premier League' (p.25).

Phase 3
period



WG Grace – 1st class cricketer x 43 years! (1865-1908)

Phase 4 period



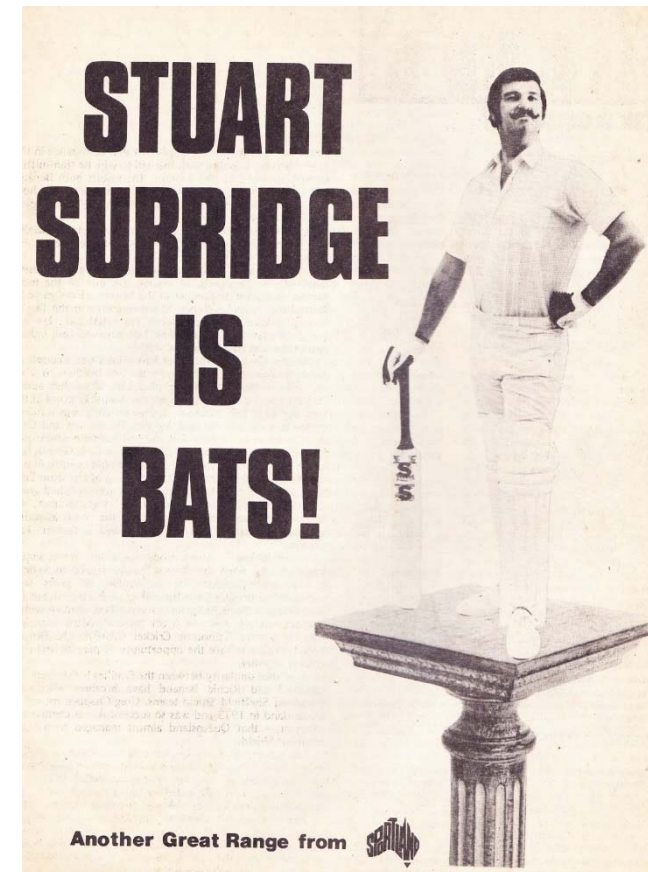
Infamous “Bodyline” Ashes Series 1932-33



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The Commercial & Business Years (phase 5)





“Spectacularisation,” commodification and de-Westernisation: Phase 6



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Americanisation or de Westernisation?



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Cricket Development Milestones

Pre 1660	Folk game: "unorganised, fluid in form, difficult to police, and played by popular classes and peasantry," Horne et al (2013, p.25).
Circa 1660 - 1800	Phase 2: cricket is appropriated by the aristocracy. Why? Brookes (1978, p.38) identifies 4 reasons: 1. To assert their authority over the people living on the estates; 2. Social networking and friendships; 3. To sustain a public declaration of personal rivalries safely, instead of duelling. 4. It was a cultural form and ritual ideally suited to the lifestyle of a powerful and privileged leisure class with lots of leisure time and money.
Circa 1800 – 1850	➤ The aristocracy had a profound impact on the game – rules, professional players emerged because of the rivalries that existed and standards improved as a consequence. ➤ Two forms of cricket predominated – country house and London based matches between aristocracy. ➤ Cricket was remade from an 'aristocratic diversion...on the way to becoming a sport, an occupation and a career' (Brookes, 1978, p.83).
Circa 1860-1900	➤ County Cricket came to prominence in the 1860s and 1870s - 9 counties in 1873 and 5 more joined in 1895. ➤ WG Grace was the personification of County Cricket at this time.
1963	The MCC abolished the distinction between (amateur) gentlemen and (professional) players in 1963.
1977-1979	The Packer World Series of Cricket (1977-1979) breakaway brought in a new era of commercial funding.
2000 -	➤ 21st Century commercial potential of cricket further exploited. ➤ Freddie Flintoff bought for \$1.55 million by Chennai Super Kings in 2009. ➤ Indian sub continent now generates 70% of world cricketing revenue and IPL sold TV rights for US \$1 billion in 2005. ➤ International Cricket Council (ICC) relocates from London to Dubai in 2005.

The Arab World

- What/where is it?
- What countries does it consist of?
- What sports are commonly played there?
- What famous sportspeople has it produced?
- What recent sporting trends have we seen in this part of the World?









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Saudi Arabia – USA 1994



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The Arab World – Did you know?

- The Arab world or Arab nation or the Arab states.
- 22 Arabic-speaking countries of the Arab League.
- Population of around 422 million inhabitants, 60% of whom are under 25 years of age and 38% are under 14 (2015).
- GDP \$2.566 trillion (2015).
- 65 million adults are illiterate – two thirds of them women.
- Real GDP per capita grew by 6.4% over the entire 24 year period between 1980 – 2004.
- Health status of Arabs is lower than that of people in industrialised countries, although life expectancy has increased by 15 years.
- Dogged by political instability, unrest, conflict and security issues e.g. Arab Spring e.g. civil war in Syria.

Arab Sporting Context

- Challenge of **reconciling Arab identity**, Islamic values **and international norms** of sporting practice.
- Use of sport in populist nationalism, **national unity** beyond class/ethnic divides as well as around pan Arab and pan Islamic ideologies.
- Increasing strategy of using **development through sport** in the bidding for, and staging of, sports mega events for urban regeneration, image making and public diplomacy.



Sport and Nation State in Arab World – Historical Path

- Sport had been used by **colonialists** as a tool of integration into the colonial order.
- Sport also used by **nationalist movements** as a tool for resistance against colonialism.
- Sport was adopted by newly **independent countries** for purposes of political, social and cultural recognition.
- In the post-colonial years, Arab countries accepted Western notions of the nationhood, nation state and nationalism at expense of regional and sub-national (ethnic, linguistic or religious) identities.
- Recently, national identities based on religious as well as ethno-linguistic and regionalistic solidarities are competing with secular party-states/monarchy state nationalism e.g. Libya, Syria, Yemen (Amara, 2016, p.519).

Integration of newly independent countries into the “**homogenous and pre-established sporting and administrative structures**” completed “the adoption of this **universal language** (sport)” Amara (2016, p.520).



e.g. Egypt – 1990 Football World Cup

“Sport played an important role in Arab states’ policies for state formation as well as a measure of cooperation, integration and unification between Arab populations, and consequently an important element in the pan Arab ideology” Amara (2016, p. 521)



Pan Arab Games



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Sport and the Nation State

Sport has also been used as a space to express regional, political and ideological concerns, including anti-imperialism and pan Africanism. For example:

- Boycotting Olympic Games e.g. Moscow 1980
- Hostage taking e.g. Munich Olympics 1972.
- Initiation of new competitions e.g. Games of the New Emerging Forces (GANEFO)



Globalisation and Arab Sport



Globalisation Defined

*“A historical process Often used to describe a **single world economy**, although sometimes employed to define the **growing integration of the internationalist capitalist system**” Jarvie and Thornton (2012, p.120).*

*The “**increasing interconnectedness of societies**” Macionis and Plummer (2008, p.40).*

Glocalization: ‘The “real world” endeavours of individuals and social groups **to ground or to recontextualize global phenomenon**’ (Guilianotti and Robertson, 2009, p.46).

Q. How is globalisation reflected
in sport in the Arab World?

What evidence have you noticed?

Discuss in pairs and list your
examples.



“In the commonly described era of globalisation, it can be argued that sport is an ingredient of the general strategy of integrating Arab countries into the market economy and norms of consumer society” Amara (2016, p.522).



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Evidence of globalisation/Westernisation e.g.

- ❑ Commercial sport increasingly accepted as the norm as Arab societies transfer to a market economy.
- ❑ Injection of local capital into the global market through staging of mega-events.
- ❑ Sponsorship/purchase of global sports clubs e.g. Barcelona, Manchester City, Paris Saint – Germain.
- ❑ Marketing of the Arab region, Gulf especially, as “a tourist destination where ‘modernity’ and ‘authenticity’ coexist” Amara (2016, p.522).



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Abu Dhabi Grand Prix (2009-)



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Fly Emirates: Dubai national carrier



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Etihad Airways : UAE national carrier



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Etihad Campus



Nation Building? Future proofing?



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BIDDING NATION MOROCCO



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Development through Sport

- ❑ Bidding for events has been a component of the development strategies of Arab countries since early years of independence e.g. Tunisia hosted Mediterranean Games in 1967.
- ❑ Hosting a mega-event has been an obsession for countries like Morocco, less so Egypt, and more recently Qatar.
- ❑ Strategy of Gulf Region states is part of effort to diversity economy away from oil.



Qatar



- ☐ Hosted Asian Games in 2006 – budget of \$2.8 billion, 45 countries and 39 events.
- ☐ Doha failed to become a 2020 Olympics candidate city.
- ☐ Won bid to host World Cup 2022.
- ☐ Hosting Gymnastics World Champs in 2018.
- ☐ Increasing visibility in sport e.g. Barcelona FC



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Qatar women's
basketball league
established;
launched as part of
2020 bid,
demonstrating
commitment to
women's sports
participation.



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Qatar



In addition to hosting events, Qatar has also engaged in 3 other sectors to define its international strategy through sport:

1. **Direct investment into the sports industry**, via its sovereign fund - Qatar Sports Investment Fund (QSI).
2. **Elite sport development** – investment in state of the art facilities and centres for elite SD.
3. **Sport diplomacy** e.g. established International Centre of Sport Security and opening of a WADA accredited anti-doping lab.

Localisation & Glocalization

Evidence for localisation / glocalization:

- **Pan Arab Games**

- Established 1953 as a means of expressing cultural unity across Arab World and diversity within Arab states
- Provides a competitive environment for talented Arab athletes.

- **Islamic Women's Games**

- Ran between 1993 and 2005
- Offered an alternative forum for Muslim women to compete in sport, who could not compete in international events due to lack of proper attire and Islamic teachings related to clothing for women.

- **Islamic Solidarity Games**

- Established in 2005 and said to be largest event after the Olympics in terms of participants and events.
- First Games in Saudi Arabia 7000 athletes and 54 Islamic counties competing in 13 sports.
- 2013 Games were moved to Indonesia due to war in Syria.



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Iran Women's Football Team



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The Future?

“International visibility means that the region is exposed to more scrutiny from international media and international non-governmental organisations. Countries in the region are obliged to reform...to keep up with their ambition to become the new geo-economic power in sport” Amara 2016, p. 530.



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How likely is genuine reform?

Is this investment sustainable?

What about ethics?

What other development tools exist?

Any questions?



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