

# 2022 年運動休閒與餐旅管理國際學術線上研討會

## 專題演講 提問 Q&A

### **2022 International E-Conference of Sport, Leisure and Hospitality Management Keynote Speech Q&A**

演講者：來田享子教授

演講題目：以運動推廣人權、多樣性和包容性之策略

Keynote Speaker : Dr. Kyoko Raita

Topic : Diversity and Inclusion Strategies in Sport and Leisure : the Importance of Gender Mainstreaming

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1. Recently Rakuten Taiwan starts to support a woman baseball team in Taoyuan. Considering professional sports, fans want to watch the top performance from professional sports players. If we consider team sports (more than 5 people each team in the game), What kind of sports are faster and easier to form women's teams or have women professional players in Taiwan or Japan?

Examples of sports that have been understood as 'masculine' in the past include baseball, football, rugby, ice hockey etc. The professionalization of these sports tends to be affected by gender norms and has difficulties because they are masculine institutions.

Currently, Japan has a professional football league for both men and women, the J-League. Apart from this league, Japan's first professional women's football league, the We League, was established and opened in September 2021.

The We League operates with the express intention of promoting gender equality in society through football. However, it faces difficulties in terms of attendance and sponsorship. Based on the We League case study, I believe that it is difficult to achieve smooth operations with the same approach as traditional professional sports.

People need to be encouraged to not only value strength and speed in professional sport, but also to enjoy values such as skillfulness and organized coordinated play.

We also need more spectators and sponsors who share our goal of promoting gender equality in society. Therefore, we can expect to see the early formation of women's teams and women's professional leagues in sports where there are many stakeholders who support these new values.

2. Gender equality is not only a sports issue, but also a social issue. In Japan, I'm wondering if school groups have done anything specific to improve that kind of situation or remove these gender norms?

In Japan, the Ministry of Education, Culture, Sports, Science and Technology (MEXT) has published a notice and guidebook on considerations for LGBTQ children in education. Frequent discussions in schools in recent years have included: 1) changes to gender-specific uniforms; 2) removing gender bias in textbooks; and 3) publishing history subtexts that have been reinterpreted from a gender perspective.

Some university students who want to become teachers have taken courses in gender studies, but it is not yet a compulsory subject.

In addition, older teachers are not yet able to understand the importance of learning about gender equality from the primary school years.

I believe that the national system for learning about gender equality in school education is not sufficient.

However, compared to the past, I receive more requests for courses for teachers and students on gender equality through sport.

3. Recently Rakuten Taiwan starts to support a woman baseball team in Taoyuan. Considering professional sports, fans want to watch the top performance from professional sports players. If we consider team sports (more than 5 people each team in the game), What kind of sports are faster and easier to form women's teams or have women professional players in Taiwan or Japan?

As I mentioned in my presentation, the European Union and the European Parliament are continuing to advance a European regional policy on gender equality in sport. The most recent report can be found at:

<https://sport.ec.europa.eu/policies/sport-and-society/gender-equality>

In Australia, there is a distinctive feature of addressing gender equality as one of the areas of sporting integrity.

The Australian Sports Commission has been working on a number of initiatives to address gender equality in sport, including: Implementing education programmes not only for athletes and coaches, but also for organizational officials, referees, parents and spectators. The German Olympic Sports Federation (DOSB) has a good reputation among EU countries for its programmes on 'Combating Gender-Based Violence'.

In several countries, tax incentives for companies that support women's sports teams have been reported to be effective.

Ahead of the 2024 Paris Olympic Games, the French Minister of Sport has stated that he will promote gender equality in sport. I therefore believe that policy in France needs attention