

The current development and future vision of sports, recreation and leisure industry in Taiwan-along with an introduction to College of Sports and Recreation, National Taiwan Normal University

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Abstract

The sports and leisure industry in developed countries such as Britain, America, and Japan are very prosperous. The strong and comprehensive structure of professional sport and sport policy in these countries has created enormous economic development and provided people with recreational opportunities as well. In the past, Taiwan was known for its Original Equipment Manufacturer (OEM). However, in recent years, due to the change of life style and the pursuit of higher quality of life, the sport service industry has started to thrive. As such, Taiwanese government has paid much attention to “sport for all” and “elite sport”, and respected to the society benefit and economic revenue. The current sports policy focuses on several aspects such as creating Taiwan as a sports and leisure island, hosting sports and leisure events, improving sport and leisure service industry, strengthening professional sports, and fostering human resource for sport industry as well.

In corresponding with the needs of changing time, National Taiwan Normal University (NTNU) founded the College of Sports and Recreation in 2001. The College consists of Department of Physical Education, Department of Athletic Performance, Graduate Institute of Sports and Leisure Management, Graduate Institute of Exercise and Sport Science, and the Physical Education Research and Development Center. These institutes have not only cultivated physical education teachers and instructors, elite athletes, sport science researchers, and talents of sport and leisure management, but also undertaken abundant researches of physical education and sport industry. In the future, we hope to enhance and promote our quality and strategies through establishing international collaboration with the prestigious universities in the world. Upon doing so, we are able to dedicate more effort to sports and leisure industry in Taiwan.