

PREFACE

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Dr Michael Chia and Dr Jasson Chiang lead and galvanise an international group of luminary researchers, academicians and young scientists in tackling current issues in sport, exercise and health from the perspectives of sport science and studies as seen through a set of 'asian lenses'. The first fruit of their toil and effort is a collection of essays that is *diverse* in associated topics, *devoted* to strong beliefs and *developed* in a manner that undergraduate, post graduate and in general, people with an interest in sport, will find interestingly and useful.

This timely tome comes at an opportune time when the business of sport in the Asia Pacific Region is booming, in the midst of economic uncertainty. ¹An independent management consulting firm estimates that the sports industry is worth \$17 billion Singapore dollars in 2009 and is set increase many-fold in the years to come. Sports science support, management consultancy services and sports-related knowledge services are identified as the key growth areas in dire need of development to meet this explosion of interest and engagement in sport and healthy lifestyles.

Each contributor addresses a topic that is grounded in a particular country's context or circumstance but nonetheless have wider regional implications and applications. Almost all the contributors had academic sojourns in sport outside of their native countries and outside of Asia. However all share a commonality- each contributed chapter represents the distilled crystallised thoughts of a global outlook of an issue that is grounded in local actions.

The book aims to challenge readers to be reflective practitioners- as students or researchers, or thinkers of sport, to be independent seekers of future sport knowledge, and yet mindful and grounded in a full knowledge and awareness of the social, cultural and country-specific nuances of sport. It invites discussion and debate on a diversity of topics covered, and is therefore is a suitable text for undergraduate and graduate study of sport in Asia and the editors' hope is that

this will light the fuse that ignites an explosion of sport-associated outcomes-fostered collaborative research, heightened and more enlightened sport interest, more discerning consumers of sport, greater spin-offs in sport innovation in terms of new training approaches and sport products, and a greater appreciation that sport and human kind are inseparable.

Dr Michael Chia is Head of Physical Education and Sports Science at the National Institute of Education In Singapore. Dr Jasson Chiang is a Professor at the Graduate Institute of Sports Coaching Science at the Chinese Culture University in Taiwan. Both are vice-presidents of the Asian Council of Exercise and Sports Sciences, a regional think-tank for the sport intelligentsia of Asia.

Reference

1. Singapore Sports Council website <http://www.ssc.gov.sg/publish/Corporate/en/industry.html>. Accessed 17 September 2009.