

**The Confrontation between 'the Right to Play Sport' or the
Public Sphere of Sports and Neo-liberalism or Individual
Consumption (2) : National and Municipal Sports Policies
in the 1980s**

Kazuo Uchiumi

Abstract

Sports policies in the 1970s were based on welfare policies. In particular, the 1973 policy is referred to as "the beginning year of welfare". The ones in the 1980s are called empty term. The defeat by China and South Korea at the Asian Olympic Games and the Olympic Games respectively in 1986 and 1988 in Seoul caused a panic, known as the "Seoul Shock", in the political and economical world in Japan. Since then competitive sports have been stressed by the government. A competitive sports section was established in the bureau of physical education and sport of the Ministry of Education in 1988.

On the state side, the budget for life-long sports and competitive sports of the state has not increased, and sports have had to depend on the donations from commercial companies.

NIRA sited sport as "an approximate value of pure private goods" in the administration of the central and local government, in the book *Industrialization of the Social Services* published in 1980. This ideology was wide spread all over Japan as an official opinion. This lead to the beginning of Neo-liberalism in the sport administration area.

The budgets of nation and local governments in the late 1980s went up with the bubble economy until the collapse in 1991. Sports facilities did not increase in the 1980s, and the new resort areas were recommended for people.