



A Study of Impact of Cultural Sensitivity on Education and Sports With Reference To Asian Countries.

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Abstract

The purpose of the study was looked at the Impact of Cultural sensitivity on education and sports with reference to Asian Countries In this age of technology; the world has become a small village. As a part of it, knowingly or unknowingly we belong to a culturally sensitive environment. Due to Liberalization, Privatization and Globalization, we have become culturally tolerant. This scenario demands more of cultural appreciation than just tolerance, of course, it is a two way process. It affects social dynamics, trades and business. It plays an important role in growing global economy and improves international relations. Two type data collected in this research topic. Collection of Data: There are 2 types to collect the data. Primary data has collected through the questionnaire, interview and observation method Researcher visited to the countries and collected data and Secondary data will be collected through the published literature such as books, reports by competent authors, published Ph.D. thesis and articles from seminars, newspapers and business magazines and also from websites. This is the last chapter where the analysed data will prove or disprove the hypothesis. It will give the results which will be helpful for the people working in education and sports sector in Asian countries.

Keyword: Cross culture sensitivity, Social dynamic, sports education, cultural tolerance, cultural competence.

Introduction - In this age of technology, the world has become a small village. As a part of it, knowingly or unknowingly we belong to a culturally sensitive environment. Due to

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Liberalization, Privatization and Globalization, we have become culturally tolerant. This scenario demands more of cultural appreciation than just tolerance, of course, it is a two way process. It affects social dynamics, trades and business. It plays an important role in growing global economy and improves international relations.

What is cultural sensitivity?

“Cultural sensitivity means being aware that cultural differences and similarities exist and have an effect on values, learning and behaviour.” [Stafford, Bowman, Eking, Hanna & Lopes – Defade (1997)] Cultural Sensitivity is a set of skills that allows you to understand and learn about people whose cultural background is not the same as yours. It is also called as multiculturalism. The more one understands how clan, race, religion and other factors are viewed by people of a country, the better one is equipped to collaborate with a variety of people. The researcher wants to study effect of sensitivity on education and Sports Cross cultural environment. When there is a deal between cross cultural companies i.e. Multinational companies, they have similar goals but the ways to achieve them are different. There are some factors that influence business. They are as follows:

Social Dynamics- It is a study of interactions within and in societies. It looks at all of the things that can change a social group. The field of social dynamics brings together ideas from economics, sociology, social psychology and other disciplines. It believes that individuals are influenced by each others’ behaviour. It has got behavioural approach. It understands the importance of heterogeneity across individuals. The researcher has purposely chosen South East Asian Countries as they are business hub for rest of the world as well as a happening tourist destination. These countries have to deal with great diverse cultures in all the sectors of life including sports and education. One can find impact of cross cultural sensitivity on social dynamics in these countries.

In education sector:

In education sector there is cultural diversity in the class with very less strength but extremely diverse in culture, race, ethnicity, nationality, gender, sexual orientation, socio-economic status, age, physical abilities, religious beliefs, political belief and ideologies.

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- No one greets teacher in Thailand.
- Thai people consider pointing foot towards them is a biggest insult. (In that culture head and feet of a person are considered as extremely private parts of their body and no one should touch them.)
- Buddhist monks are considered very holy and respectable and nobody can directly give anything in their hands. If one wants to give something, one should put it on the table, take a step back and then the monk accepts it.
- There is no gender discrimination in South East Asia. ‘ Lady boys’ are common. Gays are considered as a part of society and they are treated normally.

Cross culture sensitivity in Sports:-

As the saying in English goes, “All work and no Play make Jack a Dull boy”. It has been forgotten that academic learning and sports education complement each other. They resemble the two sides of the same coin. If sports education is carried out accompanied with the academic curriculum, the overall personality of the student is increased to quite an extent. The qualities of the leadership, sharing, team spirit and tolerance are learnt from sports. Sports education not only teaches the students to maintain the physical stamina, but also the habit of obedience, discipline, the determination to win, willpower, etc. The power of reasoning, mental development, vocational specialization comes from the academic education of the students. Therefore, sports education along with the academics result in the all-round development of the students. The researcher has purposely chosen the sector of sports. Indicate sports in curriculum, there is a quit different impact of sports in cross cultural sensitivity. .

Limitation of participation of women in sports

A sport is universal in nature. It does not discriminate on colour, cast, creed, sex and so one participation only focus on health but also over all development. Earlier days men used to participant in most of the game, sports athletics. Women faces many constraints such as physical, mental, social, cultural, religious and so on later they also started active participation i all events.

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There are few common constraints in women sports.

- 1) Physical Constraints
- 2) Physiological Constraints
- 3) Psychological Constraints
- 4) Social constraints
- 5) Religious constraints
- 6) Economic constraints

By studying all this, the researcher came to the conclusion that such a variety of diversity is found in South East Asia as being financial hub and a major tourist place. There was an emerging term after IQ(Intelligent Quotient) that was EQ(Emotional Quotient) and now if one can say CQ(cultural Quotient) that will not be an ever statement.

Research_Methodology:

1. Collection of Data : There are 2 types to collect the data.
 - A. Primary Data – Primary data has collected through the questionnaire, interview and observation method. The researcher already visited the and collected data.
 - B. Secondary Data- Secondary data will be collected through the published literature such as books, reports by competent authors, published Ph.D. thesis and articles from seminars, newspapers and business magazines and also from websites.
2. Analysis and interpretation of Data: The collected data will be analyzed and interpreted by using suitable statistical techniques. Mathematical and computational modelling are important tools for studying social dynamics. As social dynamics focuses on individual level behaviour and recognizes the importance of heterogeneity across individuals, strict analytical results are often impossible. Instead, approximations from statistical physics or computer simulations are used to understand the behaviour of system. The questionnaire will be given to people in each country i.e. 500 in all. The data will be collected accordingly and analyses with the proper method.

Chapter_Scheme-

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1. Introduction: In this chapter the researcher has given introduction of the topic. Important terms are to be discussed and its effect Sport & education by inculcating cross cultural sensitivity in both the sectors. This chapter gives more insight about the researcher's aspirations and thinking about the topic. It also expresses the scope and limitation as well as aims and objectives of the study.
2. Sports_and_Education_and_cross-cultural sensitivity in accordance with Asian countries. This chapter explains how was cross cultural sensitivity and social dynamics are interlinked and how it affects especially in s Asian countries. The researcher has studied Asian countries but for the sake of brevity and expenses the researcher has chosen 5 major Asian countries. Viz. Japan , China, Singapore, Dubai and Shrilanka.
3. Analysis of Data: This chapter gives analysis of data collected primarily and secondarily by the researcher.
4. Conclusion: This is the last chapter where the analysed data will prove or disprove the hypothesis. It will give the results which will be helpful for the people working in education and sports sector in Asian countries.

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