

ICSC #09

Cultural Diversity Module

Sports Demographic Module



INSTRUCTOR: Steven Smilkstein, M-Tech Chiro (SA), ICSC

1

INTRODUCTION

Sports has been a constant tie in between nations, cultures and groups. It has broken Boundaries, promoted peace and encouraged friendship between groups around the world.

FICS has been in the background of the sporting world and we have set roots in 9 prominent regions in the world. We are always growing and reaching new regions and sports every day. These 9 regions gives us the insight into sporting diversity and the bridge across nations:

1. Latin America
2. Asia
3. Middle East
4. Europe
5. Scandanavia
6. United States of America
7. Canada
8. Australia
9. South Africa

2



FICS Vision:
"Every athlete deserves access to Sports Chiropractic"

FICS has been in the background of the sporting world and we have set roots in 9 prominent regions around the world. We are always growing and reaching new regions and sports every day.

These 9 regions gives us the insight into sporting diversity and the bridge across nations:

1. Latin America
2. Asia
3. Middle East
4. Europe
5. Scandinavia
6. United States of America
7. Canada
8. Australia
9. South Africa

3

Introduction

1. Latin America
2. Asia
3. Middle East
4. Europe
5. Scandinavia
6. United States of America
7. Canada
8. Australia
9. South Africa


This module is to present the top-rated sports per region to highlight the similarities, the diversity and the links between the different regions.

It educates Sports Chiropractors to be able to work across regions, adapt to diversity and unify our approaches to accommodate any sport on any playing field.

Our passion is sport, and it is FICS belief to give athletes the best advantage to boost their performance by understanding their biomechanics and their needs in the sport they are participating in.

FICS achieved this educating Sports Chiropractors about the diversity in sport/regions and cultures. Providing a greater awareness of and understanding of the sports around the world.

4



Introduction

1. Latin America
2. Asia
3. Middle East
4. Europe
5. Scandinavia
6. United States of America
7. Canada
8. Australia
9. South Africa

Within this handout, we have broken up the top nine identified regions and listed the specific top sports which relate to that region.

The lists are the top sports which were identified at the time of this paper which relate to that region.

The aim of this handout is to give us insight into the region-specific preferences in sport; historical influence; and current links to other regions.

5




REGION 1 Latin America

Top Sports

- Football (Soccer)
- Rugby (Argentina, Paraguay and Uruguay)
- Golf
- Tennis
- Basketball
- Volleyball
- Baseball
- Motorsports such as Rally, Formula 1 and Moto GP.
- Beach Volleyball (Colombia, Brazil, Panama, Chile)
- Surfing (Brazil)

6




REGION 2 Asia

Top Sports

- Football. Association football (FIFA) is the most popular and played sport in most Asian countries
- Cricket. The most played sport in the Indian subcontinent is cricket
- Baseball. In Japan, baseball takes center stage
- Table Tennis
- Basketball
- Gymnastics (China and Russia)
- Athletics and IOC based sports (Russia and China)
- Competitive Martial arts such as Judo, Karate, Tai-Kwando, Kickboxing (Mui Thai)
- Field Hockey (Indian and sub-continent)
- Precision Sports such as Archery, Shooting (Chinese Taipei, S. Korea, Japan, China, Singapore, India)

7



REGION 3 Middle East

Top Sports

- Football: Football or soccer is one of the most popular sports played in the UAE, Israel, Lebanon.
- Cricket (UAE, SAUDI ARABIA)
- Horse Racing
- Tennis (Israel, Uae)
- Motor Sports (Lebanon, Jordan, Bahrain, UAE, SAUDI ARABIA)
- Camel Racing (SAUDI ARABIA, UAE, Bahrain)
- Golf (Israel, UAE)
- Basketball (Israel)
- Rugby (UAE, SAUDI ARABIA, ISRAEL)
- Falconry

8




REGION 4
Europe

Top Sports

- Soccer/Football
- Golf
- Rugby Union
- Boxing
- Tennis
- Motorsport
- Cycling
- Field Hockey
- Cricket (UK)
- Handball

9



REGION 5
Scandinavia

Top Sports

- Football
- Floorball
- Equestrian Sports
- Handball
- Golf
- Gymnastics
- Athletics
- Ice Hockey
- Winter Sports (Skiing, Bob Sled, Cross Country, Curling)
- Korfbal

10

REGION 6 United States of America

Top Sports

American Football (NFL) Baseball (MLB)

Basketball (NBA)

Ice Hockey (NHL)

Soccer/Football/Association Football (MLS)

Tennis

Golf

Wrestling/Grapple and Sport entertainemt (WWE)

Rugby

Motorsport

American Football is the most popular sport in America.

11

REGION 7 Canada

Top Sports

Ice Hockey

Lacrosse

Canadian Football

Baseball

Cricket

Soccer

Rugby

IOC Winter Sports


Cycling

Watersports

IOC Winter Sports:
 (Skiing, Bob Sled, Luge, Ski Jump, Figure skating, Speed Skating)

Cycling: Host to the largest endurance mountain bike challenges (BC Bike race) start and finishes at Vancouver covering the whole BC territory over 3 weeks of racing.

12



REGION 9 Australia

Top Sports

Netball has been played in Australia since 1897.

It is played by women and children of all ages, and currently stands at approximately 503,000 children and 343,000 adults who regularly play the game. Australia's international team, the Diamonds, have won 10 out of the 14 Netball World Tournament since 1963.

Australian Football League (AFL)

Cricket

Swimming

Rugby

Cycling

Tennis

Football (Soccer)

Basketball

Netball

Dancing

Hockey

Golf

CRICKET: Surprisingly as Australia has been ranked one of the top cricket playing nations with an influential contribution of the sport in both ICC and Test Cricket.

Australia hosts a continuous rivalry against England in the Ashes Series which is alternated between both nations.

SWIMMING: Due to the fair to hot weather, most cities located close to the coastlines and good recreational sporting infrastructures, this lends to most of the Australian population doing swimming and aquatics as regular basis and it is Australia's most popular sport.

Australia is rated the greatest Olympic achieving nation in aquatics at present.

13



REGION 9 South Africa

Top Sports

Football (Soccer)

Cricket

Rugby

Long distance Marathon running and Ultra Marathon

Golf

Boxing

Powerlifting (IPF) and Weightlifting Sports

Triathlon Sports, Iron man and Olympic sprint events

Tennis and associated racquet sports

Cycling

14