



# Sport, Globalization, Economy, Health, Public Policy and Power



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## Summary

It starts from demonstrating that sport in globalization became an Atypical Transnational Company of Entertainment and Entertainment (EDTEE), whose objective is to produce a profitable, daily and massive show; It is a leading industry or "tip" of the world economy that concentrates its competitive and economic power in the US, Europe, Japan and China. To unravel the close relationship established between sport and health, with the installation, on the one hand, of the medical infrastructure of the great health industry in EDTEE and, on the other, of the device that produces record-champions of EDTEE in the big health industry; as well as discovering the consequences that it produced: reinforced and expanded the ideological function of EDTEE and the big health industry, empowering them - besides - economically and contributing decisively with the emergence and worldwide development of the welfare industry. It concludes by demonstrating that the public sports policy is a privileged and global way to promote, legitimize and make permanent the sport-health relationship, and raising the need to rethink the sport with the aim of beginning to discuss its improvement and initiate the creation of the theoretical-conceptual and concrete bases of an alternative that should contemplate a new type of relationship with health.

**Keywords:** Sport; Globalization; Health; Public policy; Power

## First Part

### Sports in Globalization

Atypic transnational entertainment and entertainment enterprise (Edtee), governing activity or "Punta" of the world economy and scenario of structural inequality in the distribution of medals-champions and the economic benefits that it produces.

### Origin and Physiomics of the Edtee

Established in 1968-1981 and consolidated between 1982-2017, the globalization of sport is its conversion into EDTEE, which works with the logic and dynamics of any transnational and its objective is to produce a profitable, daily and massive show:

"In 2006, it moved US \$213 billion in the US and generated 2 and 7 times more profits than the automotive and film industries, respectively ... Globally, in 2014: Generated 1% of GDP ... Its value was 1.5 billion US \$, ... equivalent to US exports in one year ... In June 2015, in Europe it generated 1.76% of gross value added and 2.12% of employment and it was estimated that the multiplier effect was 1.22% for the set of the economy ... Worldwide in 2015, accounting for its infrastructure, goods, licenses and events has a value of 643-689,000 million US \$, 1% of world GDP ... " [1].

Its atypicality as a transnational is given by:

- a) Its organization-management.
- b) Nature of the work force.
- c) It is present all over the world.
- d) Monopolize the total production of the show.
- e) It lacks a centralized power.

### Let's See Its Physiognomy

**a. Units of Organization and Management of the Sports Show:** World Sports Organization (WSO) or sports government, headed by the International Olympic Committee (IOC) and FIFA, whose main events are:

**b. Olympic Games (OG):** Organized-managed by the IOC, which made its commercialization with the "Sponsorship Programs, initiated in the 1988 OG" (Samaranch 2002: 85)? The main sponsors are the World Olympic Partners, who are associated by 3-4 OG, use their image worldwide and are franchises in the Villa.

Olympic the other sponsors have the same rights, but can only operate in the host country and the contract lasts four years. In 2016 they were:

“World Olympic Partners: Coca-Cola; Atos Origin; General Electric; McDonalds; Omega; Panasonic; Samsung; Visa, Procter Gamble; Dow; Bridgestone. Official Partners: Bradesco; Bradesco Seguros; Correios; N = T; Clear; Embratel; Nissan Official Contributors: Aliance Shopping Centers; Apex; CISCO; Estácio; EY; Balloon;. Sadia; Qualy; SKQL; Latam Airlines and Travel: 361<sup>o</sup>. Suppliers I: Airbnb; AC; CEG; Dica do chef; Balloon; EF Education; Eventim; GREE; ISDS; Karcher; Komeco; Locate Manpowergroup; Microsoft; Mondo; Nielsen; NIKE; OFF !; RGS; Sapore; SEG Gymnastics; Symantec; Technogym; 3 Corações; Riogaleão. Suppliers II: Bauerfeind; Casa da Moeda; EMC; Hospital dos Olhos; Osterscope”.

Simultaneously, the IOC commercialized the transmission rights, in millions of US \$:

“In August 1995 the ... American NBC ... committed to pay 1,250 for the rights in the USA of the OG 2000 ... and the OG Invierno 2002 .... Then he proposed: 2,300 for OG 2004-2008 and OG Winter 2006 ... (Jennings, 1996: 279). “Jacques Rogge, President of the IOC between 2001-2013, in ... the financial report before the 2012 General Assembly, pointed out that the IOC already secured 3,600 in TV rights for the Winter W in 2014 and the 2016 OG; He indicated that the goal is to exceed 4,000, more than the 3,900 that they raised with the Winter 2010 and the 2012 OG. For the winter 2018 and the OG 2020, the IOC secured 2,600 ... The main TV partner is NBC, which bought the rights for transmission in the US of 4 Olympics until 2020 by ... 4.380” [2].

**World Cup:** Organized-managed by FIFA, whose links with companies evolved to the Official Licensing Program in the World Cups (1994). Established the Sponsorship Program 2007-2014 and in the 2014 World Cup the sponsors were: “Partners: Coca-Cola; Adidas; Sony; Visa; Hyundai and Kia; Fly Emirates... Exclusive sponsors: Budweiser, Castrol, Continental, Johnson & Johnson, McDonald’s, Moy park, Oi and Yingli Solar... National promoters: ApexBrasil, Garoto, Liberty Seguros, Banco Itaú and Wiseup”.

The importance of broadcasting rights was recognized by FIFA in 2004:

“Revenues have not stopped growing. Correspond at the same time the rights of television broadcast... “(Eisenberg, Lanfranchi, Mason and Wahl, 2004: 248). “Until October 2011 the total amount agreed for the period 2015-2022 exceeded US \$ 1,850 million... FIFA granted sales representation to Infront Sports & Media in Asia ... Australia: Extension of the contract with SBS. Canada: Rights granted to Bell Media (CTV / TSN / RDS). Caribbean: Extension of the contract with IMC (SportsMax)”.

FIFA’s revenues are specified in its 2011-2014 Financial Report, in millions of US \$:

“With income of 5,718 and expenses of 5,380, a positive result of 338 was registered, income increased in relation to

2007-2010 due to the increase in sales of commercialization and transmission rights and the benefits of ticket sales rights that in Previous cycles had been assigned to the Local Organizing Committee, reserves were increased..., reached the 1,523 to the 31-12-2014... The total income is broken down as follows: Events 5,137: 4,308 of the 2014 World Cup (TV Rights: 2,428; Marketing rights: 1,580; Commercialization of rights for corporate hospitality preferential services: 185; Licensing: 115) and 829 for other events... Operating income 271... Financial income 310...

### Transnational Professional Clubs endorsed by the ODM

The main event that they organize-manage are the European Football Championships, endorsed by the respective National and European Federations:

“In 2001, Manchester United of England was the most expensive club (1,400 million US \$) and was the first to quote on the Stock Exchange. In Spain at the end of the 20th century, football contributed 1% of GDP and, in 1999, in Italy it was the twelfth economic sector “(Altuve [2]: 113 / 115-116). Starting the 21st century, Real Madrid is a Club model: “sponsored in 2008-2009 by Adidas, Audi, Bwin, Mahou Beers, Coca-Cola, Community of Madrid-madrid.org, Rexona For Men, San Miguel, Sanitas, Solán de Cabras and Solaria, is applying a management model that combines the social (UNICEF ambassador) and marketing with the aim of enhancing the exploitation of its brand, transforming its fans into customers”.

The Professional League of Spain promotes globalizing marketing initiatives:

“He installed his first office in Beijing... in 2014, he announced that at the end of 2015 he would open the one in Johannesburg... and New York and Shanghai... With Pepsi Egypt, in October-November 2015; in the summer of 2015... With an organization sponsored by Nike, in the USA...”.

It is appropriate to highlight -in millions US \$ -which:

- a) 5,525.52 is the income of the 20 Soccer Clubs with the highest income in 2008-2009: Germany, France, Italy, England and Spain.
- b) 12,602.2 is the value of the 10 Most Expensive Clubs in 2010: 7 of the USA (6 American football or NFL and 1 baseball), 2 of England and 1 Spain (soccer).
- c) 2.072 is the value of the 10 Most Valuable Club Brands in 2010: 51.09% of the value are from 5 football clubs in Europe (2 from England, 2 from Spain and 1 Germany) and the remaining 48.91% to USA (3 of baseball and 2 of NFL) (Altuve, 2018: 104-106 / 108).

### Transnational companies endorsed by the MDG

The main events that they organize-manage are the Vueltas de Ciclismo. The annual Tours of France will be considered:

Organized by Amaury Sport Organization (ASO), a company of the French Group Philippe Amaury Publications, which... in 2010 organized 21 events... Together with ASO guarantee the success of the Tours the employer organization of the participating professional clubs (AIGCP), the Union of International Cycling and French Cycling Federation, who endorse it by the ODM. In 2005, an agreement was reached between ASO and the AIGCP that included the Tours editions from 2005 to 2008 "(Altuve, 2018: 124-125).

In 2009, the budget was approximately US \$ 139 million, financed: 10% for rights paid by the cities-stage; Eurovision, France 2, France 3 and France 4 paid 50% for audiovisual rights; 40% of sponsorship and advertising rights. The advertising caravan was an important advertising tool:

"It covers 20 km, goes ahead of the competition with 160 vehicles, 600 caravans, 33 brands represented, 16 million gifts, ... and merits an investment between 278,000-695,000 US \$ ... Media coverage included: 186 countries; ... with 118 TV channels; ... 650 media ...; as for the Internet website, it received six million visitors "(Altuve, 2018: 126).

### Independent multinational companies of the MDG

The main event that they organize-manage is the annual Formula One (F1), property of Liberty Media, who bought the F1 for 4,400 million US \$ on 07-09-16. The management of F1 is exercised through the Formula One Group, whose main sources of income are:

"TV broadcast is the main form ... according to the English newspaper Autosport can reach more than 300 million US \$ and were sold in 67 countries for the 2010 season ... By radio: They have increased, in the US since 25-05 -08- the races were available through SIRIUS 125 of SIRIUS Satellite Radio company that for 2008 had more than 130 channels, was the Partner ... by Official Satellite of the NFL, NBA and NHL. The sponsors in 2010 were Allianz, DHL, the bank. UBS, GH Mumm and LG Electronics, Inc, which between 2009-2013 acquired exclusive titles from Global and Technological Partners and ... Official Partner for Consumer Electronics, Mobile Telephony and Data Processing "(Altuve, 2018: 135).

The economic and media success of F1, measured in millions of US dollars, is resounding:

"Between 1979-2004 ... it showed profits valued at 3,600 ...; in 2007 it had 597 million viewers, with 11,183 hours of retransmission in 188 countries, of which 5,169 hours (47%) were live and direct; in 2010, TV rights were sold to 67 countries ... As of 2006, it abandoned cigarette advertising, but this did not affect the business because new sponsors were incorporated, to the point that in 2007 it mobilized around 13.6 thousand million US \$ per year".

### Sportsman-Competitor: Main Work Force of the Show

Professional whose job is to prepare and compete. Their types of employment relationship are:

- a) It combines the work of representation of your country in the ODM competencies with that performed in one of these scenarios: Professional Clubs whose events endorse the MDG; transnational events endorsed by the MDG; Professional Clubs or transnational events endorsed by the MDG, with the mediation of the State: Cuba case.
- b) Work on competitions organized by independent Transnationals of the MDG.

The one hundred best sportsmen-competitors paid in 2015: earned 3,200 million US \$, 17% more than in 2014; 62 are American (27 MLB baseball); they come from 10 sports disciplines; and 2 are women. In millions of US \$ income (including salaries / prizes and sponsorship), the sport discipline and the country of the top 10 are presented: Floyd Mayweather (300-Boxing-USA). Manny Pacquiao (160-Boxing-Philippines). Cristiano Ronaldo (79.6-Soccer of Europe- Portugal). Lionel Messi (73.8-Soccer of Europe-Argentina). Roger Federer (67-Tennis Open-Switzerland). LeBron James (64.8-NBA Basketball-USA). Kevin Durant (54.1-NBA Basketball-USA). Phil Mickelson (50.8- Golf Open-USA). Tiger Woods (50.6-Open Golf-USA). Kobe Bryant (49.5-NBA Basketball-USA) [3].

### Sponsoring Transnational Companies or "Sponsors"

They buy:

- a) The organizers-managers of the show, the right to use the symbols and the logo of the events in the advertising of their products.
- b) The media spaces to spread their associated advertising and identified with the symbols and logos of the show.

### Transnational Media Companies

They broadcast the show, buy the transmission rights to the organizers-managers and sell the spaces to the sponsors for their publicity. Since the 90s of the twentieth century, they have been acting simultaneously as organizers-managers and disseminators of the show.

### Transnational Sporting Goods Companies

They provide the products used by competitors: instruments (balls, balls, snowshoes, garrochas, javelins, bicycles, etc.) and on their bodies (shoes and clothing); and sponsor events and athlete-competitors. At the close of fiscal year 31-05-2015, in millions of US dollars: the 10 leading companies (from the US and Europe) had sales of 99,315, led by Nike (USA) and Adidas (Germany) with 30,601 and 19,113, which obtained net profit 3,273 and 723.2, respectively [4].

## Public-Fanatic-Consumer

It is the destiny of the show. It is the basis of the operation of EDTEE, whose fundamental objective is the conversion of all the inhabitants of the planet into fanatics of sport, that is, spectators who internalize the advertising messages issued during the events and become compulsive consumers of goods and services. Of the diffused brands.

## State

Regardless of the types of governments and their political-ideological orientation, the State through public policy embodied in a legal-legal norm and an administrative-organizational structure (ministries, institutes, secretariats, etc.) with program-projects and budget, has the following functions in the EDTEE [5]:

**Adapt the Participation of the Country to the Organizational Nature of the Show:** When the organizer-manager is the ODM, it arranges, prepares and guarantees the participation of its national team in the event. If the organizers-managers are Transnational Professional Clubs or transnational companies, support the events and contribute to their success.

**Produce and Reproduce the Sporting Ideology, Incorporating it into its Ideological Baggage and Legitimizing Itself, Making Sport One of its Ideological Apparatuses:** Regardless of the result of the country's participation (win or lose) in events, the State will legitimate with the support and promotion that makes the sport through public policy, thus operating the process of conversion of sport into an ideological apparatus. Obviously, the legitimacy of the State increases when the country obtains victories - by winning competitions and / or organizing events - that are identified with state management. In addition, the State extends the sports ideology to the rest of the social scenarios.

**Financing, Disseminating the Sports Ideology, Exercising Violence and Creating the Conditions that Guarantee the Success of the Show in Its Territory (being the venue):** The operational part of the shows is the responsibility of the National Organizing Committee formed by the host State, private organizations and the national instance of the ODM (in the OG and World Cup are the Olympic Committee and the National Federation) that works with its international instance, which is the highest authority of the event, which in the case of the It is the IOC and in the World Cup it is FIFA. The IOC and FIFA have reinforced and hold absolute power both events and the funding has been transferred to the State:

"In September 1995, the IOC announced that as of 2004, the share of television rights granted to Olympic city centers would fall from 60% to 49%, that is, the revenues of the National Organizing Committee will be reduced ... FIFA announced on 03-23-17 that will eliminate the National Organizing Committees ... and will take total control of the organization of the World Cups

from 2026 to generate more income, minimize costs and be more effective ... "(Diario Peru 21: 03- 04-17; Altuve, 2018: 178-179). "The London 2012 OG cost more than US \$ 17,500 million, of which the State financed 83.48% (US \$ 14,610 million)" (America, economy, economy, markets and finances: 19-12-12); In the 2014 Soccer World Cup and the 2016 OG of Brazil, the investment was, mainly, public: "It was - according to the State - 21 billion US \$. For Zimbabawe it is between 35-40 billion US \$. The final cost has not been specified ..., but ... it is much higher than the state appraisals because investment is missing ...: 1) To compete and win the venue of the events ... 2) At the opening and closing ceremonies ... 3) In the overpricing in the construction and remodeling of the infrastructure " [6].

The State produces and reproduces the sports ideology highlighting the advantages and benefits of hosting a successful event, guaranteed by the investments made and exercising symbolic and physical violence to ensure the normal performance of the show. Obtaining certain remunerations through taxes, by the economic impact generated, etc.

## Edtee, Automobilitic, Energy and Communications Industries: Rectoral Activities or "Punta" of the Licit World Economy

The communication, automotive and energy industries participate in EDTEE, as can be seen (Altuve: 2016 and 2018):

**Olympic Games (OG):** Among its main sponsors are: ATOS, General Electric, Panasonic and Samsung (communications) in the OG 2016, 2012 and 2008; Bridgestone (rubbers - automobile) at OG 2016; ACER and Lenovo (communications) in the OG 2012 and 2008. Sponsors of the 2012 OG: BMW (automotive); British Petroleum and British Telecom (energy: oil and gas) EDF Energy Électricité (energy: electricity).

**Soccer World Cups:** Among its main sponsors are: Sony (communications) and South Korean Auto MC (automobile) in the 2014-2010 World Cups; Continental AG (automotive supplement), Hyundai (automobile) and Deutsche Telekom, Philips, Toshiba and Yahoo (communications) in the World Cup 2006. Exclusive sponsors of the 2010 World Cup: Continental AG (automotive); Castrol lubricants from British Petroleum (energy company), who was also a sponsor of the 2012 European Football Championship and the 2014 World Cup; MTN GROUP (communications), who in football has also sponsored the League of Africa, on 03-18-2010 signed a sponsorship agreement with the Manchester United Giants and was a sponsor of APOELFC Nicosia of Cyprus, in 2012; Satyam (communications) and Yingu Solar Energy (solar energy), who was the first Chinese company to sponsor the FIFA World Cups in 2010 and 2014, and in 2011 was the Official Premium Sponsor of FC Bayern Munich-Germany and the FC Bayern 2012 Youth Tournament.

**Transnational Professional Clubs:** In 2008-2009, Audi (automobiles) and Solaria (energy) were sponsors of Real Madrid. d) Tours of France and Giro d'Italia 2010. They were

organized by Amaury Sport Organization and RCS Sport, owned, respectively, by Philippe Amaury Publications and RCS Media group (communications).

**Formula One (F1):** Since 07-09-2016 F1 is owned by Liberty Media (communications). In 2010 LG Electronics Inc (communications) was a global sponsor. The automotive is essential because it brings the cars of competition and participate as teams or teams. Following are presented-for 2010-five teams or teams with their owners:

- a) Vodafone McLaren Mercedes: Vodafone (communications), McLaren (automobile, etc.) and Mercedes (automotive).
- b) Red Bull Renault: Red Bull and Renault (car).
- c) Scuderia Ferrari Marlboro: Ferrari (car).
- d) Lotus F1 Racing: Malaysia Racing Team SDN BHD, belonging to Tune Group (communications) and Naza Group (automobile).
- e) 75% of the Mercedes GP Petronas F1 Team belonged to Mercedes-Benz (automotive).

### Base of the Power in the Edtee: International Division in Medalls-Champions and in the Economic Benefits

The concentration of power in sport begins with the regressive distribution of the medals-champions, emerging the International Division, that is, the specialization of a small group of countries to win and the vast majority specializing in losing.

### International Division in the World Cup Operates on Two Levels

**a) Winners or Protagonists of the World Cups 1970-2014:** The protagonism is concentrated in Brazil, Federal Germany, Argentina, Italy, France and Spain, which have been the champions and occupied 19 of the 36 positions from 2nd to 4th place, and in much lesser degree, in the countries that occupied the other 17 semifinalist positions: 14 Europe; 2 America and 1 Asia. The specialists in losing are those attending the World Cups that did not reach the semifinals and the rest of the world that participated in the qualifiers.

**b) Assignment of Quotas-Countries to the Continents and Contribution of Players from the Professional Clubs to the National Teams, in the 2014 World Cup:** Europe had 13 (40.6%) quotas-countries and 190 of their Clubs contributed 563 (76, 4%) players, of which 176 were contributed by 17 Clubs from Germany, England, Italy and Spain; the rest of the world was assigned 19 (59.4%) quotas-countries and their Clubs contributed 171 (22.1%) players. America: 1) It had 9 countries-places (Brazil is included by venue) and the other 3 continents 10. 2) Their Clubs contributed 102 players and together Asia, Africa and Oceania 69 (ECA: 07-08-14). There is an international division with: Europe, led by Germany, Italy, Spain, France and

England has prominence with the first places in the World Cups and the largest allocation of seats-countries, and their Clubs bring the largest number of players to the World Cup; America, in second place of countries-places, its protagonism is reduced to Brazil and Argentina and it was assigned the production of players (raw material) exportable to Europe that allows to guarantee the success of the spectacle of the Professional Clubs and the World Cup:

“They are the biggest exporters ... to the Clubs ...: With 20% in 2011 ...; in 2013 Argentina with 1,945 and Brazil with 944 headed the ranking; between January 2011 and June 2014, Brazil transferred 2,311 players, of which 1,311 (56.72%) went to Europe ...; in 2014, the Brazilians were protagonists in 1,493 operations ... followed by Argentina (801) ...; in 2015 the most transferred players are Brazilians with ... 512 ... Argentina with 254 ... is the second. The Professional Clubs of Europe endow the Worlds with most of the players: The World Cups are privileged scenarios ... where negotiable players are displayed for the competitions of the Professional Clubs and thus continue repeating the cycle indefinitely in which FIFA participates, who paid US \$ 70 million to distribute an average of US \$ 2,800 for each day a player was in the 2016 World Cup , shared between the current team and any other team for which he had played in the 2 years of the tie “ [7].

### International Division in the OG 1996-2012 operates on four levels

**a) General:** Winners are 15 (7.31%) countries (Group of Nine, Ukraine, Holland, Spain, Australia, South Korea and Cuba) who obtained 3,053 (66.35%) medals. Losers are the rest of the world, led by 92 (44.87%) countries WITHOUT medals and the following groups: 1) 39 (19.02%) countries (P) obtained 68 (1.47%) medals (M). 2) 38 P (18.53%) gained 508 (11.04%). 3) 11 P (5.36%) obtained 367 (7.97%). 4) 10 P (4.87%) gained 605 (13.14%).

**b) Inter Continents:** Medals won by Europe 2,357 (51.09%), America 926 (20.07%), Asia 874 (18.91%), Oceania 267 (5.78%) and Africa 177 (3, 81%).

**c) Between Continents: Europe:** Winners: 8 P (3.88%: Russia, Germany, England, France, Italy, Ukraine, Holland and Spain) earn 1,478 (32.03%). Losers: 41 P (19.91%) who won 879 (19.06%). **America:** Winners: 3 P (1.46%: USA, Cuba and Brazil) get 710 (15.39%) M. Losers: 38 (18.44%) who won 216 (4.68%). **Asia:** Winners: 3 P (1.46%: China, South Korea and Japan) earn 636 (13.78%) M. Losers: 42 (20.4%) P who won 238 (5.13%). **Oceania:** Winners: 2 P (0.98%: Australia and New Zealand) earn 266 (5.76%) M. Losers: 15 countries (7.27%) that won 1 (0.02%). **Africa:** Winners: 9 P (4.39%: Kenya, Ethiopia, South Africa, Nigeria, Morocco, Algeria, Egypt, Zimbabwe and Tunisia) earn 161 (3.49%) M. Losers: 44 (21.35%) P who won 16 (0.32%).

**d) Interior of a Continent (Latin America and the Caribbean in America):** Winners: 7 P (3.41%: Cuba, Brazil, Jamaica, Argentina, Mexico, Colombia and Trinidad and Tobago) earn 297 (6.45%) M. Losers: 32 countries (15.6%) that earned 36 (0.78%) "(Altuve, 2008: 214-217). In OG 2016 20 countries (9.8%) won 672 (68.99%) medals and 117 (57.35%) won NO; the Group of Nine obtained 489 (50.2%) and Latin America and the Caribbean won 67 (6.87%).

The International Division and concentration of power in sport is extended with its conversion into EDTEE and the deepening of the regressive distribution of the economic benefits produced. With fewer and fewer exceptions confirming the rule, the winning athletes-competitors come from a small group of countries led by the Group of Nine; If we add to this, the transnational companies that organize shows, sponsors, media and sporting goods, are the ones who appropriate the highest volumes of income produced by EDTEE and come from that group of countries, we are facing a competitive and economic cycle that begins and ends in the US, Europe, Japan and China, with an important appropriation of the benefits by the MDG. The public sports policy of these few national states with power in sport is identified and serves their interests and those of their transnational's, while most of the states without or with little power, adapt their public policy to a foreign sports dynamic to your interests.

### Second Part

#### Edtee and Great Industry of Health and Welfare

**a) Sports as Producer-Player of Capitalist Ideology:** The establishment of industrial capitalist society based on the principle of performance and cult of the body from a reasonably profitable perspective, materializes in the movement with the transformation -among others- of its ludic aspect, replaced by modern sport, conceived as a comparison of bodily performances to appoint champions, record records or obtain medals and trophies.

Modern sport is the result of industrial capitalism, it is a product of society where -for the first time in history- performance becomes the central category, in the concept that guides, organizes, determines and serves as a reference for the functioning of the institutions. It arises in the late nineteenth and early twentieth century fulfilling an ideological function, because it produces and reproduces the ideas of performance-productivity-profitability-linear and infinite progress, State-Nation, ideas-base of capitalist society, and is presented as a space social hierarchy and democratic differentiation, equality, fraternity, noble struggle, peace, fair competition, honesty, in opposition to the conflicts between the capitalist powers that led to the first (28-07-1914 to 11-11-1918) and second World War (01-09-1939 to 02-09-1945).

In globalization, the ideological function of sport has been broadened and perfected with the intervention of the media, producing and reproducing the ideas of:

**a)** To be a universal social space of absolute egalitarianism, in contrast to the aberrant differences in production, consumption and enjoyment of existing goods between nations and between social classes and serving as a justification for such inequalities.

**b)** The record-champion as a symbol and expression of progress and recognition of individual effort, representation of the Nation-State and synthesis of the greatest human virtues.

**c)** Individual physical perfection based on science and technology, recorded in the record and materialized in the champion's body.

**d)** The collective physical perfection or corporal well-being for all the bodies of the buyers-fanatics-consumer public, achievable through the consumption of the body, by the body and for the body, when contemplating the sports spectacle. Collective happiness is achieved by consuming inherent and / or associated merchandise objects, linked and identified with the sport, particularly with the record-champion (corporal image of the champion, model of overcoming, healthy body, patriotism-nationalism, etc.)

By producing and reproducing the ideas of performance-productivity-profitability-linear and infinite progress, State-Nation, individual and collective physical perfection, well-being of all and ideal model of human coexistence, sport is presented as an archipelago of happiness in the midst of a storm of unhappiness that is the rest of society, becoming the illuminating beacon to which other social institutions must follow; becoming a source of consolation, hope and resignation, because despite the abysmal social differences in sports we are all equal and the transition to happiness is not so far, it will be achieved as the rest of society look more and more like the sport. This is the ideological function of the sport turned into a Transnational Entertainment and Entertainment Company (EDTEE), it is the globalizing sports ideology.

#### Health, Sport, Economy and Ideology

The medicine has been:

"Since the eighteenth century a fundamental tool in the management of the population and a decisive resource for the incorporation of bodies in the productive order of capitalism," transiting processes whose result "has been an absolute medicalization of society and full identification of the problem of health with the interests of the economy" [8].

In the 20th century, we assist to:

"A broad and unlimited process of medicalization" is the unstoppable extension of the medical paradigm in our culture. With the doctors and their knowledge as decisive, it has been "Imposed by an act of authority and its object is not only related to the disease, but with a broad and diffuse concept of health", it does not recognize the existence of a territory external to the

Medical codes and medicine became one of the components of the economy “because it produces wealth for itself given that health becomes a consumer good representing a wish for some and a luxury for others”. In other words, “medicine leads to the incorporation of health and disease into the game of the market, with its production agents (laboratories, pharmacists, doctors, clinics, insurers) and with their consumers (the real patients and the potential sick people that we are all) “.

The irruption of health in the economy produces the perverse effect of generating:

“An infinite demand and a generalized dissatisfaction of the client, since the increase of the medical consumption does not suppose an improvement of the level of health, unlike how it is promised”. What it brings as consequences: 1) The creation of a growing and changing “frontier offer with respect to medicine, which ensures new experiences of physical well-being, other nutritious alternatives and other modes of body stylization”, covered with “a series of consumer goods that resort to the ideal of healthy life: low calorie food products, programs and instruments of physical conditioning, etc. “2) The infinite demand for health by customers produces enormous economic benefits for large pharmaceutical companies, which they intervene with more prominence in medicalization and decrease that of doctors. “Around this need for intervention ..., a whole industry of commercial interests flourishes. There are, for example, companies that market over time to doctors (usually scarce and, therefore, valuable in the logic of supply and demand) selling it to pharmacists’ visitors ... There are also other types of transnational companies, such as International Marketing Services Health or Close Up, which collect information about the medicines prescribed by doctors, build profiles on their prescription habits and design huge databases that are then purchased by large pharmaceutical companies in important figures of money”.

In globalization:

“The medicalization of society has succeeded ... capture the body as an object of consumption and production of capital. Healthy lifestyles, the care of food, the need to have a body in shape are promoted, not only as a way to reinforce the primacy of individualistic interest, but also as a way to create a market where at first it seemed not exist”. The institution of health produces and reproduces the individualist ideology of capitalism and hides the existing authentic power relations, as it is “A mode of relationship of the subject with its own corporeality. A mode of relationship with oneself that is useful for a system that seeks the decomposition of bonds of solidarity between subjects. Individualization works, therefore, as a tool that privatizes or personalizes the structural contradictions of the capitalist system. In this way, the invisibility of these conflicts is ensured and the global order advances in its perpetuation. The health industry, in this sense, would play a decisive role in the construction of an immune society<sup>10</sup>, of individuals locked

in the aseptic space and assured of their privacy, afraid of the contagion that may come from the outside and that embodies alterity” [8].

Sport and health have become important economic activities and are producer-reproducers of capitalist ideology in their specific field of action. They fed each other and simultaneously in the processes of conversion into economic activities and producer-reproducers of the capitalist ideology. The ideal of healthy life and body in the form of medicine finds reciprocity and complement in the idea of corporal well-being for all of sports, is part of the ideological production-reproduction of both institutions in order to justify, make viable and advance their conversion in economic activities: The EDTEE that aims to convert all the inhabitants of the planet into a public-fanatic-consumer of the spectacle that it produces intensively and extensively every day; and the great health industry to cover the infinite and unsatisfied demand for health that it created and creates permanently (in 2016, global health expenditures were just over US \$ 3.88 trillion).

A close relationship between EDTEE and the big health industry is established:

**a)** The entire medical device and infrastructure of the large health industry was installed in the EDTEE: sports medicine with its annexes and similar (nutrition, psychology, technology, etc.), on the one hand, sustains the material production of record-champions feeding the idea of individual physical well-being, and, on the other, it becomes a foundation and reference of obligatory and indispensable consumption so that the public-fanatic -consumer of the sport can access the collective physical well-being.

**b)** The device that produces record-champions (subjecting the body of athletes-competitors in the object of scientific experimentation and in the use of materials and instruments in the preparation, training and competence) of the EDTEE, was installed in the large industry of health, who by reworking it and adapting it to the needs of ordinary people, on the one hand, considerably broadens its offer of services, and, on the other, it is legitimate, promising well-being, a healthy body and a healthy life.

This close and lasting sport-health relationship has contributed decisively to the emergence and worldwide development of the wellness industry at a level that:

**a)** It meets at the World Summit on Wellbeing (GWS) and is defined as:

“International organization that brings together the leaders and visionaries from all sectors of the wellness industry: spa, education, tourism, beauty, fitness, nutrition, finance, environment, medicine, architecture, wellness, communities and technology to influence in a positive and determine the future of the global welfare industry. In its edition N.10 made

from 17 to 19-10-2016, its objective was to analyze the future of spa and well-being throughout its history, having as host Austria, one of the first countries to develop and market its offer tourism wellness for 25 years that "Today ... has the sixth position in the world ranking in income of welfare tourism and the third in Europe". There was presented the new study of the Global Wellbeing Institute (Global Wellness Institute), revealing that Welfare "is a mega industry of 3.72 billion dollars. It has achieved a growth of 10.6% from 2013 to 2015. It is one of the largest markets in the world, with the fastest and strongest growth. From 2013 to 2015 ... there has been a 2-digit growth, while the world economy / GDP decreased -3.6% (Global GDP data: IMF, World economic outlook database 2016). The industry ... today represents 5.1% of GDP. Wellness costs are now almost half of total health expenditures worldwide (\$7.6 billion).... The welfare industry sector, one of the fastest growing markets in the world ... Of the 10 sectors analyzed, those that have grown fastest between 2013 and 2015 are: l Preventive and personalized medicine + 21.4% l Fitness & mind-body + 21.4% l Buildings / lifestyle + 18.6% l Wellness Tourism + 14% l Healthy food, nutrition, weight loss + 12.8% ... Wellness tourism trips have increased by 10% annually in the last 2 years (2013-2015), twice as much as traditional tourist trips " [9].

**b)** According to Franchise Direct, 7 companies related to the fitness & wellness sector (improvement of physical condition to improve health, source of physical, psychological and emotional well-being) are among the 100 most profitable franchises in the world, occupying the following places : 17) GNC Live Well (USA), nutrition and supplements; 23) Anytime Fitness (USA), chain of convenience gyms open 24 hours, has more than 3,000 sports centers in the world; 34) Jazzercise (USA), method of fitness training for women that fuses cardio, endurance, pilates, yoga, kickboxing and dance, with presence in 13 countries, among which are Australia, the United States, Mexico, England, Germany; 44) Snap Fitness (USA), chain of gyms open all day; 47) Nutrition and dietetics Naturhouse (Spain); 62) No + Vello (Spain): Photodepilation; 75) Gold's Gym (USA), chain of gyms with presence in more than 22 countries and more than three million users [10].

**c)** The transnational company SPORTS DIRECT in mid-2015 launched a growth plan, based on large format stores to combine distribution of brands and gyms. In Spain, in the first half of 2016 "the network of the thirty main gym chains has grown by 3.2%, going from 494 to 510 centers. Of course, the openings have been limited, at least between January and June, to a dozen companies, which in many cases have used to acquire facilities left by a competitor, such as Basic-Fit with the purchase of the Ifitness of Getafe ". Without including the planned openings for the second semester of 2016, the number of operating centers is presented, placing first the one corresponding to January and then to June: Curves 111-81; Altafit 40-41; Exceeds 34-37; McFit 31-31; Serviocio 30-30; Basic Fit 26-28; Body Factory 25-25;

Anytime Fitness 20-25; Metropolitan 22-23; Fitness Group 19-22-22; DR 18-19; Fitness Place Sport Center 19-17; Holiday Gym 17-17; Deporocio 16-17; Viva Gym 16-16; Duet Group 14-15; I-Fitness 14-13; Go Fit 13-13; Eurofitness 13-13; Forus 12-13; Dream Fit 8-11; Synergym 10-10; Infnit Fitness 10-10; CET10 9-9; O2 Wellness Center 9-9; Holmes Place 9-9; Healthy 5-9; Virgin Active 9-8; Accuracy 7-7; 30 minutes 7- 7; AQA 9-6; Vita Liberté 5-3 [11].

Sport and health boosted the development of the welfare industry by contributing decisively to its foundation and providing the potential market: public-fanatic-sports consumer and patient-client of medicine. At the same time, the welfare industry has developed legitimately to sport as a fundamental element of health and reaffirms the institutional validity of health, at the same time that reinforces the attachment of the public-fanatic-consumer to sport and patient-client to medicine.

### **Sports Clothing and Fashion: Convergence of Sports, Health and Welfare Industry**

Initially the sports wardrobe focused its use on activities of or associated with sports. For reasons or demands of the particular dynamics of the EDTEE that requires producing records and champions every day, was incorporating the technological advances to its development that initially allowed only contribute to raise athletic performance, and then popularize sportswear by elaborating it with its specificity but within everyone's reach and for different uses, such as going to work, shopping, etc. This process strengthens the health and wellbeing industries, because garments and devices for athletes-competitors and that can be worn by anyone in varied circumstances, incorporate, among others, the following functions: improve health, control body transpiration, heart rate, lung capacity and muscle oxygenation, correct posture, count calories consumed, etc.

From the use of sportswear, it has become a fashion of sport, "sector that has achieved the perfect combination of practicality and style" [12-17]. "Sport has become the new king of fashion. While the brands and fashion chains are introduced to the business, industry specialists reaffirm their leadership with specialization, diversification and a lot of marketing" [4].

In globalization:

"Thanks to the technology applied to fabrics, all you need to improve the performance of your exercise routines is, simply, a good sporty look ... The collections of Stella McCartney for ADIDAS ... have a technology ..." named "as Climacool , which favors ventilation and keeps moisture at bay ... For its part, NIKE has also developed a similar technology, called Dri-Fit that repels moisture towards the surface of garments to facilitate its evaporation, emulating the effect known as Flower Lotus. Another of the most interesting and innovative techniques ... is the microencapsulation of active substances, such as deodorants, insect repellents or sunscreens, among others. The

fabrics are made with traditional fibers, which are treated with microcapsules, which can be applied well, during the spinning process or as a finish, once the garment is finished. Under Armor ... has a line with sunscreen incorporated in the fabric, so you can enjoy running, in full sun, without worrying about UV rays “.

We are witnessing a new economic “niche”, a new item in the EDTEE covered by the transnational sports goods companies. Nike and Adidas have tackled it fully and Under Armor got in 2014 to displace ADIDAS in the sports fashion in the USA.

Third Part

Sports Public Policy: A Way to Promote and Legitimate the Sport-Health Relationship

The foundation and planning of the public sports policy will be clarified to demonstrate that it is a privileged way through which the sport-health relationship is deepened. To do so, we will present comparative tables of the normative-legal basis that sustains it and of the National Sports Plans, registering only the contents related to the sport-health relationship. Then make some comments (Tables 1,2).

Table 1: Legal-legal regulation: Constitution.

<p><b>Spanish* (1978. Reform of 27/09/2011)</b></p>	<p>Article 43: 1. The right to health protection is recognized. 2. It is the responsibility of the public authorities to organize and protect public health through preventive measures and the necessary services and benefits. The law will establish the rights and duties of everyone in this regard. 3. The public authorities shall promote health education, physical education and sport. They will also facilitate the proper use of leisure / ART.148: The Autonomous Communities may assume powers in the following matters: ... 18. Promotion and management of tourism in its territorial area. 19. Promotion of sports and the proper use of leisure ... 21. Health and hygiene ...</p>
<p><b>From the Bolivarian Republic of Venezuela (1999) **</b></p>	<p>Article 111: All people have the right to sport and recreation as activities that benefit the quality of individual and collective life. The State will assume sport and recreation as a policy of education and public health and will guarantee the resources for its promotion. Physical education and sports play a fundamental role in the integral formation of children and adolescents. Its teaching is compulsory at all levels of public and private education up to the diversified cycle, with the exceptions established by law ...</p>

\* Source: Derechos humanos.net: 26-04-17.

\*\* Source: Ministry of People’s Power for Sport: 25 and 26-04-17.

Table 2: National Sports Plans.

Country-Concepts	Plan	Programs / Projects with objectives
<p>Spain*</p> <p>Sport: All kinds of physical activities that, through participation, organized or otherwise, have as their purpose the expression or improvement of the physical and mental condition, the development of social relations or the achievement of results in competitions of all levels ». Health: It is a reflection of the overall physical, mental and social well-being of the person. This term is broader than the mere absence of disease. Health is a characteristic that does not remain stable over time and can vary throughout a continuous development from situations close to death (poor health) to optimal physiological functioning (high level of well-being). Physical Activity: It is defined as a corporal movement produced by the voluntary muscular action that increases the energy expenditure. It is a broad term that encompasses the concept of physical “exercise”.</p>	<p>Name: Integral for Physical Activity and Sport (A + D) 2010-2020.</p> <p>End: To guarantee universal access to quality sports for the entire population, helping to combat the high level of sedentary lifestyle and obesity and to promote active and healthy lifestyle habits. Fundamental Principles: 4. N.1: Physical activity and sports practice is an element directly associated and related to health ... Every time there are more calls from professional organizations and health policies to the need for a determined impulse to the generalization of physical activity... General Objectives: 4. N.1: ... Increase the practice rates of physical activity and sports ... to reach the levels of the most developed European countries and, consequently, reduce the rates of sedentary lifestyle, obesity and overweight that so negatively affect in the health and economy of citizens, especially of children and adolescents. N.3: Promote sports as a tool for social inclusion. Enable population sectors at risk of exclusion. have a real access to the practice of physical activity and sports as an element of social inclusion, health, education and recreation.</p>	<p>They are thirteen (13).</p> <p>N.2 Sanitary Promotion of Physical Activity: 1) Increase the levels of practice of physical activity and healthy sports ... 2) Achieve that primary and secondary prevention of pathologies linked to sedentary lifestyle is a common practice of public health through prescription of physical activity ... N. 3. Physical Activity and Sport in School Age: 1) Promote the conception of physical activity and sports as a fundamental element of a healthy lifestyle ... 2) Encourage educational centers to become agents that promote lifestyles healthy, in which physical activity and sports have a prominent place ... N. 6. Physical Activity for the Elderly: 1) Promote healthy habits among the elderly through the implementation of programs that respond to the requirements of bio-psycho-social health ... 2) Achieve the inclusion of healthy aging policies in different sectors (Health, sports, tourism, urban planning, etc.) ... N. 8 Physical Activity and Sport in the University: Of three objectives, one says the following: 1) To promote the regular practice of physical-sport activity in the university in order to contribute to the integral formation of the students, as well as to promote the transmission of values educational and improvement of health and well-being ... N.11. Awareness and Information: Of three objectives, two say the following: 1) Improve knowledge of the positive impact of regular practice of physical activity by health professionals, sports, education and citizenship in general. 2) Improve scientific knowledge, its exchange and dissemination, on the relationships between physical exercise and health ... N.12. Research: Of two objectives, one says the following: 1) Promote research and study in the field of physical activity and sports and the transfer of their results, especially in the association and impact of sport on health. ..N.13. Training: Of three objectives, one says the following: To improve the training of health professionals, education and sports in relation to the association of physical activity and health.</p>

<p>Venezuela** Guiding Principles: 4. N.2: Sports, physical activity and physical education as means to improve the quality of life and health. The central idea of sports socialism of the 21st century is based on the link between physical activity and sports practice as a means to achieve a better quality of life. The improvement in the quality of life must become one of the most powerful arguments for the practice of sport, physical activity and physical education. National System of Sports, Physical Activity and Physical Education: Rules, instructions, procedures and technical instruments to develop physical and sporting activity considering the guidelines of the State Policy.</p>	<p>Name: General Lines of the National Plan of Sports, Physical Activity and Physical Education 2013-2025. DIRECTIONALITY Policy I. Massification of Physical Education, Physical Activity and Sport: The National Plan must guarantee the progressive incorporation of all citizens to the practice of physical education, physical and sports activities as part of their integral development for improve the quality of life ... Objective I.1. Raise awareness among citizens of the right and benefit of the practice of physical education, of physical and sporting activities as part of their integral development: ... Equally, transmitting to the whole population the values that sports practice manages to develop is, without doubt, one of the elements that will contribute to shaping a healthier society. The concept of public health that provides us with a better quality of life must be associated with the phenomenon of sport and physical activity ... Objective I.4. Consolidate physical education and sports at all educational levels for the formation and integral development of students and as a platform for the detection and recruitment of sports talents: ... It should be noted that the habits of physical activity and healthy lifestyles acquired during childhood and adolescence are more likely to be maintained throughout life. Therefore, the improvement of physical activity in young people is essential for the future health of all populations.</p>	<p>There are 11 projects in 2013. Project N.2: Medicine, Research and Sports Applied Sciences: Consolidate the national network of medicine, research and sports applied sciences, to increase the number of national athletes who benefit from the application of scientific and technological advances in medicine and other related disciplines, as well as to favor training and research processes in priority areas and topics for the development of the National Sports, Physical Activity and Physical Education Activity System. The National System of Sport, Physical Activity and Physical Education is integrated into 6 subsystems. In the two mentioned below their objectives are: 1) Communal: Promote the massive and systematic practice of physical activities for health, recreation and sports by strengthening the sports and recreation committees of the communal councils and other organizations of the People's Power, constituted for that purpose, as basic units of the subsystem to improve the quality of life of the population ... 2) Labor: Incorporate the entire working population ... to the continuous practice of sports, physical activities and physical education, as a combat mechanism of diseases associated with sedentary lifestyle, work absenteeism, work accidents and to counteract the harmful alternatives of leisure: consumerism, smoking, alcoholism, drug addiction, gambling and virtualization of human relationships through technological means, promoting the rescue of social relations direct.</p>
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In the case of Spain:

a) Sport together with health education (which appears as a synonym for health) and physical education, as well as leisure, can be found in section 3 of Article 143 of the Spanish Constitution, preceded by the health located in Sections 1 and 2. In Article 148, tourism, sports, health and hygiene and "adequate use of leisure" are established as competences of the Autonomous Communities.

**b) Regarding the Plan:**

- i. Health and sports are two of its three preliminary concepts. The other is physical activity, defined from the perspective of health.
- ii. One of the two central aspects of his End is health.
- iii. One of its four Fundamental Principles is the explicit recognition of the sport-health imbrications.
- iv. Of four General Objectives, two refer to the sport-health relationship: One details the improvements in health through the practice of sport and the other, recognizes the relationship as a scenario of social inclusion.
- v. Of thirteen Programs, the sport-health relationship appears among the objectives of seven: In No. 2, the "healthy

sports practice" and the prevention of health are located; N. 3, 6 and 8 reiterate the relationship, with particular emphasis on the need for their presence in schools, among the elderly and in the university, incorporating elements of the welfare industry such as tourism; in N. 13, 14 and 15, the objectives of raising awareness and informing about the impact of the relationship, the need to investigate it and to train specialized professionals, respectively, are proposed.

In the case of Venezuela:

a) Article 111 of the Constitution of the Bolivarian Republic of Venezuela, explicitly expresses and recognizes that sport is articulated with health.

**b) Regarding the Plan:**

- i. Defines among its four Guiding Principles, one that establishes the imbrication of sport and health, incorporating the term quality of life that -not defined ever- is associated with health.
- ii. In Directionality, the definition of one of the two Policies establishes the relationship sport-quality of life (identified with health). Then, in two of the four objectives of this same Policy, it is reiterated that sports practice serves a healthier society and a better quality of life.

iii. Of the 11 projects in 2013, that of Medicine, Research and Sports Applied Sciences, is the support of the others that are part of the National Sports Activity, Physical Activity and Physical Education System, which is integrated by six subsystems, being present in two explicitly the relation sport-health: in one case the usefulness of sports practice in health and improvement of quality of life is recorded and in the other are detailed diseases that can be combated through sport.

As can be seen, the sport-health relationship as the foundation of public sports policy is legally established and recognized in both cases, while leisure and tourism-the core elements of the welfare industry- appear as complements to this relationship, having more prominence in Spain. In a coherent way, this vision is transferred and applied in Sports Plans, where Spain uses the concept of physical activity and Venezuela incorporates the concept of quality of life, in both cases identified or associated with health.

Undoubtedly, the public sports policy is a privileged and global way to promote and legitimize the sport-health relationship that allows them to feed themselves mutually and simultaneously in the processes of capital accumulation (EDTEE and the big health industry) and producers-reproducers of the capitalist ideology. Finally, once again we reiterate the need to rethink the sport with the aim of beginning to discuss its overcoming and to begin the creation of the theoretical-conceptual and concrete bases of an alternative, and in this respect we already advance some reflections; Obviously, this debate extends to the sport-health relationship. In any case, it is reason for deeper treatment in a later work.

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