What Japan can Learn about Paralympic Promotion from Other Countries
Keigo Hanada

ABSTRACT

[Purpose]
When it comes to disabled sports, people perhaps imagine a Paralympic game. However, awareness of Paralympic game is clearly lower than Olympic games in the world. Although, Paralympic recently has been covered in the media more than before, it still has great difference compared with Olympic. Because of the lower attention, Paralympic is difficult to obtain sponsor and it causes a lack of funds for many disabled athlete who are eager to participate in Paralympic game. Therefore, the purpose for this dissertation is how Paralympic Games set for Tokyo in 2020 could improve by learning from other developed nations in Japan.

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This dissertation first describes about basic information of Paralympic. Then, the author indicates the problems in Japan and what Japan needs to do for Paralympic promotion by learning from other developed nations. In case studies are provided of the Paralympic promotions which contributed to solving the issues of Paralympic in Japan by learning from three nations: UK, Brazil and Australia. After the dissection based on the insights into the case studies, this dissertation concludes with the potential and suggestions for promoting Paralympic in Japan.

[Result]
Before holding Paralympic games in each countries, some policies for Paralympic such as establish Disability Discrimination Act, environment to play sports and barrier free designs had been already set up. The three case studies countries also had an experience to hold a Paralympic game and improve environment of disabled sports after the Paralympic games were hold. The examples of success in other countries could be significant tips to succeed Tokyo Paralympic in 2020, including firstly, establishment of law systems to remove discrimination against disabled people, financial aid, nursing services and so on. Secondly, establishment of a better environment for disabled sports. There are still few places to play disabled sports in Japan compared with other countries. Lastly, people’s attitudes to disabled people and sports need to change. Supporting disabled people so that disabled people could participate in a society is the most significant things to improve disabled sports and it would be great way to establish better society for each other. The author believes that if these points
would be changed, Paralympic and disabled sports must be promoted in the future.

[Key words]
Paralympic, Disability, Promotion, United Kingdom, Brazil, Australia