

Report for Institutional Program for Younger Researcher Overseas Visits,
Center for Southeast Asian Studies
Kyoto University

Name : Mario Lopez	Date : Day/ 01 Month/ 4 Year/ 2013
Position in CSEAS :	
* Check an appropriate entry (Lecturer · <u>Assistant Professor</u> · Research Assistant · Postdoctoral · Ph. D. Student · Master's Student · Undergraduate Student)	
Host Institute (Counterpart, Institute and County) : Professor Neil Garcia, College of Arts and Letters, University of the Philippines Diliman	
*Circle the appropriate entry for host institute (<u>University</u> · Research Institute · Company · Others)	
Position at Host Institute: Visiting Scholar	
Term : (30/1/2012) ~ (2/12/2012) (14 Days)	
Research Purpose: * Check any appropriate entries. ① Research/Laboratory Work ② <u>Fieldwork</u> ③ Seminar ④ Internship ⑤ Take course or class ⑥ Attend Academic Meeting ⑦ Earn credits ⑧ Other	
Research Area: * Circle the appropriate entry. ① Humanities ② <u>Social Sciences</u> ③ Mathematics and Physics ④ Chemistry ⑤ Engineering ⑥ Biology ⑦ Agriculture ⑧ Medical Science, Pharmacy and Dentistry ⑨ Integral Area of Studies ⑩ New Multidiscipline	
Outline of Overseas Visits (About 300~400 words)	
<p>The purpose of this research was two-fold: a) To analyze the rise of urban middle Class Filipino's health consciousness and b) analyze the impact of new global health/sports practices that have entered the Philippines over the past 10 years. Fieldwork was mainly carried out in the Metro Manila area through creating fieldwork contacts with middle class recreational joggers/marathon runners. In total I met 28 persons (6 females, 22 male) who meet regularly to participate in regular running meets within Metro Manila (Bonifacio area). I conducted participant observation with a small group of runners who meet weekly as well as participating in one event (Condura Skyway Marathon) with a number of the group participants. The second part of this research was to contact staff and contributors of two recent magazines for recreational runners based in the Philippines. Contacts were created with members of staff for informal interviews. The third part of this fieldwork was to contact and interview a number of high profile marathon organizers who organize running and marathon events which are sponsored by both Filipino and transnational – mainly American- sports clothing, footwear and health supplement corporations. I was able to speak to two promoters, one who is also affiliated with the Philippine Sports Commission.</p>	
Research Achievement on this Program (300~400 Words)	
<p>This short research visit created a series of contacts for future research on the changing consumption patterns in urban Metro Manila. What was clear is that most of those who are recreational runners are middle class who earn enough to cover recreational travel and have the ability to consume sports practices which can be prohibitively expensive for lower classes in Manila. In regards to the magazines which have sprung up over the past couple of years, there is a perceived demand for recreational lifestyle practices which fall in line with consumption practices which are popular in the U.S. However, the readership base is as of yet small and suggests that the market and consumption practices among the urban middle class (who they target) is still nascent and evolving. Finally, the trend towards hosting marathons is part of a circulation of ideas pertaining to running as a recreational form of identifying with external global influences. The rise of marathons in particular, have also attracted an interesting phenomenon of international runners (including Kenyan runners) traveling to the Philippines to participate in what are perceived to be 'extreme' challenges (e.g. ultramarathons). This has led to the penetration of transnational capital supporting events creating tiered forms of participation (Filipino/International) which makes some (in particular triathlons) prohibitively expensive for Filipinos to participate in. Further research is needed to analyze some of the initial fieldwork observations.</p>	