GNN
GEOGRAPHY NEWS NETWORK

GLOBALIZATION OF TENNIS BALLS

Professional tennis has a series of four major tournaments each year. Collectively, these tournaments are known as the Grand Slam. The oldest and arguably the most prestigious is Wimbledon in London, England. Wimbledon is played on grass courts. It is the only major professional tennis tournament still to be played on grass. Other surfaces include clay, used at the French Open, and hard-court, used at the Australian Open and the U.S. Open.

There is a long history of tennis in England. It was originally known as lawn tennis, thus the grass surface still in use today. The All England Club, host of Wimbledon, was originally a croquet club. Later the club opened to lawn tennis, and in 1877 the first Wimbledon Championship was played.

For over a century, the sporting goods company Dunlop-Slazenger provided the tennis balls used for the Wimbledon Championship. These tennis balls were manufactured in Bramsley, England. Bramsley is located 176 miles north of London. The balls would travel the distance from the factory to London. Today, however, the balls are not made in a single location and the overall journey is very long.

With globalization of production, different parts in the process of making tennis balls are outsourced to businesses throughout the world that can do their portion of the job cheaper. This total process includes the raw materials used to make tennis balls and the manufacturing and packaging of them before they reach Centre Court, the main stadium at Wimbledon.

If you consider all of the locations of the different sources for making Dunlop-Slazenger balls, Wimbledon's championship tennis balls travel more than 50,000 miles to reach the court. In fact, the tennis balls involve 11 different countries across 4 continents before their final assembly in the Philippines and then shipment to England.

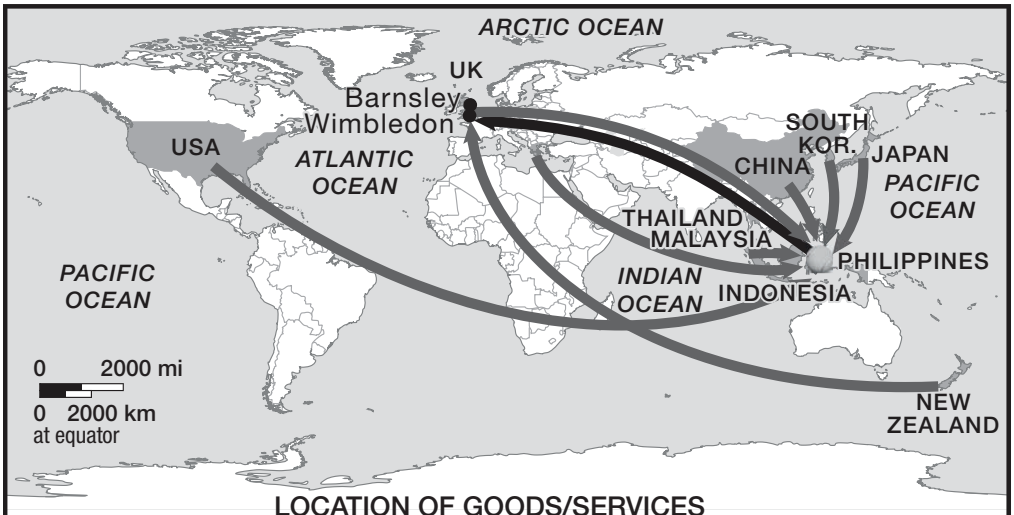
Globalization allows countries to access the goods and services of other countries more easily. It also means that businesses are in competition on a large scale. Instead of competing with other businesses in one's own country, companies compete around the world.

Each manufacturing decision in the process of making a final product is based on competition and price. Executives in a company determine which supplier can provide a part of the process cheapest. Suppliers may be located anywhere in the world. For each step in the process, suppliers of that step are in competition with each other. The global market for goods and services has expanded as a result.

Because of globalization, it is very difficult to determine just where a product is made. The journey of a tennis ball is a clear example that a single product can be "made" in many places throughout the world.

And that is the Geography News Network. July 7, 2013. #4.

Bouncing Around the World



LOCATION OF GOODS/SERVICES

United States: Clay	Greece: Silica
New Zealand: Wool	Thailand: Zinc Oxide
UK: Felt Weaving	Philippines: Glue, Rubber, Production
China: Petroleum Naphthalene	Malaysia: Rubber
South Korea: Sulphur	Indonesia: Tin Packaging
Japan: Magnesium Carbonate	WIMBLEDON: FINAL DESTINATION

Source: http://www.wbs.ac.uk/news/the-50000-mile-journey-of-wimbledons-tennis-balls/

Geography News Network 7/07/13

© 2013 MAPS.com

SOURCES:

- *http://www.guardian.co.uk/environment/damian-carrington-blog/2013/jun/26/wimbledon-tennis-balls-miles-centre-court#*
- *http://espn.go.com/sports/tennis/topics/_/page/wimbledon*
- *http://www.libraryofbirmingham.com/articles/sportinbirmingham/thehistoryoflawntennis*

Becky Sicking:

Becky Sicking has had a 14-year career as an editor and academic designer for McGraw-Hill Education, one of the top education publishers in the industry. Her area of expertise is middle school Social Studies where she recently spearheaded the digital development of a national world geography program.

© 2013 MAPS.com

Geography News Network. July 7, 2013. #4.

QUESTIONS:

1. Although the monetary costs may be cheaper to globally produce tennis balls, there are hidden costs. For example, the fuel needed for the total travel may be an environmental cost to consider. Research to answer the following question: How has the environment been affected by globalization? Explain what you have learned in your research in a short presentation. If you are interested, research to discover other hidden costs of globalization. As suggestions, you may want to consider social costs such as unemployment rates, different standards of living, or working conditions.

2. What are the pros and cons of globalization according to this article? Record your answers in a table or chart. Then, refer to your chart to help you answer the following in a brief essay: Is globalization positive or negative and why? Make sure to support your opinion with facts.

3. Using the data on the map make a flowchart of the process of globally manufacturing the tennis balls for Wimbledon. Your chart should start with the locations of the raw materials needed and then end up at London for the tournament.

COMMON CORE STRANDS:

- CCSS.ELA-Literacy.W.5.1 Write opinion pieces on topics or texts, supporting a point of view with reasons and information. [Question 2]
- CCSS.ELA-Literacy.W.5.1b Provide logically ordered reasons that are supported by facts and details. [Questions 2 and 3]
- CCSS.ELA-Literacy.RI.5.8 Explain how an author uses reasons and evidence to support particular points in a text, identifying which reasons and evidence support which point(s). [Question 2]
- CCSS.ELA-Literacy.RI.5.5 Compare and contrast the overall structure (e.g., chronology, comparison, cause/effect, problem/solution) of events, ideas, concepts, or information in two or more texts. [Questions 2 and 3]
- CCSS.ELA-Literacy.W.6.1b Support claim(s) with clear reasons and relevant evidence, using credible sources and demonstrating an understanding of the topic or text. [Question 1]
- CCSS.ELA-Literacy.W.6.6 Use technology, including the Internet, to produce and publish writing as well as to interact and collaborate with others; demonstrate sufficient command of keyboarding skills to type a minimum of three pages in a single sitting. [Questions 1 and 2]
- CCSS.ELA-Literacy.W.6.7 Conduct short research projects to answer a question, drawing on several sources and refocusing the inquiry when appropriate. [Question 1]

© 2013 MAPS.com