Olympic Studies

27th INTERNATIONAL SEMINAR ON OLYMPIC STUDIES FOR POSTGRADUATE STUDENTS
Olympic Studies

27th INTERNATIONAL SEMINAR
ON OLYMPIC STUDIES FOR POSTGRADUATE STUDENTS

21–27 SEPTEMBER 2020

Online

Editor
KONSTANTINOS GEORGIADIS
Professor, University of Peloponnese
Honorary Dean of the IOA

ANCIENT OLYMPIA
### EPHORIA

**OF THE INTERNATIONAL OLYMPIC ACADEMY**

**(2020)**

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<th>Name</th>
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<tbody>
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</table>
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<table>
<thead>
<tr>
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CONTENTS

Foreword
by the Honorary Dean of the International Olympic Academy
Prof. Konstantinos GEORGIADIS ................................................................. 13

Students' Papers

The importance of athletes as role models in teaching Olympic education
Juan Diego BLAS (GUA) ........................................................................ 17

Identification of social outcomes and obstacles to sports participation
of Afghanistani refugees residing in Iran
Ali AFROUZEH (IRI) ................................................................................ 24

A case study examines the impact of the educational index on performance in the
Rio 2016 Olympic Games
Dr Tariq Ali GUJAR (PAK) .................................................................... 31

Olympic education through innovation – Touchball, a new sports game
Virgil-Adrian MOROȘAN-LARIONESCU (ROU) ....................................... 38

Origin and evolution of male rhythmic gymnastics: A path to equal rights
Carmen CAMBIELLA PEREIRA (ESP) ..................................................... 47

Establishing a reporting policy by sports governing bodies to detect match-fixing:
A content analysis
Abhishek Vinayak DESHPANDE (IND) ...................................................... 58

Assessment tools as inductors of good governance practices in the Brazilian sports
governing bodies
Rene Vinicius Donnangelo FENDER (BRA) ............................................... 72

Olympic innovation in the organisation of French sport climbing
Augustin ROGEAUX (FRA) ...................................................................... 84
The Olympic Games as mega-event economic impact
Petra JURIĆ (CRO) ................................................................................................................................. 92

Peace-building by the Unified Team of South and North Koreas in 2018 Pyeong Chang Olympics
Jungeun KIM (KOR) .................................................................................................................................. 103

A new Olympic legacy? The case of Paris 2024
Georgina YOUNG (AUS) ......................................................................................................................... 112

The mechanism reform and new technology application of Olympic broadcasting in the digital age
Yuchen SUN (CHN) .................................................................................................................................... 122

Indonesia’s Bid for the 2032 Olympics: The unknown knowns discussion
Suryo Agung WIBOWO (INA) ...................................................................................................................... 134

Explore the value delivery network of sport construction from the stakeholders’ perspective
Chia-Jung YEH (TPE) .................................................................................................................................. 142

Sponsorships in football – the attitude of spectators in professional and amateur sectors
Fabio WAGNER (GER) ................................................................................................................................. 155

Perception of affective skills through equestrian practice: An analysis of data among Brazilian military community
Alex Titan LIMA DA SILVA (BRA) and André Oliveira de Assis Núñez .................................................. 166

The Olympic Games and the Olympic Movement: Past, present and future – An analysis from the historical, philosophical and social perspectives
Ivanna KOROBEINIKOVA (UKR) .................................................................................................................. 181

Conclusions of the Working Groups
Working Group 1 ............................................................................................................................................. 191
Working Group 2 ........................................................................................................................................... 198
CLOSING

Closing Address
on behalf of the Seminar’s Participants
by Abhishek DESHPANDE (IND) ................................................................. 211

Closing Address
by the Coordinator
Yarden HAR LEV (ISR) .............................................................................. 213

Closing Address
on behalf of the Seminar’s Supervising Professors
by Prof. Dr Jim PARRY (GBR) ................................................................. 216

Closing address of the Seminar Proceedings
by the Honorary Dean of the International Olympic Academy
Prof. Dr Konstantinos GEORGIADIS .................................................. 220

List of Participants ................................................................................. 223
FOREWORD

The 27th International Seminar on Olympic Studies for Postgraduate Students, which was held online in 2020, was attended by 17 students from 16 different countries (6 women and 11 men), two coordinators and 7 distinguished professors. The students attended the courses, presented their papers and actively participated in working groups by studying the professors’ questions and drawing conclusions, which they presented in groups during the Closing of the Seminar.

The Seminar was conducted on a well-designed platform that provided participants with all the required material. To help the students understand the atmosphere of the Seminar in Olympia, the webinar programme was enriched with specially designed online activities. Innovative technologies enabled us to conduct the Seminar smoothly and, despite the distance, students and professors enjoyed close communication during the live connection.

The following professors taught at the Seminar: Prof. Dr Konstantinos Georgiadis (GRE), Prof. Dr Evangelos Albanidis (GRE), Prof. Dr Patrick Clastres (FRA), Prof. Dr Yannis Theodorakis (GRE), Prof. Dr Bianca Gama Pena (BRA), Prof. Dr Irena Martinkova (CZE) and Prof. Jim Parry (GBR).

The IOA team prepared the following activities in collaboration with the coordinators:

· Students had the opportunity to participate in a social meeting, aimed at networking and interacting through social games and discussions on Olympic topics. Socialisation is especially important and through this meeting the best result was achieved given the distance.

· Each student presented with videos, photos or a PowerPoint showing aspects of their country’s culture, history and traditions and this was followed by a discussion and questions between students and coordinators. In this way, students were given the opportunity to learn about some aspects of other countries and cultures.

· Students took part in an interactive Olympic quiz, which they watched
on their computers through a specially designed platform and answered
the multiple-choice questions using their mobile phones. In this very en-
joyable way, the students gained further knowledge about the Olympic
Movement and its values while having fun.
- Each student was asked to answer the questions "What does Olympism
  mean to you?", "How would you describe in one word Human Rights?"
  and "Which Olympic Value is most important to you today?" in a one-
  word video. These videos were combined into a single video and the
  result was unique.
- The students had the opportunity to "travel online" to Olympia and "visit"
  the Museum of the History of the Olympic Games of Antiquity. The tour
  was conducted by Konstantinos Antonopoulos, who is an archaeologist
  of the 7th Ephorate of Antiquities of the Greek Ministry of Culture.

The participants evaluated the 27th International Seminar for Postgraduate
Students very positively. The majority of the students who took part in the
evaluation were satisfied with the educational experience provided by the
webinar, giving a positive evaluation of the organisation, lectures and professors,
activities, working groups and the Seminar as an overall experience.

We hope that this academic educational activity will continue in the coming
decades, as it has educated a remarkable number of university professors and
Olympic Movement officials who contribute with their work to the foundation
of Olympism.

Prof. Konstantinos GEORGIADIS
University of Peloponnese
IOA Honorary Dean
The opinions of the students do not necessarily reflect those of the International Olympic Academy. Out of respect for multiculturalism and diversity of scientific research, we do not intervene in each student’s way of presenting his/her bibliography and footnotes.
THE IMPORTANCE OF ATHLETES AS ROLE MODELS
IN TEACHING OLYMPIC EDUCATION

Juan Diego BLAS (GUA)

Abstract

The core of the Olympic idea is to do with Olympic education rather than the Olympic Games. For Pierre de Coubertin the Olympic Games were an external motivation, every four years, for the world’s youth to present the results of its education in the spirit of the Olympic ideals (Naul, 2008). Taking this into account, we have to refocus our priorities to teach and promote Olympic education and Olympic values instead of only focusing on the high performance of the athletes at all costs. It might be considered that most NOCs focus on getting the so called “results”, which are qualifying and winning Olympic medals, instead of focusing on social impact results that benefit our societies. This can be achieved in several ways, but we will be addressing the importance of athletes as role models in teaching Olympic education in this case study.

The first role of the NOCs is to promote the Fundamental Principles and values of Olympism in their countries, in particular in the fields of sport and education, by promoting Olympic educational programmes in all levels of schools, sports and physical education institutions and universities (Olympic Charter, 2019). I present the following question: Who is better than the athletes to be role models and to teach these principles and values in the schools? Kids admire and look up to athletes, in our experience not only Olympians and Paralympians, but any athlete that represents the country and wears the national uniform. Using the power of the athlete’s voice to teach these principles and values is a way in which we can spread the Olympic values more easily.
to youth. We will also be analysing the impact that the Guatemalan Olympic Academy’s “My Olympic Friend” Olympic education programme has had on Guatemalan youth by using the athletes as mentors in the schools. Athletes have the power to inspire, persuade and influence, let’s use this to return to Coubertin’s philosophy that the Olympic Movement is mainly an educational movement.

Methodology

In sports, measuring is essential (Heinemann, 2014). But measuring the impact sport has on the development of life skills and values becomes more difficult. That is why we need to concentrate on qualitative research, i.e. research that aims to capture meanings or qualities that are not quantifiable, such as feelings, thoughts, and experiences which are concepts associated with interpretative approaches (Jones, 2015). So in the methodology of this paper we are going to describe two programmes that use athletes as mentors in schools, explaining how they work and then presenting the impact reports of both programmes which focus on the methodology of pre and post questionnaires to determine the impact of the programme. These questionnaires are delivered to the three main pillars of both programmes which are the athletes, the teachers and the students. We are going to analyse both questionnaires and get some recommendations and conclusions about why these programmes are so important and how they display huge potential in terms of the impact they have on the students, teachers and athletes.

Classroom Champions

Founded in 2009, “Classroom Champions” is a one-to-many, scaled mentorship organisation that works with teachers and school administrations to position elite athletes as role-models in underserved K-8 classrooms. The athlete-mentors produce video lessons on a different topic each month of the school year, participate in regular live video chats, and when possible, visit schools for a day of face-to-face mentoring. Each lesson deals with a Social and Emotional Learning (SEL) topic designed to build skills such as goal-set-
ting, teamwork, fair play, perseverance, courage, etc. all of which have been shown to improve a child’s ability to thrive in and out of the classroom (Mesler, Paisler, 2017).

Recently Classroom Champions launched a new online platform where they have gathered all the contents of the programme together, including the athlete mentor lessons, the step by step methods that teachers need to follow to deliver the different lessons and various worksheets for the students. It also includes ways to get the family involved in the integral development of the students and “mindful minutes” videos in related subjects. It is a highly integrated programme that involves almost all of the student’s primary surroundings so that everyone can be part of the programme and increase its potential by fostering collaboration between all elements of the student’s education. This is a great example and it would be very useful to include this holistic approach of including athletes, teachers, peers and parents in the development of Olympic education programmes.

My Olympic Friend

Founded in 2015 with the support of Classroom Champions and UNICEF Guatemala, “My Olympic Friend” is an Olympic education programme from the Guatemalan Olympic Academy. The programme works with Guatemalan athletes to share and inspire youth in scholar centres about the Fundamental Principles and values of Olympism through a programme that is related to the National Base Curricula. The main objective is to search for a better and more peaceful society and to be the leading Olympic education programme in the promotion of Olympic values at national level, with innovative and world-class ideas that associate culture and education with sport. Some of the lessons include the following topics: History of Olympism, Life Plan, Excellence, Respect, Friendship, Healthy Lifestyle and Community.

Both programmes use the same methodology as the athlete mentor who provides video lessons on a monthly basis with different themes and topics that are selected to contribute to the kids’ overall development. Also, the athlete gives challenges to the students so they can apply in a practical manner what they have learned in the video. And finally, at the end of the school year the athlete visits the schools that did best in the challenges.
Impact Results

Classroom Champions (CC) has been working since 2011, engaging more than 25,000 students, 1,000 classrooms, 125 athletes and 600 teachers, mainly in United States and Canada, by 2017. Based on their document “The Impact of Scaled Mentorship on Social Emotional Learning” we can address some of the main impact indicators they have had in the last years. They have used the questionnaire methodology in a pre-test at the beginning of the programme year and a post-test at the end of the programme year. They tested a sample of teachers (n=121), students (n=2282) and athletes (n=30) (Mesler, Paisler, 2017).

My Olympic Friend (MOF) has been working since 2015, engaging more than 20,000 students, 800 classrooms, 60 athletes and 800 teachers in Guatemala by 2019. Based on their impact report from 2019 we will provide some indicators that we have found. MOF also uses the questionnaire methodology as explained above for measuring qualitative indicators. The sample tested consisted of teachers (n=20), students (n=301) and athletes (n=15) (Blas, 2019).

We will present the following summary of some indicators of both programmes divided into the three groups that were surveyed: students, teachers, and athletes. The following data has been taken from the Impact Reports from both programmes.

Students

- 92% of CC students reported CC helped them learn how to accomplish their goals.
- 89% of CC students reported that setbacks do not make them feel like quitting.
- 83% of students reported CC helped them get better grades.
- 100% of parents reported their child felt their athlete-mentor was their friend.
- 97.34% of MOF students consider their athlete-mentor as their friend.
- 98.67% of MOF students feel more motivated in life.
- 97.01% of MOF students perceive that the programme helped them live a healthier life.
- 96.68% of MOF students perceive that the programme helped them be more responsible for their actions.
THE IMPORTANCE OF ATHLETES AS ROLE MODELS IN TEACHING OLYMPIC EDUCATION

- 98.34% of MOF students mention that the programme motivated them to keep assisting the school.

**Teachers**

- 98% of CC teachers reported the programme increased their students’ aspirations for their future.
- 100% of teachers reported CC improved their students’ goal-setting skills.
- 99% of teachers reported CC helped their students be healthier.
- 99% of teachers reported CC improved their students’ perseverance
- 97% of CC teachers reported the programme improved their students’ respectful treatment of one another.
- 100% of MOF teachers perceive an increase in their leadership abilities.
- 100% of MOF teachers mention that students behave with more respect than at the beginning of the programme.
- 100% of MOF teachers reported that the programme made them a better teacher.
- 100% of MOF teachers perceive an increased responsibility in their students.
- 100% of MOF teachers perceive that the programme helped the students be more involved in class.

**Athletes**

- 83% of mentors reported CC was an integral part of their successes in training and/or competitions.
- 94% of CC mentors reported their mentees positively influenced their training.
- 100% of CC mentors said support from their mentees helped them during competition.
- 100% of CC athlete-mentors report that participating in the programme helped them prepare for life after sport.
- 93.33% of MOF athlete mentors consider they established a relationship with the students.
- 93.33% of MOF athlete mentors feel an improvement in their communication skills.
100% of MOF athlete mentors perceive an improvement in their leadership skills.
100% of MOF athlete mentors mention that they have more personal motivation in life.

Reflections and Conclusions

It is critical to provide a pathway leading to harmonious and authentic human development, seeking to reduce social exclusion, misunderstanding and oppression. One such option may be Olympic education (Todt, 2015).

A proposal for Olympic education, based on the values advocated by Olympic philosophy, can represent an important pedagogical alternative to issues of social inclusion through sport. The proposition of strategies for the development of Olympic education in social sports programmes / projects has an innovative and differentiated meaning (Todt, 2009).

From another point of view, the training of teachers and other facilitators on the effective use of Olympic values education is considered crucial in the Olympic education programmes. To achieve an educational process which fosters complete human beings it is urgent and necessary to rethink the training of teachers so that they become true transformers (Giroux 1997; Behrens 1999). In our study we can see that athletes are great facilitators of the promotion and dissemination of general values and Olympic values as a lifestyle. Through this we believe that athletes can be a great complement for teachers in facilitating Olympic education programmes.

Elite athletes are excellent mentors for kids. They practise hard work, dedication and perseverance every day. They understand what it is like to face adversity and to struggle. By using technology to share their experiences with multiple classrooms, they show students how to integrate the principles of sport — effort, fair play and teamwork — into their own lives. Kids look up to them, and listen to what they have to say (Mesler, Paisler, 2017). We can ask ourselves the following question, are all athletes good role models?

Athletes can be excellent role models for kids but can also be a great complement for teachers as facilitators in Olympic education programmes and projects. Athletes can further the educational process by telling of their own experiences and, as kids look up to them, they can make a much greater im-
The importance of athletes as role models in teaching Olympic education is by joining forces between teachers and athletes as facilitators, and also including the students’ families so the values and lessons can also be taken into the home.

In conclusion, the importance of returning to Pierre de Coubertin’s philosophy that the Olympic Movement must be primarily an educational movement has proven that Olympic education programmes have made an impact, and can make even more impact, by including athletes not only as role models, but as volunteers in these programmes. Athletes can mentor and give their voice to support and inspire youth and motivate them to be better in every aspect of life. In this way we might someday achieve the goal of Olympism - to place sport at the service of the harmonious development of humankind, with a view to promoting a peaceful society concerned with the preservation of human dignity (Olympic Charter, 2019).

References


IDENTIFICATION OF SOCIAL OUTCOMES AND OBSTACLES TO SPORTS PARTICIPATION OF AFGHANISTANI REFUGEES RESIDING IN IRAN

Ali AFROUZEH (IRI)
PhD student in Sports Management, University of Tehran, Iran

Introduction

Reports indicate that over 25 million refugees have settled around the world. Meanwhile, over 68% of these refugees come from five countries, Afghanistan, Syria, South Sudan, Somalia, and Myanmar. Also, Turkey, Pakistan, Lebanon, Uganda, and Iran are attractive destination countries for refugees (UNHCR, 2017).

The emergence of the Islamic revolution in Iran and the adoption of open-doors policies and migration-facilitating legislation have currently turned the Islamic Republic of Iran into the country that hosts the 4th largest number of refugees and also the country with the longest history of hosting refugees (Mohammadi, Khodavardi, Kishishian and Matlabi 2019: p. 66). One of the most significant relocations and migration movements in modern world history is the migration of Afghans over the past three decades. Afghanistan’s geographic location is such that it has constantly put this country through war, political transformations, and instability. This has resulted in millions of Afghan nationals being internally displaced and seeking refuge in other countries, specifically Iran and Pakistan.

The trend of Afghan IDPs entering Iran dates back to 1971. This gradual trend of the Afghan labour force migrating to Iran emerged in the early 1970s due to the economic growth and job opportunities offered by Iran. Along with the political transformations in Iran in the wake of the Islamic revolution, a huge portion of Afghan labourers returned to their countries, but a few months
after the victory of the Islamic revolution in Iran 1979, the Soviet Red Army invaded Afghanistan which resulted in a high-scale migration and asylum-seeking movement. The population of Afghan migrants reached two million in 1986 and increased to its peak at three million in 1991.

However, the Iranian government has adopted a policy of returning Afghani refugees to their home country since the 2000s (Abbasi Shavazi and Sadeghi, 2015). According to the 2016 population and housing census, 83,912 Afghans residing in Iran were holders of refugee cards, 30,000 had long-term residence permits, 450,000 had short-term residence permits, and 734,622 were undocumented (statistics from the Ministry of Refugees and Repatriation, 1395); while unofficial statistics suggest that around three million Afghan migrants reside in Iran (Mirzaai, 2018). The high number of refugees arriving in Iran and their ethnic and religious characteristics have gained the interest of experts since these factors have economic, political, social, and even military impacts and present the society with numerous challenges and opportunities. The three-decade-long history of the significant presence of Afghan refugees in Iran provides scholars with strong reasons for studying various dimensions of their lives (Mahmoudian, 2008).

This three-decade history, marriages between Afghans and Iranians, and Afghans’ property acquisitions in Iran have reduced Afghans’ desire to return to their country of origin (Nasr Isfahani and Hosseini, 2016: 57). Therefore, due to their recent lack of desire to return home, the various social dimensions of Afghans’ lives in Iranian society have become a more serious subject for study.

Usually, distinct social and cultural issues emerge due to the arrival of newcomers and those generally unfamiliar with the society’s norms and beliefs and these issues create challenges for the value system dominant in society. Migrants bring their traditions, religion, and political beliefs to their destination countries and have to deal with numerous challenges such as ethnic, cultural, religious, and political heterogeneity (Dehghanopour and Bayat: 4, 2011). Employing sports to empower migrants – especially refugees – and helping them with their social development is an undeniable necessity which can improve their living conditions (Doherty and Taylor, 2007). In this regard, Anderson, Dixona, and Oshiro et al. (2019) have explored the benefits of sports programmes for refugees in Germany. Improved health, communication with others, making friends, gaining language skills, self-efficacy, confidence, learning the rules, reduced tiredness, feeling better overall, stability, and reduced violence were revealed to
be among the positive outcomes of sports for refugees. Whitley, Coble, & Jewell (2016) also used a qualitative study to assess the programmes run by an American gym that provided refugees with sports services. Their results indicated that enjoyment was a crucial characteristic of this programme that refugees get to experience once per week. Mohammadi (2019) also investigated the influence of sports on social cohesion among newcomer female refugees in Germany with an emphasis on cycling. Five interviews with newcomer refugees in Germany were conducted to collect data for this research. He discovered that physical activities helped develop essential skills like balance and coordination in female refugees. On the other hand, cycling with locals had improved social capital. Some pieces of research also identify the obstacles put in the way of refugees’ participation in physical activities. Jeanes, O’Connor & Alfrey (2014) explored these obstacles in migrants residing in Australia. They suggested that racism is among the barriers refugees have to deal with. The large expense and difficulty with training commitments were other factors driving refugees away. In spite of the significance of sports in refugees’ sociocultural development, no structural and systematic attention has yet been paid to this issue. It is therefore necessary to establish a dialogue on refugees’ participation in sports through identifying the benefits of this participation so that its importance is highlighted for the national authorities. Furthermore, the obstacles identified in this research can help future planning for developing infrastructures for refugees to participate in sports. The aim of this research is identifying the obstacles and social outcomes of sports participation by Afghan refugees residing in Iran.

**Methodology**

The present research is a qualitative and phenomenological type of study. Qualitative research is beneficial for addressing complex issues such as attitudes, behaviours, culture, value systems, and people’s lifestyles and can also help develop comprehensive assessment tools. Afghanistani refugees were the statistical society in the present study, and seven first-generation and second-generation Afghan refugees were selected as the research sample. Purposive sampling was employed in the study to select the sample from young Afghans who had a history of physical education. Data collection was conducted through in-depth interviews, and the Colaizzi
method was adopted for data analysis. It must be mentioned that instead of using the terms validity and reliability, the authors of quantitative studies use terms such as transferability, conformability, and credibility. This research has made an effort to ensure all three of these conditions are met. Accordingly, the author has collected data from a variety of sources including written resources and knowledgeable people to increase credibility. Besides, all interviews were audio-recorded and notes were taken of their important points to increase conformability.

Findings

After analysing and identifying the indicators, the indicators of sociocultural outcomes were categorised into four groups of identity formation, hopefulness, cohesion, culture and ethics, and life skills. Indicators of sports participation obstacles were also categorised into five categories of economic issues, sociocultural issues, managerial issues, religious issues, traditional beliefs, and legal issues. The following table indicates the categories and subcategories.

<table>
<thead>
<tr>
<th>Component</th>
<th>Category</th>
<th>Subcategories</th>
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<tbody>
<tr>
<td>Sociocultural</td>
<td>Identity formation</td>
<td>Increased self-awareness</td>
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<td>Improved social interactions</td>
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<td>Increased communication and the opportunity to find a job</td>
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<td>Feeling of being useful to the community</td>
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<td></td>
<td>Social beliefs formation</td>
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<td></td>
<td>Improved lifestyle</td>
</tr>
<tr>
<td>Sociocultural</td>
<td>Hopefulness</td>
<td>Decreased feeling of deprivation</td>
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<td></td>
<td></td>
<td>Increased physical health</td>
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<td></td>
<td>Improved mental and emotional health</td>
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<td>Improved quality of life</td>
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<td>Reduced anxiety and stress</td>
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<td>Prevention of depression</td>
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<td>Increased self-esteem</td>
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<td></td>
<td></td>
<td>Finding life purpose</td>
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<td>Increased enjoyment in life</td>
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Table 2: The obstacles to Afghans' participation in sports

<table>
<thead>
<tr>
<th>Category</th>
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<tr>
<td>Economic issues</td>
<td>Refugee families’ low economic level</td>
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<td>Large sports expenses for refugees</td>
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<tr>
<td>Sociocultural issues</td>
<td>Presence of subtle racism in the society</td>
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<td>Negative attitude</td>
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<td>The eccentricity of Afghan names to Iranians</td>
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<td></td>
<td>Lack of leisure time</td>
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<td></td>
<td>Lack of cultural developments focused on the integration of refugees into the community</td>
</tr>
<tr>
<td></td>
<td>Refugees being made fun of in schools and some friend groups</td>
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<td></td>
<td>Lack of positive attitude towards sports among Afghan family members</td>
</tr>
<tr>
<td>Managerial issues</td>
<td>Few sports events dedicated to refugees</td>
</tr>
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<td></td>
<td>Lack of sports infrastructures in refugees’ place of residence</td>
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<td></td>
<td>Spreading of incorrect information</td>
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<tr>
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<td>Lack of coaches trained to work with refugees</td>
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<tr>
<td></td>
<td>Small number of NGOs concentrated on refugees’ sports</td>
</tr>
</tbody>
</table>
Discussion and conclusion

Results indicate that economic issues are one of the obstacles to participating in sports. Afghans are usually employed in low-income jobs. Besides, only small numbers of first-generation Afghan women are employed (Mahmoudian, 2008). Therefore, Afghans’ sports participation is evidently low due to the high cost and to no financial aid being paid to refugees for this purpose. However, the National Olympic Committee of Iran has been able to provide Afghan youth with free sports facilities over the past year, something which needs to grow and include more people. It is also suggested that this Committee increase the participation of refugees in sports activities as well as change society’s attitude towards them through holding annual events. Furthermore, it is suggested that NGOs be encouraged to address issues regarding refugees’ access to and participation in sports activities. Sociocultural issues were among the significant obstacles identified in this research; discrimination and negative attitudes towards Afghans, the obscurity of Afghan names to Iranians, lack of leisure time, and lack of a positive attitude towards sports among Afghan families were some of the indicators identified in this category. Afghan names usually sound unfamiliar to Iranians, which has resulted in bullying and making fun of Afghans during sports activities. Besides, since Afghans are mainly employed in low-income jobs, individuals tend to have a negative attitude towards them which makes it harder for Afghans to be accepted into sports groups. Of course, governmental centres have been established over recent years to spread sports among refugees residing in Iran; however, the comprehensiveness of these activities has unfortunately not been thought through. It is highly suggested that events where Iranians and Afghans can play sports be held. Managerial issues, religious issues, traditional beliefs, and
legal issues were also among the other obstacles identified regarding refugees’ participation in sports. One of the most significant subcategories of legal issues is some adolescents’ lack of legal identity since no identity documentation has been issued to them. Of course, the Islamic Republic of Iran has legalised the enrolment of all documented and undocumented Afghan children in schools since 2014 which has significantly contributed to the formation of these Afghan children’s identity and their participation in sports activities.

References


Olympic performance is considered in terms of winning medals. It is evaluated and predicted by different variables like population, gross domestic product (GDP), social-economic factors and the Human Development Index (HDI). Considering Olympic philosophy, in this study we evaluated performance in the Olympic Games Rio 2016 in the light of the education index. The performance of the Olympic Games and the education index has been retrieved from the available online database. The results showed a positive correlation between Olympic performance and the education index $r = 0.37$. Besides this very high correlation, highly and medium developed countries showed 97% of the performance, only 3% of the performance was found in low developed countries. The results of the current study showed highly educated countries could achieve a high performance in the Olympics, which is the true spirit of the Olympic philosophy.

**Keywords:**
Olympics, Performance, Education index, Olympic philosophy, Developed

**Introduction**

The first modern Olympic Games were held in 1896 in Athens, Greece where 14 countries competed in 43 events. The popularity of the Games
and peoples’ interest in them has increased tremendously, and in the last Olympic Games Rio 2016 more than 11,000 athletes from 205 National Olympic Committees competed in 28 Olympic sports.

Success in the Olympic Games is determined by winning Gold, Silver and Bronze medals (Li et al., 2015). The researcher predicts the success of Olympic performance with different parameters such as data envelopment analysis (DEA) to measure Olympic achievement with two inputs, gross domestic product (GDP) and the total population of each participating country (Wu et al., 2009). China, India, Indonesia, and Bangladesh have a huge percentage of the world population. Still, performance in the Olympics is not correlated with the population ratio. Rather than population, GDP can be an optimum predictor of Olympic performance (Bernard & Busse, 2004). Besides this, the impact of Olympics teams’ participation on performance also showed a relationship with success in Olympics. The optimum model to define success in Olympics was presented by the Human Development Index (HDI) (Halsey, 2009).

The HDI is derived by health, education and income. Health refers to life expectancy at birth, education is calculated by mean years of schooling for adults aged 25 years and above, which is also called the education index, income is considered as gross national income per capita (Saisana, 2014). The present study focused on the sprint at the Olympics. “Olympism” is a neologism invented by Pierre de Coubertin, a French educator and historian and the founder of the International Olympic Committee, and its second President. He is known as the father of the modern Olympic Games (Czula, 1975).

*Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example, social responsibility and respect for universal fundamental ethical principles (IOC, 2019)*

While education is the key point of Olympic philosophy (Saisana, 2014), the objective of the current study was to find out the impact of the education index on the success at the Olympic Games Rio 2016.
Method

Information on the medals awarded at the Rio Olympic Games 2016 was retrieved from the official website of the International Olympic Committee (IOC) (RIO 2016, n.d.). Performance in the Olympic medal table was transformed into points, where medals are given the following weights, 3 points to gold, 2 points to silver and 1 point to bronze (Sergeyev, 2015). The 2016 education index data was used for this study and was accessed from the website of the United Nations Development Programme Human Development Report 2016 (UNDP, 2016). The education index is one unit of the HDI index, but the HDI index is also influenced by health and gross national income per capita (Saisana, 2014) which changed the categories the countries were placed in. In this study the medal-winning countries have been categorised into groups based on the education index, very highly developed (1 to 0.8), highly developed (0.79 to 0.70) medium developed (0.69 to 0.55), and low developed (0.54 to 0) (UNDP, 2016). The education index data is not available for Chinese Taipei (TPE), Independent Olympic Athletes (IOA), Ivory Coast (CIV), Kosovo (KOS), North Korea (PRK) and Puerto Rico (PUR) so these countries are excluded from the study.

The Statistical analysis of the study included regression and analysis of variance and was done using the statistical package for social sciences (SPSS Version 21.0). Spearman’s rank correlation coefficient computed the correlation between Olympic performance and the education index (Fritz et al., 2012). The Kruskal-Wallis Test was employed to analyse variance (McKight & Najab, 2010) and the pairwise analysis between the groups was done based on the Mann–Whitney U test. Further effect size was computed from the output of the Kruskal-Wallis test using equation 1 (Tomczak & Tomczak, 2014).

\[ E_R^2 = \frac{H}{(n^2-1)/(n+1)} \quad (1) \]

Where \( E_R^2 \) is defined as the effect size, \( H \) is the value obtained in the Kruskal-Wallis test (the Kruskal-Wallis H-test statistic), and \( n \) is the total number of observations.
The effect size of the variable was computed with the output of the Mann–Whitney U test using the equation (2)

\[ r = \frac{|Z|}{\sqrt{N}} \]  

Where \( r \) is defined as the effect size, \( Z \) is the output Z value of the test and \( N \) represents the number of subjects \( r = 0.1 \) small, \( 0.3 \) medium and \( 0.5 \) large effect size (Fritz et al., 2012).

**Results**

The results of the study demonstrated that the education index of the groups is significant \( (P = 0.001, \ E_R^2 = 0.88) \). Pairwise analysis provides further information showing that the very highly developed group showed a significantly higher education index compared to highly developed \( (p = 0.001, r = 0.82) \), medium \( (p = 0.001, r = 0.81) \), and low developed groups \( (p = 0.001, r = 0.60) \). Furthermore, the highly developed group showed a significantly higher education index compared to the medium \( (p = 0.001, r = 0.85) \) and low developed groups \( (p = 0.001, r = 0.71) \) and low and medium groups showed a significant difference \( (p = 0.001, r = 0.73) \) in the education index. The Olympic performance and education index of medal-winning countries are stated in table 1.

<table>
<thead>
<tr>
<th>S. No</th>
<th>Classification</th>
<th>Olympic performance Total (M, SD)</th>
<th>Education index (M, SD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Very highly developed</td>
<td>1249 (35.68 ± 50.05)</td>
<td>0.87 ± 0.04</td>
</tr>
<tr>
<td>02</td>
<td>Highly developed</td>
<td>258 (12.90 ± 12.86)</td>
<td>0.75 ± 0.03</td>
</tr>
<tr>
<td>03</td>
<td>Medium developed</td>
<td>304 (16.88 ± 32.53)</td>
<td>0.65 ± 0.04</td>
</tr>
<tr>
<td>04</td>
<td>Low developed</td>
<td>49 (8.16 ± 11.95)</td>
<td>0.42 ± 0.12</td>
</tr>
</tbody>
</table>

Overall, 67% points were won by the very highly developed education indexed countries in the Rio 2016 Olympic Games, whereas 14% were won
by highly developed, 16% by medium developed and 3% by low developed education indexed countries respectively. The distribution of achievement in the Rio 2016 Olympic Games is shown in Fig. 1.

![Fig 1: Rio Olympic Games 2016 performance as a percentage](image1)

Besides the different trends present in the Rio 2016 Olympic Games performance and education index for the medal-winning countries, a significant positive correlation of the coefficients (r) was noted (p = 0.001, r = 0.37) between education index and performance at the Rio 2016 Olympic Games as shown in Fig. 2.

![Fig: 2: Correlation between education index and Rio 2016 Olympic Games performance](image2)
Discussion and Conclusion

The present study shows that the education index can be one of the predictors of Olympic performance. The results of the study revealed that the education index is moderately correlated with performance at the Rio 2016 Olympic Games as countries having high education indexes achieved higher performance in the Olympics. The very highly developed countries based on the education index secured 67% of points in Olympic performance. Overall, 97% of performance in the Rio 2016 Olympic Games was achieved by the very highly, highly and medium developed countries, and only 3% points were achieved by the low developed countries. Besides this, the very highly developed, highly developed, medium developed and low developed showed a significant decline in performance.

Sport is considered an integral part of education which develops physical and mental abilities and also leads society toward a healthy lifestyle. It also helps to develop motor skills in children (Kumar, 2018). As such sports and education together can achieve the philosophy of Olympism, it is suggested that the education index may also be considered for future studies along with population, participation of teams, GDP and the HDI index for evaluating Olympic performance.

References


OLYMPIC EDUCATION THROUGH INNOVATION – TOUCHBALL, A NEW SPORTS GAME

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Key words:
Olympic exercise, sport, innovation, touchball.

Introduction

In his work Palestrica published by Physical Culture and Sports Union Publishing House in the year of the Tokyo Olympic Games (1964), Constantin C. Kirițescu, one of the worldwide titans of Physical Education history and sports, observed that ball sports are the oldest, most popular and most varied of games. Their strong formative and ludic character has embedded them in the consciousness of most people in the old continent ever since the Middle Ages. Games such as “jeu de paume”, “la crosse” or “la soule”\(^1\), where the ball was stuffed with various materials (sawdust, moss, sand, stones) and was hit with the hand, foot or a cane have been described.

Hypothesis

We assumed that an analysis of the most practised sports games in the world would lead us to develop a classification that will help us to design a new sports

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game with new skills and game rules, prerequisites for the future when we will be able to expand the Olympic Games family.

Material-methods

The evolution of sports, as an integral part of universal culture, is the result of some needs, desires, innovative ideas and regional distinctive features, as a basis for humans’ desire to compete, relax and improve their biomotric potential. The last century is marked by the emergence of many sports which are even more diverse and are the result of a feverish search for new ways to spend time and to fight against the negative effects created by modern means of communication and transport (tv, computer, phone, escalators, cars, etc.).

At the same time as the development of the rules for competition, over time and as a result of factors such as dynamism, spectacle, time (for tv broadcasts), protection and more that must be taken into account, new technical elements and processes appear in these games. This in turn leads to the need to apply new training methods and means of training.

At the same time, reducing the duration of training periods and encouraging a willingness to compete as soon as possible requires the use of new means to increase efficiency and achieve objectives, let alone the implications for changes in the official regulations.

Also, a good knowledge of existing sports often leads to "motric insatiability", the desire to improve or diversify the psycho-motric offer. Often newly created games have emerged as a result of some teacher’s desire to create ancillary or complementary means for correcting technique or developing some specific skills, and the games invented in this way will definitely undergo some transformation before being patented. This is also the reason for analysing existing sports games and classifying them into specific categories, a classification which is not intended to be exhaustive.

Classification of sport games

Sports that aim to propel an object into the goal to get the points and win the game are the first category. The following sports games are included: football, handball, polo, ice hockey, field hockey, torball, etc.
The second category: sports that aim to propel an object over the net to get points, sets and win the game. The following sports games are included: volleyball, badminton, table tennis, field tennis, etc. The basic feature of this category is the lack of contact with the opponent, and making contact with an opponent may lead to the loss of some points. Both decisions by the referees and the lack of fear felt about a more zealous opponent or an opponent who takes few security measures are decisive features of this category.

The third category: sports that aim to propel an object into a basket or through an opening. This category includes: basketball, street-ball, korfball, remball, etc.

The fourth category: sports that aim to get an object over a finishing line. This category includes: rugby, oina, baseball, American football and others. It should be noted that sports games in this category have a very high impact on the public, perhaps also because their regulation allows for tougher contact, and in addition to physical qualities these sports demand a good knowledge of self-protection rules.

The fifth category: sports that aim at propelling an object at a target. This category includes archery, shooting sports, darts, bowling, etc. It is to be noted that there are no interactive sports games in this category and that this category of sports require a real-time response from the opponent, who resends the ball.

Of course, many other classifications can be made. These could follow the type of effort, the materials used or whether it is an Olympic sport, for example, but it is necessary to mention that the sports described above are, in our view, the most representative in the above classifications and possible omissions suggest nothing other than the idea that the text is not perfect and, like anything made by man, is subject to errors.

Results

When analysing the classification of sports, I noticed that there is no sports game involving hitting a target, a useful skill in human life. For this reason, by studying skills, rules of play and materials which targets and game objects are made from, we have combined this information and embodied it in a new sports game called TOUCHBALL.

It is no secret that, for the authors, at first it was a challenge to identify a
method of playing contact sports with a ball where the rules would limit contact between the opposing players and transferring the ball on the ground. This goal arises from a sad necessity as the sports bases in rural areas and some in urban areas are not in the best condition for practice. We are talking here about playing fields that have an uneven surface which is often worn or made up of dirt or gravel.

Another goal that fits with this modern design is to bring the athlete closer to the natural environment with minimal interference in the form of sports bases. Sports practitioners, especially students, are extremely attracted both within Olympic circles and other extracurricular activities, to exercising in the open air and exercising within the natural environment.

A very important obstacle, initially neglected by the authors, was the resistance of society to change. The game was only accepted, by both middle school students and college students, after it was practised at least once in an organised framework. These students were reluctant when watching the game, misunderstanding, we consider, the relationships in the game and the extraordinary satisfaction on winning, whether an individual or collective success.

The game of touchball only emerged a short while ago and received its patient a few months ago. It took several years of experimentation and modifying the game rules, this being a sort of response to the constant concern of human society to identify and improve new ways of practicing physical exercise. Like any beginning, the exploratory side and the attempts to align the physical, technical, tactical, theoretical elements, as well as rules of procedure and arbitration, were not free of difficulty; if we take a look solely at the tactical or regulation-related section, we will see that changes have been repeated until the current formula was reached. We finally welcome this ongoing formula but we also acknowledge it is certainly yet to be perfected.

Even if initially the specific skills seem difficult to learn and some training is needed, afterwards the practitioners can turn to basic motric skills like catch, throw, run, jump to participate actively and the game is very accessible.

Another characteristic is the spectacle which manifests itself with a great emotional impact through the completion of the attack phases at the target, with opponents being unexpectedly overtaken, interceptions and surprising

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passes. Missing the target in the touchball game does not necessarily lead to the loss of possession and the ball can remain in the game and even be recovered by an attacker behind the target area. This characteristic of touchball, which allows the opponent not only to attack the target outside a circle, thus being free in 360 degrees and to recover it if he/she does not score, creates emulation, while forcing participants to make a greater intellectual effort.

Below we will present some information on the rules for a better understanding of the game.

The playing field is rectangular with a length of 40 m and a width of 20 m, but the game can be organised on fields of different sizes. The long sides are the touchlines, and the short sides are the goal lines. The target posts are placed inside the field, 6 m from the goal lines.

Two circles of 3.60 m each are drawn around the two posts. The posts can be vertically adjustable, the optimum height being approximately 1.60 m. On the top of each pole is placed a ball which may have various different dimensions. This ball is actually the target of the game and each team must knock down the opposing team’s ball to score one or three points.

In the middle of the field there is a centreline where the game begins and 3 metres away there are two lines which represent the positions of the players at the time the game begins. Also, on both sides of the centreline there are four penalty spaces of 3 m long and 1 m wide. At about 5 metres from the posts, towards the centre of the field, are the penalty lines where players perform free shootouts in case of deviations from the rules. The game time is 16 minutes for a round with a 5-minute break between rounds. The game is made up of three rounds. In the third and final round, players swap places while keeping possession of the ball at the end of the 8th minute. In the event of a tie, penalty shootouts are awarded.3

The game ball is made of plastic, without an inner chamber (to reduce the

3 https://worldwide.espacenet.com/patent/search?q=touchball
ball mass in order to prevent injury), and is round and 54-56 cm in diameter, with a mass of approximately 120-140 grams.

Describing the game

The game is conducted by tapping the ball bottom up (dribbling) in the air so as to carry the ball while moving and by hitting the ball from the top, bottom or side to the target.

![Fig. 2 Air dribbling specific process (photo during preparation)](image)

If the ball on the post, when hit, falls inside the attacking team’s circle, the team gets a point; if the ball on the poll falls outside the circle or an attacker/striker outside the circle catches the target ball in the air, the attacking team scores three points.

The game starts from the middle of the field with two opposing players pushing the ball. The game start belongs to the team in whose field the ball falls after the referee blows the whistle, following the push.

If a foul which influences the scoring is committed, the defence player will enter the penalty space and the attacking team will receive a penalty shootout from the 5-meter line from the pole. If the foul does not influence the scoring, then the player only enters the penalty space without the attacking team getting a free shot. The time spent in the penalty space varies depending on how many offenses have been committed so far and can last from 1 to 4 minutes.
A feature of the touchball game is that the player who committed the offense will be allowed to play, but their area of action is reduced to $3m^2$. The frustration experienced by him and the increase in the penalty time for the second offense and so on makes him follow the rules more carefully. Fouls are rarely committed after players truly understand the rules.

As a result of starting some studies to complete a bachelor and master’s degree and to obtain scientific degrees, we have managed to extract little, but precious, information on the type of effort, the motric and mental qualities that the practice of this game develops. However, we are only just beginning and we will try within the limits of this article to present this information.
As in most sports, the type of effort is mixed, aerobic-anaerobic, with a medium to high weight on alactacid anaerob, caused by sudden changes in direction, ball pass feints and hitting the ball, similar to volleyball. The ability to anticipate has higher values than in volleyball due to the need to move and recover the ball hit by a teammate in a circle, involving two cognitive action plans: recovering the ball hit by the teammate or catching the target ball for a higher number of points.4

Also, the process specific to the touchball game, namely “air dribbling”, requires a greater focus compared to other sports games as it is not easy to protect the ball or to pass it accurately to teammates in the context of active man-to-man defence. With the idea of making the game more accessible, at the beginning players are allowed to catch, pass or throw the ball at the target with either one or two hands as in handball, avoiding more demanding processes and requiring a longer preparation.

Touchball is a deeply social activity. One of the most important aspects is socialisation through the different forms of interactions it facilitates, both as a result of the need for collaboration emerging from the tactics of the game and as a result of players’ involvement and empowerment at key points in the disputes. Both the fact that the target is the smallest in all sports which implies a great social responsibility towards teammates, and the technical ball-handling skills that constantly call for the attention of athletes, mean there is a constant

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risk of errors in execution which can cause frustration among the whole team when the target is missed or an attack is interrupted. The introduction of touchball into the activities in Olympic circles and in physical education and sports lessons can be an important educational factor.

Conclusion

Of course it is not easy for us to present a sports game, let alone one which is newly created, within the limits of this article when full books are needed to present established and well-known games, but as a touchball player I can say that personal satisfaction at the time of hitting the target is superior to that in any other sport. It is somewhat similar to the feeling in basketball when you get the ball into the basket from a great distance without touching the panel or ring, and the sense of cohesion is similar to that in volleyball, with the feeling of satisfaction being a collective one. The current rules of the game, which have undergone many changes as a result of discussions with practitioners and tracking and watching videos, are certainly not yet perfect - this set of rules is like a child we want to have the opportunity to raise. For a better understanding, we invite you to play and practise this amazing and competitive game.

We consider innovation to be indispensable to the field of sports science, its inclusion in the Olympic education of the young generation must be a constant concern of the specialists in the field, attracting all sections of the population to the values of Olympism – Exercise – Health.

Selective bibliography

1. Introduction

Competitive rhythmic gymnastics (RG) is a sport that encompasses gymnasts with a federative licence that participate in sport events organised by international and national federations in Spain, and also autonomous federations.

It is a discipline which has been recognised by the International Gymnastics Federation (FIG) since 1962 and it has been included in the Olympic programme since the Los Angeles Games in 1984. RG has traditionally been a sport discipline practised by women. However, some federations in certain countries, such as Spain, started organising male RG competitions a few years ago.

We understand that, with this, it has been intended to take a step in the evolution of sport, following both the guidelines of the Universal Declaration of Human Rights of the General Assembly of the United Nations Organization (UN), and of the Fundamental Principles of Olympism collected in the Olympic Charter (OC).

In the latter, it is stated:

*The practice of sport is a human right. Every individual must have the possibility of practising sport, without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play.*

On the other hand, Fundamental Principle number 6 of the same Charter establishes:

_The enjoyment of the rights and freedoms set forth in this Olympic Charter shall be secured without discrimination of any kind, such as race, colour, sex, sexual orientation, language, religion, political or other opinion, national or social origin, property, birth or other status._


FIG is in charge, on the one hand, of organising international competitions and, on the other hand, of establishing the regulations for this sport, with RG being the only FIG discipline that only allows women to participate. As a consequence there are no male participants in RG competitions in the Olympic programme.

2. Object of study

Beginning with the Olympic principles of equality, already highlighted in the OC, the beginning of this work is focused on competitive male RG. As it is the only Olympic sport with exclusively female participation, we intent to look at the facts surrounding its origin and evolution, both nationally and internationally, and to reflect on whether in the current situation and in relation to this sport, the Fundamental Principles that are at the base of the Olympics are being fulfilled in practice.

3. Objectives

The general objective of this research has been to find out the evolution of male participation in national, and international RG competitions, based on the equality criteria established in the Fundamental Principles of Olympism. Therefore, the specific objectives are:

- To know the process of the initiation of male RG in Spain, as well as its evolution up to the present day.
- To know the current reality of male RG at an international level, as well as its evolution in different countries where this sport is practised competitively.
To reflect on the reality of RG as an Olympic sport in relation to the fulfilment of the Fundamental Principles of Olympism and Human Rights in terms of equality and non-discrimination.

4. Methodology

The object of this research focuses on the historical recovery of a fragment of contemporary history for which there are living sources. These are people who allow us to reconstruct, thanks to their testimony, some historical aspects that would be difficult to learn about from other sources. Therefore it is an investigation that is methodologically located as "History of the Present Time" (Bédarida, F. 1998), which conditions us to specific methodology, within historical research.

According to Soto Gamboa, the researcher of the History of the Present Time (HTP) “has the possibility to appreciate and observe the mentalities, the perception of contemporaries on the subject and their own experiences.” (Soto Gamboa, 2004, p. 137)

Following the criteria established in the methodological preparation received at the Autonomous University of Madrid, to investigate HTP, we should first identify and categorise possible primary sources. In the course of the “approach to the object of study”, our sports experience allowed us to obtain first-hand information about the experience of various athletes in the specialty and their circumstances in relation to compliance with the Olympic Principles. All this was definitive in selecting and categorising Ruben Orihuela Gavilan, 9 times national champion and the first male anywhere in the world to obtain a federal licence in RG, as a primary source who could be considered a pioneer of RG in Spain. He was the first male gymnast to participate in a National RG Championship in Spain.

After contacting this primary source, he showed a great predisposition to help by offering us his testimony. Thus an open ended semi-structured interview was conducted with the aforementioned gymnast. Due to the current Covid-19 lockdown this was done by videoconference. A script consistent with the already established objectives was drawn up beforehand following the methodological aspects proposed by Hammer and Wildavsky (1990).

On the other hand, we have also categorised the Olympic Charter and the
Universal Declaration of Human Rights, (UN General Assembly) and the documentation of the archives of the Royal Spanish Gymnastics Federation (RFEG) as primary sources for our object of study.

The first two documents contain the ideological principles that we intent to analyse and identify in the fragment of sport history that is the object of the study. Regarding the documentation from the Federation, the document that was used contained information related to the historical sport evolution of this specialty in our country. The “Documental Analysis” technique has been applied to all written sources, and was also used to extract information and data from specialised newspaper sources which contained specific news items which have been definitive in the process of contrast and triangulation for historical reconstruction that we have proposed.

5. Male rhythmic gymnastics, a path toward equal rights

5.1. Origin, evolution and current situation of male rhythmic gymnastics

RG throughout history has had different names: modern gymnastics, modern RG, rhythmic sport gymnastics – it is a relatively young sport. It was admitted to the Olympic programme at the Olympic Games in Los Angeles 1984 (Mendizabal Albizu, 2000). Some key people in the development of this sport were Isidora Duncan, Émile-Jaques Dalcroze and Rudolf Bode. At the beginning it was exclusively practised by women, and nowadays it is still the only sport discipline represented in the Olympics by only one gender: female.

In this situation, which could be considered a lack of compliance with the Olympic Principles, FIG created Japanese RG, which according to Ruben Orihuela in an interview that we had with him “was created by FIG in an attempt to keep RG within the Olympic Games, but it is a different gymnastics, more martial” (Orihuela Gavilan, R. 2020). This modality differs from traditional RG practised by women. Orihuela affirmed that, despite it being spread throughout several countries, “the fact that it is so martial is likely to be what hinders its expansion in the west” (Ibidem).

Concurrently with the practice of Japanese RG, in other parts of the world some men began to practise RG. However, it was not the Japanese version, it is the “female RG, but practised by men, with the same rules” (Ibidem).
This type of gymnastics is practised in Spain, and an example of this is Ruben Orihuela, the first male gymnast to obtain a federative RG licence. Thus, he confirmed: “I was not the first male who practised RG, before there were other males who practised gymnastics in their clubs, autonomous communities and countries. However, I was the first gymnast with a federal licence in the world, so, it was the first time that a male licence was registered in RG.”

Ruben Orihuela Gavilan is a Spanish gymnast from Valencia who could participate for the first time in a national competition in 2005, along with two other gymnasts, in the OPEN category that included men and women. They had to wait until 2007 to have a chance to get a medal. In 2009, probably due to the increase in male participation, RFEG consulted with FIG on which regulations should be applied in competitions where both genders participate. FIG replied “RG is a sport only for women and FIG has no rules for male competition” (Robles, 2018). Later, RFEG made the decision to prohibit male participation in the National RG Championships, leaving it up to regional federations to decide whether or not to allow male participation in competitions at a provincial level.

Facing this situation with the RFEG, Ruben recalled the events that subsequently occurred. He contacted the media and disclosed the situation that was taking place. Ruben said that publicity “did not put the Federation in a good place. They did not like it. They told me that.” On the other hand, Almudena Cid Tostado, a Spanish four times Olympic gymnast, contacted the Ministry of Equality. As a result of those conversations, the Federation changed its mind. It allowed male participation in a national championship, and a National Male RG Championship occurred for the first time (Tapigym, 2018). This was a special historical landmark for RG: a Spanish championship with participation and classification exclusively for men, which took place in Gijon, in 2009.

Since then, and to this day, the National Male Championship continues to take place annually in our country, and gymnasts from other countries are also allowed to participate. All this supposes not only an unprecedented fact that has marked the history of this discipline at a national and international level, but a unique antecedent that meets the “educational value of good example”, as also stated in the OC. On the other hand, the pioneering work of Spain has continued to be consolidated in this regard, since in recent years the Male Queen Cup, another national championship in which men can participate, has also been held.
The positive and pioneering evolution that continues to be led by our country progresses and is consolidated through other impulses. Thus, this year RFEG has created the First Male Category, made up of the 6 best gymnasts in Spain, a list of whom was published in June 2020. This fact was highlighted by Ruben Orihuela who stated:

*Men who are now in this category will train like they have never done to give their best version. With the First Category that has been created recently, a way is opened so that, apart from growing in quantity as has been done in previous years, we now grew in quality. In addition, this allows senior gymnasts to have more options to get a medal because those who always remained on the podium have now been promoted to First Category.*

(Orihuela Gavilan, R., 2020).

Moreover, it is necessary to mention some other pioneering impulses which have also been taking place in our country in the search for equality in this sport. Until recently, the male championships held in Spain only considered the individual category; however, in Euskalgym, an international gymnastics event that is held every year in the Basque Country, in addition to the individual male category mixed groups are allowed to participate. Talking about this, Orihuela affirmed:

*Euskalgym is an event that gives gymnasts the opportunity to show themselves in an international and unique environment. It is surely not the only international event, but it is probably the only one that takes place periodically every year.*

(Orihuela Gavilan, R. 2020).

In addition, the recent regulation change published by RFEG in June 2020 included the participation of mixed groups (open mixed) in all age categories. These groups can be made up of four modalities: 4 females and 1 male, 3 females and 2 males, 2 females and 3 males and 1 female and 4 males (RG, RFEG Technical Regulation, June 2020, p. 23).

The next Spanish Group Championship will be the first in which both males and females can compete as a group. If there is not a minimum of
3 mixed groups of the same category, these groups will participate in the same category as the female groups, with two classifications: the “traditional”, which only includes female groups, and the open-mixed, which includes female and mixed groups. RFEG in its technical regulation published in June 2020 states that: “During the years 2020 and 2021, this competition will be carried out on an experimental basis and, depending on the results and participation, its continuity may be studied” (Technical Regulation RG, RFEG, June 2020, p. 28).

Despite all the cited actions which have been promoted in recent years, male RG is still far from being an Olympic sport. Firstly, because the only RG recognised by FIG is Japanese RG, and secondly, in order for a sport to be included in the Games there must be a minimum of countries in which the discipline has official status. For these reasons, the way to the Olympic Games seems to be in the hands of FIG and the national gymnastics federations of the different countries where there are practices and male competitions. These are, in addition to Spain: Mexico, Argentina, Brazil, Italy, Greece and France.

Several projects that can continue to boost the sport’s Olympic presence have been undertaken for the next year. In 2021, it is planned to make male RG official in Brazil. In the French National Championship, the general classification comes from the sum of a group exercise and two individual exercises, and these last two can be performed by men or women, both French and other nationalities. These aspects made Ruben reflect, in the interview that we had, that perhaps we did not have to wait long to see RG take its place in the Games.

5.2. Rhythmic gymnastics: life experience of Ruben Orihuela Gavilan

Ruben Orihuela Gavilan is a pioneer of RG in Spain. He began to take an interest in this sport when he was only 10 years old. As he said, “I liked it and I did not know that boys did not do gymnastics.” (Orihuela Gavilan, R., 2020).

In 1998, and as a consequence off his request, his parents enrolled him in the Sedavi RG Club, in Sedavi municipality of the province of Valencia. According to Ruben, “They allowed me thinking that I would not last long.”

A few years went by, in which he always had the support of his parents. In
addition, his friends were also supportive. The main problem that he remembers from his early years was with the rest of his classmates. At break he played with his gymnastics teammates and this did not seem to please the other kids.

During his sporting career, he was proclaimed champion of Spain in RG 9 times, in 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014 and 2016. Despite having obtained all these sporting achievements, he affirms that he has not received any support from the competent institutions. Thus, for example, RFEG held events to which it invited champion Spanish gymnasts every year, however he, who was champion 9 times, was never invited.

In spite of not having that institutional support at present, he feels that his value is recognised socially, since many people support him and have supported him during these years. On a personal level, with the perspective that time allows him and his position as coach and judge, he affirmed that he is aware of having achieved many sports accomplishments that have benefited him and gymnastics, and that has been very gratifying.

In his testimony he wanted to emphasise that he feels very grateful to the people who make up the new Spanish federation:

*I want to thank the Federation now. To the president Jesus Carballo, to the new individual coach and ex member of the national team runner-up in the Rio de Janeiro Olympics, Alejandra Quereda, and also, as a component of the technical committee, Isabel Pagan… These last two have always watched me from the side-lines, and now they are doing things differently… they listen and above all they ask for opinion.*

(Orihuela Gavilan, R., 2020)

5.3. Human Rights and Olympic Movement in Rhythmic Gymnastics

Faced with equality rights and the fulfilment of the Fundamental Principles of Olympic philosophy, it could be affirmed that there is a relative fulfilment of the same within RG. Although it is the only sport that only allows female participation in the Olympics at this time, this is because the level of representation of this sport still does not meet the minimum conditions to achieve the participation established by International Olympic Committee (IOC).

We can affirm that the practice of RG has no regulations regarding gender
restrictions. However, certain social prejudices related to gender stereotypes remain in force, which in Spain and Europe are gradually being overcome. Despite this, provocations and insults, jokes, attacks and even bullying have been present in Ruben’s career as in that of many other gymnasts. “To change the social perception of their participation in gymnastics, there are two ways: visibility and education”, said Ruben in an interview with Hidalgo (2019).

On the other hand, although in recent years the number of sporting events in which male gymnasts can participate has increased, they are still few compared to those of their female gymnastic counterparts. It should be noted that both FIG and national federations have in their hands the possibility of generating the boost that male RG needs. They can promote it, promoting an increase in participation and the holding of competitions, which allow it to meet the numerical quotas that would even allow it to be an Olympic sport.

Photo 1. Ruben Orihuela Gavilan during his participation in the Spanish Male Championship in Valladolid 2010. Photo by Kike Maga obtained from his personal file with his authorisation.
6. REFERENCES AND SOURCES

6.1. Primary sources

6.1.a. File Sources

International Olympic Committee, Lausanne, Switzerland.

Enrique Magariño’s personal photographic archive (Kike Maga).


6.1.b. Oral source


6.1.c. Written sources


UN: General Assembly, Universal Declaration of Human Rights, December 10, 1948, 217 A (III), available at this address: https://www.refworld.org/es/docid/47a080e32.html

6.1.d. Newspaper sources


Robles, S. (2018). Interview with Ruben Orihuela, pioneer of Male Rhythmic Gym-


6.2. Bibliography


Introduction

Recent issues in integrity in sport have shown the urge “to do the right thing” and that “the time is right” to act. There have been various incidents in sport which have posed questions to Sports’ Governing Bodies (hereinafter SGBs) and tested their ability to deal with issues of integrity in sport. One of the significant parts of integrity in sport is corruption. Corruption undermines the role of sport in society. Corruption, including manipulation of sports competitions (or as it is widely known match-fixing) is one of the most important wrongdoings in sport as it removes the most crucial characteristic of sport, its unpredictability. As some scholars have pointed out, match-fixing is the cardinal sin of those who are involved in it (Smith, 2011). Match-fixing hits at the heart of the values embedded in sport such as fair play, honesty, commitment, respect etc.

The last few years have seen the creation and development of a framework around tackling match-fixing. One of the most important tools which is evolving as an effort to detect, control and prevent match-fixing is incorporation of reporting policies. It is quite evident that dealing with match-fixing is not as straightforward as it could seem. It is a complex area which now has been targeted by international organised crime to earn easy money with low risk and with less uniform laws around the globe (UNODC, 2016).

Although it takes huge courage for someone to report, establishing and promoting reporting policies as well as mechanisms should be on the top of the agenda of SGBs in order to bring an important change which could develop a
ESTABLISHING A REPORTING POLICY BY SPORTS GOVERNING BODIES TO DETECT MATCH-FIXING

culture of speaking up against wrongdoings (UNODC-IOC, 2019). Many SGBs have established reporting mechanisms to encourage people to report. The Olympic Movement Code on the Prevention of Manipulation of Competitions makes it clear and specifically states that establishment of the reporting mechanism is a fundamental provision by all sports organisations.¹ The third review of international federation governance also emphasises the establishment of confidential reporting mechanisms for “whistleblowers” with a protection scheme for individuals who come forward (ASOIF, 2020).

This paper is an excerpt from the author’s Master’s Thesis.² In this paper the terms manipulations of sports competitions and match-fixing are used interchangeably, as are the terms reporting and whistleblowing.

This paper will contribute to an emerging literature on reporting in sport. Furthermore, this paper has attempted to provide SGBs and other key stakeholders with a checklist which could act as a useful tool while establishing reporting policies and could facilitate detection of manipulation of sport competitions.

Methodology

To carry out this research, multidisciplinary understanding was used, therefore, this research took into account various aspects such as corporate whistleblowing policies, whistleblowing legislation, business ethics literature, whistleblowing policies in sport, literature on match-fixing, other handbooks and guides available. The purpose of integrating different disciplines was to adopt a number of concepts for this research, to underpin knowledge behind the concepts and to provide holistic recommendations.

Qualitative Content Analysis

For the purpose of this study content analysis developed by Hassink, de Vries and Bollen (2007) was adopted. Following a thorough analysis of the empirical

¹ Article 2.5, 3.4 and 3.5 of Olympic Movement Code on the Prevention of Manipulation of Competitions
² Deshpande, Abhishek (2019). Reporting Match-fixing: Sport governing body’s role and responsibilities. A case study of the Asian Football Confederation (AFC) Dissertation submitted by way of a partial fulfillment of the requirements for the degree Master of Arts in Sports Ethics and Integrity (MAiSI)
research conducted by Hassink et al. (2007), the researcher adopted the content analysis and developed it further with a few relevant additions. Content analysis was understood to be appropriate because it was used to analyse the whistleblowing policies of European listed companies, a few of which had featured in the FTSE Eurotop 100.

History and Match-fixing

Corruption in sport has been prevalent for hundreds of years. History suggests that the first recorded case of corruption was in the 388 BC Olympic Games, where Eupolos from Thessalia bribed his competitors to allow him to win in a fist combat tournament at the Olympic Games (Maennig, 2005). In modern sport a case to note is the “Chicago White Sox’ scandal”. When the scandal broke and it was clear that players took bribes from gamblers to throw games (Harvey, 2015), the 1919 Scandal almost destroyed baseball (Holden & Rodenberg, 2015) and the wrongdoers were not punished by the courts (in absence of specific laws) but by the sport governing body. Manipulation of sports competitions hits at the heart of the integrity of sport. Widely known as match-fixing, it certainly undermines the values of sport including the spirit of sport (EU work plan for sport, 2014-17) (McNamee, 2012).

Definition of Manipulation of Sport Competitions

For the purpose of this paper the definition provided by the Council of Europe convention on the manipulation of sports competition (2014), known as the Macolin Convention, is used. The Macolin Convention describes the manipulation of sports competition as

An intentional arrangement, act or omission aimed at an improper alteration of the result or the course of a sports competition in order to remove all or part of the unpredictable nature of the aforementioned sports competition with a view to obtaining an undue advantage for oneself or for others

(Article 3.4 Council of Europe Convention on Manipulation of Sports Competitions).
Whistleblowing

Whistleblowing is an issue of one’s personal integrity. It is wise to quote Edmund Burke (1729-1797) “The only thing necessary for the triumph of evil is for good men to do nothing.”

For the purpose of this paper reporting refers to “The act of bringing perceived wrongdoing to the attention of someone with authority or in a position to take action” (UNODC-IOC, 2019). The literature on whistleblowing articulates that whistleblowing is not a simple affair. “From one perspective, whistleblowing is the ultimate act of justice, serving to right a wrong. From another perspective, whistleblowing is the ultimate breach, a grave betrayal” (Dungan, Waytz & Young, 2015). The decision to blow the whistle is not uncomplicated.

Reporting in sport

Reporting in sport has been a vibrant issue in recent years and is in a developmental stage. There are complexities such as policies, rules regarding reporting in sport, protection of the reporting person and obligation to report.

An interesting take by Trivino (2018) highlights the fact that many cases related to integrity issues in sport have not reached their conclusions through the efforts of internal control bodies, but through the disclosure of information by people who were within the organisation itself i.e. through reporting.

Romanian Match-Fixing case

After an integrity department and a confidential or anonymous reporting platform was set up by the Romanian Football Federation a case of match-fixing in Romanian football was revealed through a report by the whistleblower Burlacu Dorin. In this case the culprits were sanctioned (Verschuuren, 2019). Reporting has become highly important and it has also become a need of the hour for SGBs to establish and to review reporting policies and mechanisms. Establishing policies, mechanisms and time-to-time reviews would not only help SGBs to keep their sports clean but would also build trust between the reporting persons and SGBs.

Reporting in sport bears a fundamental significance because individuals
involved in sport in any capacity should feel confident to take a step forward and raise concerns regarding any actual or potential wrongdoing, danger or risk which affects them and/or others. The importance of reporting lies in raising concerns. Reporting systems in sport are a tool to diminish the distance which lies between athletes, officials and the top-level management. Thus, reporting systems in a theoretical sense are a positive mechanism in the hands of athletes and other officials (Verschuuren, 2019).

Most of the SGBs are making efforts to establish reporting policies and mechanisms with a view to detecting wrongdoings. As policies and mechanisms are established, there comes an additional responsibility for SGBs to make sure that the reporting mechanisms are safe, and that confidentiality is respected and protection is available to avoid retaliation against a reporting person.

**Reporting policies: content analysis and discussion**

The qualitative content analysis provides a clear idea about the details of the policy and helps to present discussions as well as recommendations.

1. **General Contents of the Policy**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Content Analysis</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The word “Whistleblower” is changed/replaced</td>
<td></td>
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<tr>
<td>2</td>
<td>Whether the term whistleblowing is mentioned in the policy</td>
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<tr>
<td>3</td>
<td>The policy defines its scope of application</td>
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<tr>
<td>4</td>
<td>The policy states that reporting is a duty or an obligation</td>
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<tr>
<td>5</td>
<td>The policy states that those who do not abide by the policy should be reported</td>
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<tr>
<td>6</td>
<td>The policy states that it was introduced and forms a part of overall compliance of the organisation</td>
<td></td>
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<tr>
<td>7</td>
<td>The same policy applies to reporting various breaches of integrity in addition to match manipulation</td>
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<tr>
<td>8</td>
<td>Does the policy admit that support from the leadership is one of the pillars which is needed to make the policy work?</td>
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</table>

*Table No. 1.1 General Contents of the Policy*
General contents are highly important and helpful in establishing a reporting policy. They give a general idea of what the policy should be about and to whom it could extend. The reporting policy should include a specific term for the person reporting, for example, reporting person or football lover etc. This is a positive step. The term whistleblowing has a negative connotation attached to it and other options in this regard could be explored (Transparency International, 2017). The communication element is also very vital, including the wording of the policy and the spirit.

The policy should clearly define its scope of application which may include fans, general public and those who are governed by the statutes of the SGB. Elements of the whistleblowing system should include clear mention of the scope of application (U4 Expert Answer, 2009). This points out that the intention of the organisation is to welcome and collect the information with a view to controlling and preventing wrongdoings. The will of the leadership of the organisation is also vital for developing a reporting policy (UNODC-IOC, 2019).

2. Violations to be reported

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Content Analysis</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Violations are cross-referenced to the relevant Statutes in the policy</td>
<td></td>
<td></td>
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<tr>
<td>2</td>
<td>Examples of violations are given in the policy</td>
<td></td>
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<tr>
<td>3</td>
<td>It is mentioned in the policy that failing to report is itself a violation</td>
<td></td>
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<tr>
<td>4</td>
<td>Is it necessary to report “ASSOCIATION” of wrongdoers?</td>
<td></td>
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<tr>
<td>5</td>
<td>It is mentioned that sharing of insider information is a violation</td>
<td></td>
<td></td>
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<tr>
<td>6</td>
<td>Mitigating factors are considered (e.g. for amnesty)</td>
<td></td>
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</tbody>
</table>

Table No. 1.2 Violations to be reported

The policy should direct readers to the relevant code where the violations are clearly mentioned. The best practice could also include examples, including definitions, such as what match-fixing is or what constitutes corrupt conduct or inside information, with a view to this being understood by the persons who could report using the policy as a guideline.
3. Reporting guidelines and formalities

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Content Analysis</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The policy states that violations should be reported in sufficient detail to allow investigation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>The reporting mechanism is multilingual</td>
<td></td>
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<tr>
<td>3</td>
<td>The policy states when to report</td>
<td></td>
<td></td>
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<tr>
<td>4</td>
<td>The policy lists different reporting channels through which reports could be made</td>
<td></td>
<td></td>
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<tr>
<td>5</td>
<td>Policy requirements allow suspicions to be explained without requiring evidence</td>
<td></td>
<td></td>
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<tr>
<td>6</td>
<td>What information could be reported is explained or examples are provided</td>
<td></td>
<td></td>
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<tr>
<td>7</td>
<td>The policy provides checklist criterion for suspicious behaviour / unethical behaviour</td>
<td></td>
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<tr>
<td>8</td>
<td>Translation allowed/provided with the report</td>
<td></td>
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<tr>
<td>9</td>
<td>The policy explains whether any guidance is available on retaliation for reporting</td>
<td></td>
<td></td>
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<tr>
<td>10</td>
<td>The policy provides details about guidelines for reporting retaliation</td>
<td></td>
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<tr>
<td>11</td>
<td>The policy defines what retaliation is</td>
<td></td>
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<tr>
<td>12</td>
<td>The policy differentiates between</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>a) Reports of handling wrongdoing complaints</td>
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<td></td>
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<tr>
<td></td>
<td>b) Reports of handling retaliation complaints</td>
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</table>

Table No. 1.3 Reporting guidelines and formalities

Reporting guidelines and formalities are the basis of reporting. They focus on how, when and to whom the reporting shall take place. The policy should facilitate and make available different channels to report wrongdoings. Examples for reporting channels could include mobile application, hotline, reporting through a webpage and email address. It is recommended that in the legislative framework for facilitating corruption reporting and protecting reporting persons, organisations should consider the provision of alternative reporting channels (UNODC, 2015). It is further understood that organisations should, through the channels, facilitate reports in different languages, thereby making sure that
there are no accessibility issues around reporting (Trace International, 2004). The policy should specify, as a guidance, what actions could be reported. A good policy should clarify the type of issues that can be reported and at the same time it could give examples to emphasise actions that could be reported specifically (Transparency International, 2014). Retaliation has been considered as one of the important elements in reporting. One of the key risks associated with the reporting person reporting wrongdoing is the risk of being subject to retaliation. Therefore, it is pivotal to have a process for reporting retaliation in place (Transparency International Netherlands, 2017). Especially in sports, where power relations play a big role, giving individuals the confidence to report would be beneficial (Edwards & Skinner 2001). It would be a viable option to promote reporting and to encourage individuals to report. When SGBs impose a duty to report on individuals governed by their statutes, it is essential for SGBs to have clear guidelines in place to report retaliation.

4. Single point of contact / Recipient of the information

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Content Analysis</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The policy specifies the contact details of the person/authority/department to whom the report could be submitted</td>
<td></td>
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<tr>
<td>2</td>
<td>Is the role of the independent head of integrity clearly defined in the policy?</td>
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<tr>
<td>3</td>
<td>Independent status of the recipient of the report</td>
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<tr>
<td>4</td>
<td>In cases where an independent authority is the recipient of reports</td>
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<td></td>
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<tr>
<td></td>
<td>i) The independent authority cannot be appointed or removed by the daily management</td>
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<tr>
<td></td>
<td>ii) The independent authority has a term of office which is mentioned in the policy</td>
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<tr>
<td></td>
<td>iii) The independent authority has age limits mentioned in the policy</td>
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<tr>
<td></td>
<td>iv) Information about the continuation of office of the independent authority is given</td>
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</table>

*Table No. 1.4 Information about the bodies to whom the information should be reported (the recipient of the information)*
This section explains the details prescribed in the policy about the bodies to whom the information should be reported. It focuses on the recipient of the information. The SGBs should take appropriate measures for the protection of the reporting person including protection of data and other important details while exchanging the information. It is recommended to make an independent authority responsible for effective implementation of reporting policy (Transparency International, 2018). Information on the appointment and tenure of the independent authority should be made available.

5. Confidentiality and anonymity

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Content Analysis</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The policy states whether confidential reports are possible</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>The policy states whether confidentiality of reports is guaranteed</td>
<td></td>
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<tr>
<td>3</td>
<td>The policy states whether anonymous reporting is possible</td>
<td></td>
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<tr>
<td>4</td>
<td>The policy states that consent from the reporting person is obtained before forwarding the information to another relevant body</td>
<td></td>
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<tr>
<td>5</td>
<td>The policy states any circumstances where confidentiality cannot be guaranteed</td>
<td></td>
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<tr>
<td>6</td>
<td>Publicity guidelines are issued to the reporting persons either as a part of the policy or in addition to the reporting policy <em>(Do not go public unless...)</em></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Table No. 1.5 Confidentiality and Anonymity*

Confidentiality is the quintessence of reporting and is a keystone provision for any reporting or complaint mechanism (Transparency International, 2017). In reporting policies, confidentiality is the first layer of protection. If it is certain that confidentiality will not be breached, there could be a possibility that no other protection is required (UNODC, 2015). It is vital that confidentiality and anonymity should be differentiated and should not be considered as interchangeable (Banisar, 2009). Hassink et al. (2007) deemed these elements vital as variables in their research (Vandekerckhove & Lewis, 2011). Receiving anonymous reports is not as straightforward as it looks on paper. It has its own
limitations and complications. Anonymous reports are not easy to investigate, and they may lead to developing a culture of receiving anonymised reports which might lead an organisation to reduce efforts on protection measures (The EU Article 29 Working Group on Data Protection). The policy should provide publicity guidelines to reporting persons. Publicity guidelines could be guidelines for reporting persons telling them not to disclose reported information to the public or in public forums as this could hamper the investigation.

6. Protection

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Content Analysis</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The policy makes it clear that retaliation is not tolerated</td>
<td></td>
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<tr>
<td>2</td>
<td>The policy states that knowingly making a false or malicious report is punishable</td>
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<tr>
<td>3</td>
<td>The policy states that no sanction will be imposed even if a complaint is unfounded</td>
<td></td>
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<tr>
<td>4</td>
<td>In the policy, the requirements for a legitimate report are provided</td>
<td></td>
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<tr>
<td>5</td>
<td>The policy includes provision for immunity against punishment if the reporting person is involved in wrongdoing</td>
<td></td>
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<tr>
<td>6</td>
<td>The policy states whether the right of protection can be lost in case of external reporting/media disclosure without prior discussion</td>
<td></td>
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<tr>
<td>7</td>
<td>The onus of proof is reversed in cases of retaliation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Protection against retaliation is afforded</td>
<td></td>
<td></td>
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<tr>
<td>9</td>
<td>Sanctions on those who have been found to be retaliating</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table No. 1.6 Protection

The research indicates that because of high media visibility and extreme fan loyalty, blowing the whistle could possibly be harder in sport than in other industries and therefore strong whistleblower protection is needed for an effective code of ethics (De Waegeneer & Eillem, 2019). The policy should clearly state that retaliation against a reporting person will not be tolerated. The policy could consider granting immunity to a reporting person who is involved in wrongdoing, however only to individual/s who substantially aid the investigat-
ing authorities. The United Nations Convention against Corruption in its article 37 states that the parties shall consider granting immunity to a reporting person who is involved in wrongdoing (UNODC, 2015). However, in sports especially, where there is a connection with match-fixing, this practice is discouraged with the zero-tolerance policy. In terms of protection, it is important to note that the burden of proof has been reversed in the policy and rests on the individual or organisation who has retaliated. It is difficult to prove that the retaliation was a consequence of reporting or raising a concern, especially as some forms of reprisals are subtle and difficult to establish (Transparency International, 2009). Furthermore, the SGB shall do everything in their capacity and scope to protect the reporting person.

7. Investigation

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Content Analysis</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The policy states that an acknowledgement of the report should be provided to the reporting person</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>The policy states that serious treatment of the report is guaranteed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>The policy states that a complaint log is maintained</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>The policy states the period for providing feedback on received report</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>The policy describes the process followed to take a decision on whether the investigation will be carried out</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>The policy requires justification to be provided to the reporting person if it is decided not to investigate</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>The policy mentions the conditions set out for exchange of information and sharing of data with other investigating authorities and these are communicated to the reporting person</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>The policy states that the results of the investigation should be communicated to the reporting person</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Table No. 1.7 Investigation*

It is good practice to treat all disclosures in a serious manner, consistently. Furthermore, a policy should include an idea about what feedback a whistleblower might receive. It is good practice for organisations to record the number of
reporting disclosures they receive and their nature (DBIS, 2015). It is also recommended that a good reporting policy should be clear about timeframes for follow up (Transparency International, 2014). The policy must have clear guidelines on information exchange while sharing the information with other authorities.

8. Communication Process

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Content Analysis</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The policy gives importance to reporter-recipient communication</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>The policy states that communication should be maintained with the reporting person throughout the process</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>The policy explains the value of reporting (beyond legal obligations)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>The policy provides direct links to the relevant regulations</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Table No. 1.8 Communication Process*

The policy should make sure that communication is given importance throughout the reporting process i.e. from the time the report is made until the case is closed. Nevertheless, the communication process is important because even though the reporting mechanisms are well known they are not widely used or trusted by athletes or officials (Whistle, 2019).

9. Promotion and Measures

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Content Analysis</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The policy specifies a plan to promote the policy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>The policy is periodically reviewed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>The review of the policy is allowed to be made by the independent authority</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Table No. 1.9 Measures*

Active promotion of the policy shows that the organisation is genuine about the implementation of the policy (DBIS, 2015). The policy includes specific plans for this promotion. Promoting the policy is vital evidence of an organisation’s willingness to make efforts to change its culture. The policy should also
have a provision stating that it is to be reviewed periodically. It is vital that the policy is periodically reviewed and constantly monitored for its effective implementation (Transparency International, 2009).

Conclusion

Reporting wrongdoings has become the need of the hour in sports. SGBs are establishing reporting policies for players/athletes and all other officials to report wrongdoings. A good reporting policy could play a crucial role in detecting manipulation of sports competitions or match-fixing.

Through this paper, the author highlighted what reporting is and why reporting is vital. Furthermore, through the content analysis, this paper has attempted to provide a checklist for establishing a reporting policy for SGBs on the basis of the relevant literature available. In general, steps taken by SGBs could be considered as advancing towards institutionalising the role of a reporting person. However, this has brought with it a significant role and responsibilities to be performed by SGBs.

References


Introduction

The situation of instability and lack of consistent structure in high-performance sport in Brazil became evident after the period of sports events in Brazil. This circumstance is more noticeable in the National Sports Management Entities, known as Confederations. The economic crisis that the country has been facing helps to explain it (Cury; Silveira, 2017). There was a decrease in public and private sports financing (Baibich, 2017) and a withdrawal of sponsorships (Mazzei & Rocco Jr., 2017). Also, the difficulty in raising funds for the Sports Incentive Law (Baibich, 2017) and a decrease in the revenues arising from the Federal Lottery (Palmieri, 2016) emerged as a problem.

Although the Confederations faced some financial adversities, there were several resources never before available to Brazilian sport during the period of events (Mazzei & Rocco Jr., 2017, p. 105). The authors also highlight that one of the greatest legacies of this post-event period is the observation “of the absence of professional, ethical, and responsible management”. Kikulis (2000, p. 293) explains that the need for professionalisation in sport “was due to the growth of these organisations and the complexity of demands placed upon them”. Such demands refer mainly to the evolution of the accountability processes, generating tensions among the stakeholders that watch over public investment (Ferkins & Shilbury, 2015; Slack, 1985; Slack & Hinings, 1992).
This process is in line with what Chalip (1995) understands by governance. It is a system of accountability, monitoring, and institutional control with an essential function of maintaining the balance between organisations and their different institutional actors. This concept is fundamental to guaranteeing the effective execution of public policies in the context of sports. Tacon and Walters (2016) consider that another tangible aspect of management modernisation is the development of good governance guides.

Governmental and intergovernmental bodies, national and international sport management entities and academics have presented various documents of this sort in the past two decades (Chappelet, 2018). These guides defined sets of good governance principles specific to the sport and its various governing bodies (Chappelet & Mrkonjic, 2013). Walters and Tacon (2018) emphasise that the adoption of governance codes by sports entities is a process of legitimisation. Some initiatives around the world have developed assessment tools to measure the implementation of these principles.

The National Sports Governance Observer (NSGO) is an evaluation tool published in 2018 and developed by Play the Game. The aim is to help and encourage national entities to improve the quality of their governance and to develop their capacities (Geeraert, 2018). Chappelet and Mrkonjic (2013) developed the Basic Indicators for Better Governance in International Sport (BIBGIS) to be a pragmatic tool to access the governance status of international sports organisations.

The Association of International Olympic Summer Federations (ASOIF) created the International Federation Governance (IFG) in 2016. The objective is to help International Federations (IFs) to promote a better governance culture and ensure that they are adequate to achieve this status quickly (ASOIF, 2020). Support the Implementation of Good Governance in Sport (SIGGS) is a project managed since 2015 by the Office of European Olympic Committees and developed in partnership with eleven National Olympic Committees (NOCs). The objective is to promote and support good governance of NOCs and National Sport Organisations (NSOs) (SIGGS, 2018, 2020).

The International Sport and Culture Association (ISCA) developed Good Governance in Grassroots Sport (GGGS) in 2013 which is a project with support from the European Union. It aims to help non-governmental sports organisations in Europe to change their habits and behaviours, allowing organisations to improve governance practices on their initiative (ISCA, 2013).
Zealand in association with the Executive Coaching Center (ECC) created the Online Governance Evaluation System (OGES) about 2015/2016. It aims to help in the evaluation and development of boards of sports and recreational organisations, creating action plans to meet their development needs (Sport New Zealand, 2017, 2019).

Most of these tools were developed based on consolidated references in the literature. The Basic Universal Principles of good governance of the Olympic and Sports Movement (BUPs) guided three instruments (BIBGIS, IFG, SIGGS). The BIBGIS itself was the basis for the IFG. Some have a specific direction: NSGO for NSOs; BIBGIS for international entities; IFG for IFs (Summer and Winter); SIGGS for NOCs and NSOs; GGGS for grassroots sports non-governmental entities; OGES for directors of New Zealand sports and recreation entities. Although OGES has the potential to capture the integration power of the entity’s managers, there is an omission from the perspective of members and other stakeholders in the tool (Molloy, Dickson & Ferkins, 2019).

Even with the development of several guidelines, international studies indicate that "there remains scant evidence of their impact on sport organisations’ governance practices and performance" (Parent & Hoye, 2018, p. 2). In a systematic review carried out by Parent and Hoye (2018, p. 2), the authors also point out that “surprisingly, none of the studies explicitly sought to what extent the adoption of specific governance principles impacted the real results of governance or the performance of sports organisations”.

It was not possible to identify studies or research in the academic field in Brazil on the governance of sports management entities within the scope of the Confederations. Alongside this academic gap, what exists is a mobilisation called Rating Integra involving athletes, governing bodies, and sponsors of high-performance sport. It is an evaluation tool published in 2018 and considered unique in the world (Rating Integra, 2019).

The founders of Rating Integra are the Brazilian Olympic Committee (COB), the Brazilian Paralympic Committee (CPB), the Brazilian Club Committee (CBC), Atletas pelo Brasil (representing the athletes), Pacto pelo Esporte (representing the sponsors) and the Ethos Institute (Rating Integra, 2019).

The tool is an “inducer of good governance practices” (Rating Integra, 2019, p. 9). It aims to develop a "standard of governance, transparency, and integrity for confederations, federations, and clubs" (Rating Integra, 2019, p. 7). The benefits for the sports organisations are the improvement of existing
ASSESSMENT TOOLS AS INDUCTORS OF GOOD GOVERNANCE PRACTICES

governance, integrity and transparency practices; promotion of ethics and a culture of integrity, prevention and combatting corruption in the sector; guidance on what is expected by sponsors and financiers; public recognition and visibility of good practices, including facilitating the access of sports entities to investments (Rating Integra, n.d.).

Rating Integra is also a tool for sponsors. The benefits for them are parameterisation of information, which facilitates investment decisions; risk management in the relationship with financed sports entities; the possibility of monitoring investments; greater security in the application of resources, so that they achieve the intended purposes and can contribute to sports performance (Rating Integra, n.d.).

International references guided the development of the Rating, for example: the Principles of Good Governance from the European Union; the UK Sports Business Plan 2013-2017; the Mandatory Sports Governance Principles of the Australian Sports Commission; and the Sports Policies Leading to International Sport Success (SPLISS). Brazilian documents also led to its construction: the Code of Best Corporate Governance Practices of the Brazilian Institute of Corporate Governance (IBGC) and the Ethos Indicators for Sustainable and Responsible Business of Ethos Institute. There are two stages within the evaluation: a self-assessment, generating a performance report, and an external verification, requiring the entity to provide proof of the indicated practices (Rating Integra, 2019).

Based on the results and feedback that Rating Integra offers to the Confederations, the question that arises is whether there will be an improvement in the performance of governance practices and if stakeholders perceive this change. Due to the interest in the future of the Brazilian Confederations, the discussion and the production of knowledge regarding the development of governance of these entities is vital. Furthermore, this investigation can contribute to the theoretical and practical improvement of sport management.

This research aims to analyse the pertinence of, and possible gaps in, Rating Integra when it comes to identifying and evaluating impacts on the governance practices of the Brazilian Confederations. To achieve the final objective, intermediate objectives were established: describe and analyse the principles and variables of international tools; make a comparative analysis of the principles and variables of Rating Integra with that practised internationally. This analysis is the first step of a master study that involves field research. Thus, considering this theoretical analysis of Rating Integra, the next step will be the collection of data directly with Confederation managers and stakeholders to achieve the
main objective of the study. The coronavirus pandemic postponed the field research as it caused the Confederation’s activities to stop.

Research method

This research is exploratory since it aims to exhibit characteristics of a specific population or phenomenon. According to Veal and Darcy (2014), exploratory research fits an area in which there is little accumulated and systematised knowledge. It has a qualitative approach, as it allows a more detailed analysis of investigations, habits, attitudes, and behavioural trends (Li, Pitts & Quartersman, 2008; Veal & Darcy, 2014).

Besides reviewing the literature to contextualise the theme, documentary sources were used to collect information from organisations and their tools. The process of coding and categorising themes characterised the research analysis (Creswell, 2007; Edwards & Skinner, 2009).

Results and Discussion

Table 1 shows data from international tools and Rating Integra. The analyses considered the dimensions and principles, indicators, and variables of each of them.

<table>
<thead>
<tr>
<th>Tool</th>
<th>Dimensions/Principles</th>
<th>Indicators</th>
<th>Variables</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Sports Governance Observer (NSGO)</td>
<td>46 principles dispersed over 4 dimensions: Transparency; Democratic processes; Internal accountability and control; Societal responsibility.</td>
<td>274</td>
<td>Dichotomous variables, which have only two categories: “yes” and “no”</td>
</tr>
<tr>
<td>Basic Indicators for Better Governance in International Sport (BIBGIS)</td>
<td>Organisational transparency; Reporting transparency; Stakeholders’ representation; Democratic process; Control mechanisms; Sport integrity; Solidarity</td>
<td>63</td>
<td>Each indicator could be scored on a scale: 0) not fulfilled at all; 1) partially fulfilled; 2) fulfilled; 3) well-fulfilled; 4) totally fulfilled in a state-of-the-art way</td>
</tr>
<tr>
<td>Assessment Tool</td>
<td>Focus Areas</td>
<td>Rating Scale</td>
<td>Description</td>
</tr>
<tr>
<td>-----------------------------------------------------</td>
<td>-------------------------------------------------------</td>
<td>--------------</td>
<td>----------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>International Federation Governance (IFG)</strong></td>
<td>Transparency; Integrity; Democracy; Sport development and solidarity; Control mechanisms</td>
<td>50</td>
<td>Scores on a scale of 0 to 4: 0) Not fulfilled at all; 1) Partially fulfilled; 2) Fulfilled; 3) Well-fulfilled according to published rules/procedures; 4) Totally fulfilled in a state-of-the-art way</td>
</tr>
<tr>
<td><strong>Support the Implementation of Good Governance in Sport (SIGGS)</strong></td>
<td>Integrity; Autonomy and accountability; Transparency; Democracy, participation and inclusivity</td>
<td>44 questions</td>
<td>Scale of “not applicable” (n/a) to 5, according to how much they agree or disagree with the statement in relation to their institution</td>
</tr>
<tr>
<td><strong>Good Governance in Grassroots Sport (GGGS)</strong></td>
<td>Inclusivity (focus on policy); Democracy (focus on people); Accountability (focus on people); Transparency (focus on process)</td>
<td>20</td>
<td>Scale of 1 to 4: We don’t do this at the moment (score 1); We do this in some way (score 2); We do this quite well (score 3); We do this very well (score 4)</td>
</tr>
<tr>
<td><strong>Online Governance Evaluation System (OGES)</strong></td>
<td>Clarity &amp; Cohesion; People; Inside the Boardroom; Integrity &amp; Accountability</td>
<td>6 modules are available: Whole-of-board evaluation; Chair evaluation; Individual director evaluation; Senior team’s view of the board; Nine Quick Questions; Custom question set</td>
<td></td>
</tr>
<tr>
<td><strong>Rating Integra</strong></td>
<td>Governance and management (Constitution of the entity and collegiate bodies; organisational management); Internal controls, risks and compliance (Control mechanisms; Accountability); Transparency (Transparency and communication)</td>
<td>19</td>
<td>Each indicator is made up of binary questions (&quot;yes&quot; or &quot;no&quot; questions)</td>
</tr>
</tbody>
</table>

Regarding the information that each tool contemplates, there seems to be a certain pattern in the structure of the questionnaires and/or checklists.

Tools vary in the use of nomenclature, some opting for dimensions, others for principles. To develop BIBGIS, Chappelet and Mrkonjic (2013) made a vast analysis of the literature on existing codes, governance guides, and assessment tools. They concluded that many of the sets of principles appear under different
names. Hence they focused on those that appeared most in the literature. Considering the tools of the present research, many dimensions/principles are the same among the different tools. Transparency, Accountability, and Democratic Processes are present in almost all tools.

After establishing the dimensions/principles, it is necessary to construct indicators. Geeraert (2018, p. 21) explains that "indicators allow for benchmarking and evaluation by simplifying and quantifying raw data". Of the seven tools, four use the Likert scale (BIBGIS, IFG, SIGGS, and GGGS). This type of scale uses pre-established criteria to assign scores on 5 points (tools’ scales vary slightly). However, according to Geeraert and Drieskens (2016), this type of variable generally leaves a substantial margin for interpretation. It makes it difficult for them to produce the same results when applied in different scenarios (Carmines & Zeller, 1979). ASOIF itself points out that the ordinal indicators used in federations’ self-assessment lacked clarity and could be contested (ASOIF, 2017).

The NSGO and Rating Integra use dichotomous variables. According to Geeraert (2018), they permit a more reliable measurement of good governance compared to ordinal variables. The variables are quantified into two categories: “yes” or “no”. In the case of the NSGO, the category “yes” receives a value of 1 and the “no” category a value of 0. Then, it is possible to measure the quantified variables (Geeraert, 2018). It was not possible to identify the type of measurement in the OGES.

Regarding the type of assessment that each tool prioritises, there are two groups identified. The first group use self-assessment (IFG, SIGGS, GGGS, and OGES). After answering, some of the tools offer a customised guide so that the entity can work on its weaknesses. For example, ASOIF has established the Governance Support and Monitoring Unit (GSMU) to help IFs move from adopting rules and principles until they achieve tangible improvements in governance (ASOIF, 2020). In the case of SIGGS, entities receive a personalised action plan taking into account the current level of development. For each element, a roadmap lists all the information necessary for an organisation to improve its governance (SIGGS, 2018). The GGGS offers good examples of governance in each of the themes (GGGS, 2020). The OGES creates clear action plans so that it can meet the development needs of the sports organisation (Sport New Zealand, 2019).

The second group uses external or independent evaluation (NSGO and
BIBGIS). Despite the independent evaluation, NSGO points out that the evaluators are involved with the federations so that there is an exchange of information on specific data to ensure its validity. BIBGIS makes an independent assessment, with minimum internal assistance from the entity. BIBGIS prioritises information from entities that are in the public domain because this type of information promotes the entity’s social responsibility with its external stakeholders. For example, the self-governance exercised only by internal stakeholders from FIFA and IOC created unacceptable situations due to several scandals in the past three decades (Chappelet & Mrkonjic, 2013).

Rating Integra is the only instrument that combines a double assessment process: firstly, the entities undergo a self-assessment based on a questionnaire, which creates a performance report; subsequently, there is an external verification, requiring the entity to present evidence to prove the practices indicated (Rating Integra, 2019, p. 11).

Despite the lack of information about the OGES modules, this tool has a unique characteristic. In addition to the self-assessment and action plans, sports organisations can choose to work to achieve a quality mark. In other words, the entities acquire a quality seal valid for two years, which qualifies them as being a well-evaluated entity. For this, entities need to be strongly aligned with the recommended governance structure, undergoing a strict assessment by accredited bodies (Sport New Zealand, n.d.).

Conclusions

This research aimed to understand the similarities and differences between the various assessment tools. All of them were developed and published between 2012 and 2018. It highlights the importance that governance has achieved in recent years, establishing itself as a key theme in the restructuring of sector entities, as pointed out by Walters and Tacon (2018).

Edwards and Clough (2005) point out that the specificity of each organisation must be taken into account when adopting the principles of good governance. Besides, without an efficient method of assessment, the adoption of these principles alone becomes insufficient. Therefore, it requires monitoring over time to determine whether governance is improving (Chappelet, 2018). The same logic must be adopted in the development and regulation of assessment
tools, considering the differences in the various sports entities.

Despite displaying similar structures, some characteristics of the tools seem to converge to produce a more robust monitoring model. To measure indicators using dichotomous variables is one of these factors. They allow a more reliable measurement of good governance through “the formulation of a strict standard with clearly defined minimum criteria” (Geeraert, 2018, p.22). The assessment in two phases included in Rating Integra also seems to lead to a more robust method.

Additionally, Rating Integra contemplates a mutual benefit, both for the confederations that adhere to the tool and for the sponsors that follow the evolution of the entities. Hence, the “multistakeholder approach” (Rating Integra, 2019, p. 10) that integrates various sectors of the sport for a single purpose also seems relevant.

As a theoretical implication, this research adds to the discussion about which are the best structures for the construction of assessment tools. As a practical implication, the research presents and discusses different tools that can be adapted, and it can serve as a reference for sports entities to support the construction of more robust assessment instruments.

Considering that there are many indicators for each dimension/principle, the present study opted only for the analysis of the second. It is a limitation of the present research, but also a gap for future studies to analyse in-depth the relevance of the relation between the indicators and their dimensions/principles, for example.

References


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Introduction

Sport climbing in France has followed a process of sportivisation (Aubel, 2005) that seems to have been emphasised for a decade all over the world due to several factors such as: the development of climbing gyms1 worldwide; the creation of the International Federation of Sport Climbing (IFSC) in 2006 and the emergence of new national federations; and also the sport being integrated into the Olympic Games 2021 and 2024. At an international scale, these transformations are impacting the internal organisation of the IFSC, which tries to link its will to develop climbing through the Olympics with the protection of its cultural legitimacy (Batuev & Robinson, 2018; Wheaton & Thorpe, 2019). But it also seems to impact the national organisation for climbing in each country, concerning both its management and its practise. While sport climbing is still a “less known” sport, and the IFSC is a small International Federation (Batuev & Robinson, op cit.), its integration into the “Olympic system” composed of 24 stakeholders (Chappelet, 2016) may lead to deep changes.

While France is known as the birthplace of “free climbing” (Gloria & Raspaul, 2006), it seems that the integration of climbing into the Olympics

has been a policy priority for the French Federation of Mountaineering and Climbing (FFME) since Pierre You became its president in 2005. As with other French National Federations (Bayle, 1999), the FFME’s strategy has combined associative, public and commercial missions. But since this political change, the federation have invested huge means in the Olympic issue (Rogeaux, 2018) – a topic which historically divides climbers – and now claims its part in the responsibility for the success of the Olympic undertaking led by the IFSC. The integration of sport climbing into the Olympics may lead to a strategic reorientation of the FFME’s organisation: promotion of the Olympic competitive format (a combination of the three climbing disciplines), changes in the organisation of the French team, new economic partnerships, and so on. From that perspective, integrating climbing into the Olympics may contribute to legitimising the political project led by the FFME’s governance for fifteen years. More widely, it may bring a lot of new climbers into the climbing associations, climbing gyms and cliffs, which would lead to a major change in the current organisation of climbing, which is a “small” sport, as it has only 100K members affiliated to the federation.

Goal of this study

The main goal of this study is to question the innovative dimension of Olympic climbing in France, which supposes a radically new organisation and practice of the sport. We aim to understand the innovation process that led the FFME, which has historically been attached to the cultural singularity of climbing (Gloria & Raspaud, 2006), to promote Olympic climbing and invest in the realisation of this project at an international scale. We also aim to analyse the transformative impact that sport climbing being integrated into the Olympics will have on the organisation and on the practice of climbing in France, and also on the appropriation of new climbing ways by climbers.

With that in mind we will question the role played by the FFME in the process of integrating sport climbing into the 2021 and 2024 Olympic Games, and the effect the success of this had on the achievement of the Federation leader’s political ambitions. We also question the innovative dimension of Olympic climbing: it is supposed that a deep, sustainable change that climbers can assimilate has occurred – and is occurring. Can this new Olympic status explain
the organisational changes happening in French climbing and its organisation?

Olympic climbing innovation questions the transformations expected by its promoters, and their consequences on the diverse and divided climbing community. We aim to emphasise the actors’ network structured around Olympic climbing, in order to analyse the perspectives of organisational changes in French climbing in this context of “Olympisation”.

More widely, we study the changes to one sport activity which is committed to a process of “Olympisation”, at a national scale. Our investigations also relate to other new Olympic federations, such as surfing or skateboarding, which are facing similar issues (Thorpe & Wheaton, 2011, 2016, 2019). Their directors and decision-makers will be able to use our results in their decision process, as they may be confronted with similar innovation processes. We hope that our results will guide future research towards a similar approach, using the Actor Network Theory (Callon, Latour, Akrich, 2006; Latour, 2006).

Methodology

Following the principles of Actor-Network Theory (ANT) (Callon, Latour, Akrich, 2006; Latour, 2006), our methodology is based on redrawing the innovation processes and the networks of actors around the topic of French climbing being integrated into the Olympics.

To achieve this, we have conducted half-guided interviews with around fifteen key actors from the French and international climbing field (federation’s direction member, CEO of climbing companies, professional climbers, and so on) and from the Olympic Movement (IOC sport department; IOC members). The duration of the interviews was between 45 minutes and two hours. They were conducted by the authors following a common guideline, but personalised according to the actor’s position.

We have also analysed written documents published by sport organisations (FFME, the International Olympic Committee (IOC), and the French National Olympic Committee (CNOSF)), and meeting reports. We have collected 112 documents from these sport governing bodies, plus data from the specialised and non-specialised French press about the topic of Olympic climbing: in total, we have collected 173 documents from the press.

First, we will use the data in order to redraw the innovation process of
Olympic climbing and the network of the actors involved in it. Second, we will focus on their points of view and their speech, to have a deep understanding of the actor’s relationship and networking.

**Discussion**

Our study reveals the major role played by French actors (mostly from the FFME) in the “Olympisation process” of climbing, led by the IFSC, as the international referent for sport climbing competitions.

Since the first steps in the institutionalisation of climbing in the 1980s (Gloria & Raspaud, 2006), the French Federation has been involved in the structuring of the international competitive circuit, while providing elite athletes at the top of the circuit. The French Federation also organised a pre-Olympic tournament during the 1992 Winter Olympic Games in Albertville (France) to demonstrate climbing to the Olympic Committee, the public and the participants in the Olympic Games. The FFME led “international missions” under the French Ministry of Sports’ supervision during the 1990s: their aim was to develop and structure climbing in third-world countries so it could become a “universal” sport, with the prospect of it becoming an Olympic sport in the future.\(^2\)

The creation of the International Federation of Sport Climbing (IFSC) in 2006 was caused by the increasing conflict inside the Union Internationale des Associations d’Alpinisme (International Union of Alpinism Association (UIAA)) between representatives of sport climbing (to the International Council on Climbing competitions (ICC)) and alpinists. As the UIAA expressed its will to be separate from climbing competitions, Marco Scolaris (former president of the ICC) created a new International organisation with 57 national federations with the explicit goal of developing competitions leading towards Olympic participation. This event coincided with the election of Pierre You to the presidency of the FFME in France: with the help of P.H. Paillasson (National Technic Director), he made introducing sport climbing into the Olympics one of the main goals of its political strategy.

Since this about turn in the FFME’s direction, its leaders have worked at

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\(^2\) Interview with the National Technical Director; Gilles Bernigolle, Interview in Grimper magazine n°115, February 2009.
an international scale to promote integration into the Olympic Games. First, they lobbied the Comité National Olympique du Sport Français (French National Olympic Committee (CNOSF)), to get climbing recognised as a serious pretender for the Olympic Games. In this way, Pierre You was elected to the CNOSF in 2010 to enhance the knowledge and the legitimacy of sport climbing in the French Olympic movement. This seems to have played an important role in the integration of climbing into the Paris 2024 Olympic Games, as the Organisation Committee, supported by the CNOSF, was well-informed about climbing in France, its growth, and the active work done by the FFME to develop competitions.

At the same time, the FFME participated as an active member in the development of the IFSC, assuring itself a main position in the organisation. While the French DTN, P.H. Paillasson, is the current Vice-President and Treasurer of the Organisation, the FFME provides many executives to work in the technical commissions of the IFSC. As an example, Jerome Meyer, a former French athlete, is now working for the IFSC as a coordinator between the organisation and the IOC on the Olympic issue. The French federation has based its influence on becoming a “Golden member” (meaning that its tax contribution is higher – along with six other national federations). It also tries to take a main part in the decision-making process, with the creation of a “G7”4 (with 6 other national federations) in 2017 to find a way to establish the combined format. But the most remarkable initiative is the organisation of three international climbing events in Paris Bercy sport hall: European championships in 2007 and the World Championships in 2012 and 2016. This is particularly obvious in relation to the 2012 World Championships where two valuers from the IOC attended the event and the assumed goal for the FFME was to impress the IOC and the CNOSF, to show the mediatic potential of the sport and to influence the IOC decision for the Olympic bid of 2011-2013 (where climbing had been included in a “shortlist” but wrestling was reintegrated into the Olympic Games programme).

In this way, the French federation has put selected effort into international works to support the IFSC in its achievement. It shows that the direction of the FFME has been to try to keep a main position inside the IFSC, as well as a

4 https://www.ffme.fr/actualites-divers/article/group-7-mutualiser-les-forces-pour-definir-le-futur-format-olympique.html
role in the Olympisation success that is partly attributed by FFME’s leader to
the Paris Bercy 2012 World Championships and to lobbying CNOSF for the
Paris 2024 Olympic Games. French actors have forged a key position inside
the international climbing network for themselves: in this way, becoming an
Olympic sport has contributed to the political legitimacy of the federal leaders,
as they have succeeded in making an international topic an internal political
stake. However, it appears that the success of the Olympic integration of sport
climbing is first and foremost due to the IFSC’s work (Batuev & Robinson,
2018; Rogeaux, 2018), and to the favourable context of the Agenda 2020
within the IOC (MacAlloon, 2016; Thorpe & Wheaton, 2019) leading to the
integration of additional sports such as sport climbing into the Olympic Games.

Moreover, the new Olympic climbing trial appears to have been a successful
innovation as it has become accepted by the climbers as a new reference
point. While the Olympic Games used to be criticised by many climbers in the
1990s and in the 2000s, our analysis reveals that the related debates have de-
creased in the French community, and the integration of sport climbing into the
Olympic Games seems to now be well accepted by the media, the athletes, the
federation’s staff, and other stakeholders. The controversy about the combined
format emerged in 2016 with the announcement of this new format: some elite
athletes such as Adam Ondra expressed their dislike for it and also expressed
their wish not to participate as a protest against the inclusion of speed climbing
in the combined trial. But these internal resistances have been defused quickly
and now the sceptical athletes are all preparing themselves for the competition.
The combined format for climbing competitions has benefited from a successful
communication process led by the organisations (IFSC and national federa-
tions, such as the FFME) and the climbing media with the aim of establishing
this new and controversial trial as a new reference, as well as a unique way to
get into the Olympic Games.

National and international combined competitions have been put in place,
and France appears as one of the national federations which is most active in
promoting them. The FFME organised the first Olympic combined climbing
competition which was held in 2017, the National Master at Saint-Etienne, and
also organised the IFSC official Olympic Qualification Tournament at Toulouse
in 2019. What is more, the combined format has become the standard for the
youth French climbing competitions (8-14 years old), enhancing the legitimacy
of speed climbing – on which the main bulk of the criticisms about Olympic
climbing were concentrated. In this way, the organisations have put in place an “acceptance process” to legitimise the new Olympic format, which had initially been strongly criticised. This active promotion should be questioned, as in Paris 2024 the format will change: it should be a combined trial of lead and bouldering, while speed climbing will be a separated trial. The legitimisation of speed climbing appears then to be a short-term undertaking, and the acceptance of speed climbing to be a superficial compromise.

While climbing emerged in strong opposition to the mainstream sport system – including the IOC and the Olympic Games – the sportivisation process has led to a massive acceptance of the ultimate step in this process: integration into the Olympics. It has required deep changes in the competition’s format to be in line with the mediatict standards: a shorter climbing time in lead climbing, the legitimisation of speed climbing, dynamic and spectacular route setting in bouldering, and so on. But these deep changes seem to have been well accepted by the climbing community, as the past controversies about the IOC or the speed climbing competitions have seriously decreased.

Conclusion

This research illustrates the effects of Olympic integration on one sport. Using the case study of sport climbing as a support, it helps to analyse organisational changes in France due to the Olympic future of the sport. By focusing on the FFME issue in a global context of “Olympisation”, this project studies the impact of integration into the Olympics at a national scale. The results will help future research to question the impact of Olympic integration on other national climbing fields, and on other organisations having their own history and culture of climbing organisation.

Sport climbing will be present a second time at the Paris 2024 Olympic Games, and the format will be new again: the trial will be split between a lead and bouldering combined event, and a separated speed event. There will be two climbing medals, instead of one at the Tokyo Olympic Games. Will the active role played by the FFME on the Olympic issue help the sport to reach the goal of having three separate medals – one for each discipline?
Bibliography


THE OLYMPIC GAMES AS MEGA-EVENT ECONOMIC IMPACT

Petra JURIĆ (CRO)

Abstract

The Olympic Games, from its beginning in the late 19th century until today, has developed into one of the most significant mega-events and is popular around the globe (Roche, 2002). Mega-events are defined by their impact and complexity of organisation and relevant literature promotes the idea that such events can primarily produce positive outcomes (Malfas et al., 2004). The main reason why a city hosts a mega-event is the potential beneficial impact on the local economy. However, direct incomes from sources such as ticket sales, television rights and sponsorship contracts may not contribute to an economic upswing because such incomes usually “repay” the cost of organisation itself (Preuss, 1998). In addition, a favourable result from a large-scale event is mostly an increase in city promotion as a tourist destination, thus making it a solid ground for future investments and prosperity (Essex, & Chalkley, 1998). Nowadays, mega-events are associated with prestige and global attention which affects regions through the legacy of these events (Kassens-Noor et al., 2015). Immense actions to build the city infrastructure are needed before the event begins, and after the event is over the structures present possibilities for eventual stakeholders. Moreover, the event can be seen as a starting point for possible change through potentially breaking old patterns and thereby developing the region into a more prominent place for living (Preuss, 2015). The organisation of mega-events such as Olympic Games is a very complex and difficult logistic task (Andranovich et al., 2001) and such expensive and complicated activities include various actions that incorporate commercial, governmental, social and economic aspects (Malfas et al., 2004).
Introduction

The modern Olympic Games, from its beginning in the late 19th century, has today become one of the most significant worldwide mega-events and is popular around the globe (Roche, 2002). Impacts and complexity in organisation are key aspects in defining a mega-event and relevant literature encourages the belief that such events, above all, produce positive outcomes (Malfas et al., 2004). Nowadays, hosting the Olympic Games together with the Paralympic Games is considered beneficial and desirable for host cities. Among the general populace there is a belief that hosting the Olympic Games (OG) is an economically clever step (Overmyer, 2017). Moreover, the OG have a reputation of offering a plethora of appealing economic benefits and prestige that makes cities want to host that worldwide sporting event. However, each time the mega-event takes place; it is for a different reason. In addition, the Beijing Olympic Games held in 2008 were meant to show the capability of the country, while other host cities chased economic prosperity and social profit (Edds, 2012). Furthermore, hosting the OG can bring economic welfare through ticket sales, authorisation, increased employment, and expanded tourism, but the largest source of income is typically from broadcasting or sponsorships (Baade & Matheson, 2016). In addition, hosting the OG gives a mesmerising global signal that awards the host city and the nation with the prominence which makes it a tempting place for present and future tourism. On the other hand, while total tourist spending will rise during the event, some of this spending is not actually extra spending. For example, many people will choose not to visit the city during the OG because of the enormous crowd expected in the city (Ricketts, 2012). Additionally, hosting the mega-event often represents an immense cost to national and municipal governments, which cancels out the economic success from the event itself. Usually the governments use money that was predetermined for other activities and it becomes difficult to estimate the total economic impact because of inconsistent data and accuracy of cumulative economic effects (Overmyer, 2017). Besides, the main achievement of the OG largely depends on the perception of the population living in the host city. Increasing disagreement on this is plausible if the perceived social toll outweighs the benefits in the exchange relationship between the individual and the event (Waitt, 2003). In addition, for a certain number of contemporary OG, information about total costs including direct and indirect costs as well as
social subsidies does not even exist (Baade and Matheson, 2016; Short, 2018).

Moreover, investments in infrastructure usually take place during the seven-year period between the election and the event happening, and global media attention increases and culminates one year before the event opening. This makes it very difficult to calculate the exact numbers for the post-event period and there is bias in the parameters estimated (Billings & Holladay, 2012; Maennig & Richter, 2012; Nitsch & Wendland, 2017). Despite what is proclaimed, mega-events such as the OG can be seen as an outset point for possible change and breaking old patterns which can consequently make a host city a more prominent place for future living (Preuss, 2015). Organising the OG is a very structured and difficult logistic task (Andranovich et al., 2001) and such expensive and complicated activity includes various actions hoping to achieve higher goals from the event itself (Malfas et al., 2004). Therefore, the aim of this paper is a brief review of the economic impact on the host city before and after the OG and a possible development of the city due to the event itself.

**Methodology**

This paper involves a brief review of important literature along with the theoretical background. It contains an investigation of important articles focused on assessing the economic impact of the OG on host cities. Articles used for this paper are mainly focused on examining both pros and cons of hosting that worldwide mega-event, with an evaluation of the repercussion that it has on national and municipal government. The review of literature listed down below is relevant for the purpose of this study:


**The Economic impact of OG**

The economic result of the event is considered as the most important element of public relations, trying to persuade the media and relevant stakeholders that the mega-event is favourable for the local and national economy. Welfare and utility are considered centre points of economics and analysing both aspects gives information about the beneficial influence that the event has on the local construct of the region. Moreover, the root monetary effects of large-scale events may result in intangible benefits for host cities and their citizens (Maennig, 2017). Building on what has been said; the OG could induce policy adjustments on global relations and labour markets (Maennig, 2017) since the government plays an important role from the start of the organisation until the post-event period (Dwyer et al. 2005). Additionally, the downtown reconstruction in Barcelona undertaken for hosting the 1992 OG is an extremely good model. Since 1992, the main goal for policy makers was to apply for the OG so that they were in a position to blackmail national governments. Demanding large amounts of money to invest in infrastructure became the key element for policy makers because they knew the infrastructure would not be built otherwise. Furthermore, increased global awareness from the event will definitely benefit the nation’s position on the world map through prosperity and national pride (Maennig, 2017).

Mega-sport events can be considered as pivotal stages that not only gather athletes from all over the world to represent their countries, but also give host nations a legitimate opportunity to promote their national culture and everything the country has to offer (Dolles & Soderman, 2008). Whenever a country bids for the OG, it is sending a signal that they are ready to open up to trade. Additionally, the mega-event has the trade effect, which means comparing the portfolio returns of the investors to that of a chosen benchmark. Trade benefits from the Summer OG are more prominent and the Winter OG results in reduced trade benefits. Nonetheless, hosting the mega-event has a statistical-
ly significant impact on national exports which consequently may increase the country’s GDP with 30% higher effect of trade (Rose & Spiegel, 2010; Rose & Spiegel, 2011). Also, it is important to mention that summer and Winter OGs have a different effect on GDP per capita (Firgo, 2019). On the other hand, the economic benefit of hosting mega-sporting events is often unrealistic as the ex-ante impact studies usually overvalue the income and undervalue the outlay involved (Barclay, 2009). Moreover, compared to numbers without hosting the event, Summer OGs increase regional GDP per capita by 3.6% relative to national values in the year that the event happens, and by 3.3% in the year before the ceremony. On the contrary, while Summer OGs are beneficial, the Winter OGs do not have any benefit on regional GDP per capita (Firgo, 2019). In addition to economic costs, non-economic costs are also present and are not reported, for example traffic jams and actions involving destruction of, or damage to, public or private property are all correlated with large-scale sporting events (Lee, 2001).

Furthermore, regarding macroeconomics, it is shown that Summer OG can increase GDP per capita, but this may be unsatisfactory (Sterken, 2005). Yelkur et al. (2012) show an obvious profit in terms of stock value for companies which support both Summer and Winter OG. Organisations such as Coca Cola and McDonalds receive the largest benefit from mega-events. Also, global sporting events are a significant part of tourism, where, for example, in Australia the event added 5% to the national income (Gratton et al., 2000). Moreover, there are several reasons why a city becomes more attractive including better transport networks, reduced pollution and noise, and improved safety. The reasons listed are just a few of many, but they are important (Chanaron, 2014). Besides, more jobs and business opportunities which are primarily service-oriented are also created during the mega-event (Daniels, et al., 2004). Last but not least, a large part of the event is marketing activities where product promotion together with company advertising makes the central point. Moreover, the OG is considered as an excellent stage for increasing product popularity as the product is constantly being seen by the customer (Scandizzo & Pierleoni, 2018). Furthermore, together with economic impacts, cost-benefit analysis can also investigate social, financial and environmental effects. Combining all aspects, outcome evaluation becomes more precise and clearly gives a better view (Lenskyj, 2000; Boardman et al., 2017). The table below shows intangible benefits and costs from mega-events such as the OG (Atkinson et al., 2006).
INTANGIBLE BENEFITS | INTANGIBLE COSTS
---|---
Uniting people/feel good factor/national pride | Crowding
Improving awareness of disability | Increased risk of petty theft
Motivating/inspiring children | Increased safety and security risks
Legacy of sports facilities | Local disruption during construction
Environmental improvements | Transport delays
Promoting healthy living | Excessive media coverage
Cultural and social events |  

Atkinson et al., 2006

Discussion

Reviewing many relevant sources, both pros and cons are linked with hosting a mega-event such as the OG. Summer and Winter OG involve a huge logistical task while bringing worldwide popularity. Furthermore, the OG took on another form in the last 100 years and became primarily a business-oriented event. The change from pure sporting event to one of the biggest international stages with economic interest makes the OG powerful and welcome. Despite involving an enormous effort to develop a city for such an event, it is still very favourable and tempting for the host city. Additionally, it is very usual for the government to expend large amounts of capital in the preparation process, urban reconstruction and transportation innovations which are considered highly favourable. However, the use of public funds for healthcare programmes, educational development and social welfare is set back for the purpose of advancing Olympic projects (Overmyer, 2017). The Atlanta OG are a good example of how to use the infrastructure. The Centennial Olympic Park became one of the most popular parks with a plethora of activities. Also, infrastructure upgrades, an airport enlargement, the enhancement of the public transportation system and improvements in public housing projects all supported the city with highly profitable investments (Minnaert, 2012).

Additionally, the Sydney OG had a moderate positive net impact on the city and the country. Some venues were restructured for further usage, but many expensive venues were not and therefore became unsuitable for utilisation.
nowadays as servicing these venues is a huge cost for the city. Conversely, money invested in the OG could have been invested in other areas of social welfare, such as healthcare and education. Also, the expected increase in foreign investment did not happen and this is most likely due to the decline in economic activity in Australia in the early 2000s, where the OG had a mitigating effect (Overmyer, 2017). While most of the OG can be considered profitable, Athens 2004 was far from bringing economic prosperity for the city while at the same time demonstrating a rush decision (Panagiotopoulou, 2014). It is very important to include all plausible factors that could affect the economic outcome negatively in the competition for organising the event. Only then can unexpected and unwanted costs be managed without surprise. In 2008 China showed a mesmerising revitalisation of Beijing that lasted for seven years. It was an excellent opportunity for this country to come to light as an important world player with economic, social, and political power (Sands, 2008). Beijing 2008 cost $14.257 billion with environmental protection accounting for 60.5%, transportation 25.8%, and sports facilities 10%. Most of the money, 85%, was from public investment and the other 15% from private sources (Brunet & Xinwen, 2009). The Beijing OG brought economic benefits, but it is not very clear if the massive amount of money spent and the human rights violations that occurred were offset by the impact of the city’s increased prosperity (Overmyer, 2017).

Additionally, to conduct the London OG it was crucial to build and implement new facilities and infrastructure, something which was exceedingly costly. Contrary to the estimated cost of £3 billion, the actual cost increased to around £9 billion (Sachs, 2012). Economic welfare from the 2012 OG was significant, as more jobs were provided, GDP growth was visible and there was an increase in economic stimulus. Also, improving East London was a great move and numerous homes were built thanks to the restructured Olympic Park (Overmyer, 2017).

Furthermore, Brazil 2016 hosted the OG primarily because of the improvement in infrastructure, the development of the country’s image on the international stage and the improvement of elite sport in the country to upgrade its global image. Additionally, the plan from the Ministry of Sport was to invest R$76 million for modern facilities that will make up the National Network for Sport Training (Rocha, 2017). On the other hand, 2016 OG represented a huge challenge with persistent inequalities. Brazil faced an enormous economic
recession with large scale consequences during the preparation process (Neri, 2020).

The majority of research has been done on the economic effects of Summer OG, but not many studies have looked at Winter OG. Only individual case studies with contradictory results can be found (Jaramillo & Nicholson, 2016). The same study indicates that post-Olympic GDP is determined by pre-Olympic GDP and FDI. Pre-Olympic GDP and FDI were not significantly correlated with hosting the OG. This means that host cities do not have long term profits from OG and this is important to give pause to policymakers when deciding whether to bid for OG, especially winter ones. Considering all the information mentioned, there is a temporary boost to jobs in the host city. For instance, 2016 OG provided around 15,000 new accommodation places for tourist purposes and 2014 OG allocated approximately $42.5 billion in everyday infrastructure without sport considerations. Beijing 2008 OG tackled a highly concerning problem of environmental pollution at a cost of $11.25 billion, and built roads and airports at a cost of $22.5 billion. Moreover, visits to the city were increased for six months before and after the event and clearly bring additional revenue (Willes, 2019). Besides, rivalry for hosting the mega-event has become a comprehensive essential between nations which attempt to attract international investment (Cashman & Hughes, 1999). More precisely, the same authors posit “place-competition” and “place-marketing” as results of global competition and capital mobility in the present-day world. Moreover, the internationalisation of capital can intensify the event as a configuration of “place marketing” for inbound investment (Kearns & Philo, 1993). Because of the enlargement of the event’s impact, ceremonies such as OG nowadays involve extensive investment in sporting facilities, and strengthening infrastructure and services. To recapitulate, every large-scale event represents a costly, complex and high-profile activity with the possibility of returning a large profit financially and non-financially by placing the nation on the worldwide stage.

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I. Introduction

On January 12, 2018, the South Korean government officially declared its project to form a unified women’s ice hockey team with North Korea and proceeded to an agreement with the North Korean government at the South-North Ministerial summit on January 17. The media immediately started to focus on the process of materialising the project and attracted the attention of South Korean society. While some people reacted positively and were of the opinion that this would be an opportunity to neutralise the tension between North and South Koreas, and a solution to North Korea’s nuclear problem, others reacted negatively with the concern that the South Korean athletes who had prepared for four years to participate in the Olympics would be deprived of their right.

Later the media naturally emphasised the sceptical views of this decision and the South Korean Minister of Culture and Sports tried to calm the citizens’ negative opinion by promising minimisation of the damage to the South Korean athletes’ participation in the Olympics and assuring that this would strengthen the South Korean team’s performance.

However public opinion quickly became aggressive when the South Korean Prime Minister publicly stated that there was no need to dwell on the South Korean women’s ice hockey performance because the team’s ability was far from good enough for it to be in contention for a medal, and when people discovered that there had not even been a single consultation with the South Korean women’s ice hockey team manager on the issue of team unification. Then
came the South Korean President’s visit to the athletes’ village to convince people that this unification would greatly increase people’s interest in the ice hockey event (Ji-Eun Son, 2018), something which provoked conflict and contributed to a sudden decrease in people’s approval rating for their government.

II. History of Team Unification in Korea

Since the Japanese liberation in 1945, the history of the formation of a single inter-Korean team dates back to 1991. The two Koreas formed a single team at various international competitions in accordance with the agreement reached at the Inter-Korea Sports Conference held from January to February 1991, and a single team named “Korea” competed at the 41st World Table Tennis Championships held in Chiba, Japan in April of that year.

Fortunately, the unified Korean team won the women’s team competition, and “Arirang”, the most famous and representative folk song for the Korean people was played instead of the respective countries’ national anthems, bringing tears to the eyes of the people watching. In June of the same year, a single team from North and South Korea participated in the 6th FIFA World Youth Soccer Championship U-20 in Lisbon, Portugal, and advanced to the quarterfinals. Since then, the formation of a single team has been frustrated several times, and the only successful South and North Korean joint positions were at the opening and closing ceremonies of the 2000 Sydney Olympics, the 2002 Busan Asian Games, the 2004 Athens Olympics, and the 2006 Turin Winter Olympics (Naver Knowledge Encyclopedia, 2018). For the 2018 Pyeong Chang Winter Olympics, the South-North women’s ice hockey single team of 22 athletes and 24 executives was recorded as the third single inter-Korean team, and above all, the first single team in Olympic history.

As a preliminary study related to a single inter-Korean team, Min-Seok An (2000) examined ways to promote inter-Korean sports exchange and emphasised the necessity of inter-Korean sports exchange as a concrete plan to promote peace and reconciliation between the two countries. The formation of a single inter-Korean team and joint training effectively minimised the sense of heterogeneity between North and South Korean players and improved team power, ultimately reducing inter-Korean tension.

In addition, the Korean residents in Japan who were divided into the
Mindan group and Cho Chong-ryun group, co-prepared a dinner party encouraging athletes, and found a positive effect of increased community awareness. Hyun-Woo Lee and Jae-Woo Kim (2016) also emphasised that participation in the Korea Single Team at the World Youth Soccer Championships resulted in creating a peaceful atmosphere on the Korean Peninsula and exerting national strength and pride. Looking at the previous studies, most of the research results emphasised the positive results and effects of the formation of a single team between the two Koreas which alleviated tensions between the two Koreas and led to a peaceful atmosphere. On the other hand, in relation to the Pyeong Chang Winter Olympics’ women’s ice hockey inter-Korean single team, Kim Yong-eun and Min Sol-bi (2018) found the highest proportion of conflict frames and human-interest frames through an analysis of news report frames. For example, the conflict frame emphasised conflicts between individuals, groups, and governments, and the human-interest frame focused on technical descriptions of players and leaders who were directly affected by the formation of a single inter-Korean team. However, the in-depth sociological interpretation of the research topic, such as classifying the media frames and grasping the reporting trend within each frame on the controversy about the formation of a women’s ice hockey inter-Korean single team, was overlooked.

III. Research method

This study aimed to categorise the social controversy over the unified women’s ice hockey teams in the 2018 Pyeong Chang Winter Olympics, looking at the main daily journals, public broadcasters (MBC, KBS, SBS) and two biggest news channels (YTN, Yonhap News) in South Korea. In the case of a comprehensive TV programming channel, the scope of the study was wide and, as concluded by Kim Yong-eun and Min Sol-bi (2018), there was a bias for each broadcasting station, which was excluded from this study. After selecting a broadcasting station, a study of discussion materials reported by the media from the period of January 1 to January 17 was carried out, with the end date being the date on which the formation of the single inter-Korean team was decided.

In this study, in order to collect the data on the discussion and analyse the contents of the professional panel related to the single women’s hockey team, the data collection was conducted through a review of the South Korean daily
newspapers, the homepage of YTN and Yonhap News. With YTN and Yonhap News, a list of discussion-oriented current affairs programmes was obtained. Each programme sent was listened to. At the same time, all the contents of the broadcast were transferred to secure documented analysis data.

IV. Research results and discussion

1. 2018 Pyeong Chang Winter Olympics Women’s Ice Hockey unified team controversy

In the past, the public sentiment toward single teams between the two Koreas was positive. At the Chiba World Table Tennis Championships in 1991, table tennis athletes Jung Jung-hwa (South Korea) and Lee Boon-hee (North Korea) defeated China and won, and at the World Youth Soccer Championships the unified team defeated Argentina and progressed to the quarterfinals. However, people’s emotions as revealed in the process of forming a single team for inter-Korean women’s ice hockey in the 2018 Pyeong Chang Winter Olympics were so negative that the then government’s approval ratings even dropped significantly. The proposal for the formation of a single inter-Korean team first appeared in the “North-level Inter-Korean Talks” held on January 9, 2018. At the time, President Trump’s hardline policy toward North Korea was under pressure in the international community (Hong Jae-sung, 2018), and North Korea’s Kim Jong-un held close discussions with China and the situation developed into one of confrontation rather than negotiation. In this situation, the South Korean Moon Jae-in government tried to solve the North Korean nuclear issue and the conflict between North and South Koreas and North America through the Pyeong Chang Olympics (Ko Il-hwan, 2018).

The problem was that the timing was too tight. The idea of a single inter-Korean team only emerged on 9 February, 30 days before the opening ceremony of the Pyeong Chang Olympics. The government was busy after the day of the announcement. On January 10, when the national players returned from U.S. field training, they met with the South Korean Ice Hockey Association president and the executive team, and soon the Deputy Minister of Culture, Sports and Tourism met with the coach. On January 11, the government officially announced the formation of the unified team.
With the formalisation of the formation of a single inter-Korean team, Minister of Culture, Sports and Tourism, Do Jong-hwan, and the President went down to Jincheon Athletes’ Village to explain the situation and seek their understanding. And on January 17 a bilateral agreement was contracted between the two Koreas on the formation of the women’s ice hockey inter-Korean single team.

The next issue was the approval of the IOC and the cooperation of the international community. To this end, the IOC and the North and South Korean IOC members and the Minister of Physical Education attended the “Inter-Korean Olympics Participation Conference” held in Lausanne, Switzerland, to explain the situation and the agreement of the South Korean side. Fortunately, the IOC made an unexpected proposal to increase the number of North Korean players from 3 to 5, and raise the team capacity from 22 (+1) to 27 players in total. On January 20, IOC Chairman Thomas Bach announced the “Olympic Korean Peninsula Declaration” at the IOC headquarters in Lausanne, Switzerland, a move which meant final approval (Kim Chang-Gum, 2018).

However, domestic media and public sentiment developed an opinion that was the opposite of the government’s intentions. The media and the public expressed their disagreement over the government’s one-sided decision on the formation of the inter-Korean team, fearing that South Korean players would be deprived of the opportunity to participate and the national team would be less strong. At that time, the National Assembly and SBS commissioned Korea Research to conduct a poll which finally showed that 72.2% of people answered “There is no need to form a single team because it is too large.” Only 27.0% expressed their support (Lee Jun-ho, 2018), which showed the people’s reluctance to form a single inter-Korean team. To make matters worse, the issues of procedural legitimacy in the process of persuading ice hockey players and coaches, lack of communication with the public, and the political use of sports were raised by some people to exacerbate the national sentiment. On the online bulletin board of the Korean Presidency, a petition against the single inter-Korean team (January 12-February 11) was created, and recorded 58,203 final signatories. Also, the Moon Jae-in government’s approval rating fell from 71% in early January to 59% in late January (Kim Gae-hyung, 2018).

The media and public sentiment that emerged during this formation of the women’s ice hockey inter-Korean single team was the opposite of the mixed emotions in the cheers at the 1991 Chiba World Table Tennis Championships
and World Youth Soccer Championships. So, how is the process of forming this single team different from the past, and how has Korean society changed in the meantime? To answer, this article categorises the social controversy that occurred in the process of forming a single team as follows and explores its sociological meaning.

2. Conflict between nationalism and individualism over the formation of a women’s ice hockey team

The most important issue of the controversy between the two Koreas was the disqualification of South Korean national players. The Ice Hockey Entry Qualification was normally 22 and 1 players. If North Korean players were added to this, someone would have to be excluded from the existing entry. At the time, the Korean national team leaders had been preparing for the Pyeong Chang Olympics for three years, and the players who faced expulsion from the national team and lost their dreams only one month before the Games felt angry. In fact, as the cuts to the South Korean players’ jobs were being discussed, Lee Min-ji emerged from the national team and made her feelings known through social media.

Although scholars analysed this controversy as a conflict between nationalism and liberalism, the efforts to ensure that players have the right to participate are more individualism rather than liberalism. The goal pursued by the South Korean Moon Jae-in government was, through the Pyeong Chang Olympics, to provide clues to resolving the North Korean nuclear issue and create a mode of reconciliation between the two Koreas. Nevertheless, individualism, which regarded ice hockey players’ personal rights to participate in the Games as being of greater value, collided with this goal at a time when the Olympic Games was only one month away. In the past, the sentiment of the Korean people had a strong tendency to allow nationalism to take precedence over individualism. However, unlike in 1991, as social democratisation became more common, the government and the people clashed when the rights and values of each citizen entered the era of individualism.

On the other hand, the South Korean government’s formation of a single team between the South and the North based on nationalism was criticised as using sports as a political tool. In fact, Japan’s Minister of Sports, who joined the preliminary round of the Pyeong Chang Olympics, said, “Politics must
be separated.” He criticised the political aspect of the single teams, but it is necessary to distinguish between politicians exploiting sport and using sports. In other words, aside from consequential results, the political intention of the 1988 Seoul Olympics is criticised for being the “depoliticisation” of the people (Jung Hee Joon, 2009). Rather than being for the benefit of the then regime, the 2018 events can be viewed as creating an atmosphere of reconciliation between the two Koreas and solving the North Korean nuclear issue through this. Although they actually turned away from each other, it would have been difficult for Kim Young-nam, Kim Yeo-jung, and Vice President Pence of the United States to sit in front of and behind the Olympic Stadium. In this respect, the politics of Olympics which gave rise to this controversy can be interpreted as using sport as a positive rather than a negative tool.

3. The South Korean “20-30” generation turned their back on the government

According to a survey conducted by the Korea Research Institute, which showed 72.2% of the respondents said that it was not necessary to form a single team, the “20–30” generation was at the centre of the opposition and resentment which was revealed in the process of promoting the united team between the two Koreas. In this situation, 82.2% of those aged 19–29 and 82.6% of those aged 30–39 disagreed with the team being formed, confirming that opposing sentiment was higher in the 20–30 generation than in other age groups (Lee Jun-ho, 2018).

The political assets of the then South Korean government were different from those of the previous ones. Ideas of forming a consensus with the people, the belief that we cherish every single person and the desire to create a fair nation struck a chord with young people and created the current South Korean government. However, in the eyes of young people, the situation where athletes who had been dreaming of the Olympics and who had been waiting for 3 years suddenly had no choice but to be frustrated by vested interests would have felt like their own situation. Therefore, their expectations of the Moon Jae-in government finally turned into disappointment. These emotions were easily picked up by the conservative media that did not miss this opportunity, and wrote articles such as “Forming an unfair single ice hockey team resembles Jung Yu-ra’s unfair university admittance” (Cho Gap-je, 2018), which aroused the emotions of the 20-30 generation. The female ice-hockey athlete Lee Min-ji
was kicked out of the athletes’ village, and the interview with the head of the women’s team was released to the media, showing she was “shocked” by the sudden decision, and the main support layer of the South Korean 20–30 generation finally turned its back on the government.

V. Conclusion

The unified team reflects the concerns of both Koreas. From the nationalist point of view, it was necessary to sacrifice the national players in order to create an atmosphere of reconciliation between the two Koreas and to resolve the North Korean nuclear issue, and in the personal aspect of the players, support and interest in the ultimately unpopular ice hockey team was required. As a result, the much-talked about unified team ended up with better than expected results. Although the team did not manage a win, it was not possible to criticise or resent the team at the time because it scored one point against Japan, a common adversary for the two Koreas.

Korea has remained a divided country for over half a century since the cease-fire of 1953. Peace on the Korean Peninsula has faced a major crisis due to the military crisis on the Korean Peninsula brought about by North Korea’s nuclear weapons and the recent remarks by President Trump of the United States. Fortunately, the Pyeong Chang Olympics turned the Korean Peninsula into a Korean Peninsula of Peace. After the Pyeong Chang Olympics, inter-Korean summits were held, and even the North American summit was held without a hitch. Unified teams for other sports events are currently being selected for the next mega events. In the 2018 Jakarta-Palembang Asian Games, unified teams from North and South Korea were formed for three categories: women’s basketball, canoe dragon boat and rowing, and the South and North’s unified teams won a bronze medal in mixed team events at the Judo World Championships.

The best news is that the plan to hold the 2032 Summer Olympics in the South and North Koreas is carefully in discussion. This stream of inter-Korean unified teams tells of the success of the united women’s ice hockey team in the Pyeong Chang Olympics.
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Executive Summary

Over a period of 125 years, the Olympic Games went from being a small fry oddity resurrected by an eccentric French baron, to a phenomenon of sport and entertainment, a publicity machine and a project of almost incomprehensible scale and complexity. As the world turns to concerns of climate change, rising inequality, poorly run public services and recent and prospective economic shocks, justifying the extravagance of hosting a sixteen-day party with an eye-watering price tag is becoming harder and harder to realise. This has left the guardian of the Olympic Movement, the International Olympic Committee (IOC), with an ever-dwindling number of cities willing to host their event, which takes place just once every four years. In the face of this challenge, it has chosen the concept of legacy as its ultimate weapon, and is deploying this strategy with existing hosts, to shift the event towards a more sustainable model. Legacy needs embedding in both the activities and the behaviours of the organising committee, and this needs to filter through to every part of the organisation. If legacy pursuits are left to the sole efforts of the legacy division, it risks substantially diminishing the positive impact. Putting legacy at the heart of the organising committee’s mission and aligning the interests of stakeholders with this ambition is essential for any host city to have a fighting chance at success.

Introduction

Paris will welcome the Olympic and Paralympic Games in a little over four years’ time, for the first time in a century, and their organising committee is
working towards a vision of a world made better through sport. Paris 2024, the Organising Committee of the Olympic Games (OCOG), sees their Games as a chance to unite the people of France around the hosting of a global spectacle and in so doing, transform the daily lives of its citizens. Mounting the project with 95% of the required infrastructures either existing or temporary, the legacy of the event, according to its organisers, will be the progress it makes in advancing social and economic challenges faced by the country. Putting the amplifying effect of the Games platform to use, showcasing the “Made in France” and shedding new light on the opportunities France presents as a diverse, inclusive, healthy, sporting and united society.

These are noble intentions, but not without their challenges. As time races away, with sponsors thin on the ground, ongoing social movements and the small matter of a global pandemic with which to contend, Paris 2024 faces a not inconsequential challenge. Additionally, there is a lot at stake for the IOC, with Paris the first Games to be bid and prepared under full consideration of the IOC’s 2020 agenda and with pressure to prove that a new Games model is possible, thus ensuring the long-term future of the event. The interests of the two parties are tightly wound yet the tension between delivering an IOC-level event and an event which serves its hosts is unquestionably present. In examining Paris 2024’s preparations alongside the best practices advised by event industry experts and scholars, we will endeavour to determine how credible those well-intentioned plans may be.

What is Legacy?

Legacy in the Olympic Movement was first evoked in association with the 1956 Melbourne Games, and the use of the term and eventual adoption of its practice became regular from Sydney 2000 (Preuss, 2019). A broad term which can be applied to any and all manner of initiatives and ideas, its intention in relation to the Olympic Movement is to describe the lingering aftermath of the Games in the places which the movement has graced with its presence. The IOC prefers to refer to legacy as the “positive, long-term” impacts of the Games on its host regions (2017), but there is broad debate among institutions and academics about the reach of this umbrella term. For its part, Paris 2024 views legacy as the “before and after” of the Games for
Paris and France, and is focused on delivering tangible benefits linked to Games activities, in the years that precede hosting in addition to those that follow.

The Organisation for Economic Cooperation and Development (OECD) also emphasises that benefits from hosting major events can come in the short or long term, while Preuss and Chappelet specified, in separate studies, that legacy ought to be viewed in multiple dimensions, including space, time, tangible/intangible, positive/negative and planned/unplanned (Preuss, 2007), and that legacies should be considered from the points of view of each different stakeholder, rather than lumping everything into one neat outcome. The contact of a legacy benefit or shortcoming should be taken into account when considering its evaluation (Chappelet, 2012).

Since a successful (PR-led) campaign about the positive legacy of the London 2012 Games, every event host under the sun has waxed lyrical about the legacy programme at the heart of their event that negates any and all possible externalities of their hosting. However, the reality is that interrogation of these programmes remains scant and complicated – even with the best intentions. Determining how we measure success in this area is dependent on the individual points of view of the stakeholders, as per Chappelet, their agendas, the tools of measurement and the objectives, and the quality and specificity of data available – not to mention that not every outcome will present quantitative data. Legacy is a much-discussed feature of major events in current times, but meaningful assessment of its legitimacy relies on more than just an effective communications strategy.

Data and Discussion

The Paris 2024 OCOG’s vision, serving as their guiding principle in organising and hosting the 2024 Olympic and Paralympic Games, is detailed in figure 1. The central mission statement of a world made better through sport speaks clearly to the notion of leveraging the Games to deliver better social and economic outcomes for the people of France, and the intention is made further

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1 The author joined the Paris 2024 Organising Committee in the Legacy and Impact division for three months to undertake research for this paper.
explicit by the promise to put the Games at the service of all. Paris 2024 have put their desire to deliver a positive legacy from their efforts in organising and hosting at the very heart of their operations.

![Figure 1: The vision of the Paris 2024 Organising Committee. Source: Paris 2024, author’s illustration](image)

Nevertheless, the OCOG’s primary purpose, as per their contract with the IOC, is to ensure the delivery of the event, whose budget at bid phase totalled €3.8bn for event delivery and organisation, with an additional €3bn for permanent infrastructure, including the media centre, athletes’ village and aquatic centre destined for the Seine Saint Denis region north of Paris. With a hosting date that is more or less immovable once confirmed by the IOC, when push comes to shove, will the Paris 2024 committee be willing to put their social ambitions ahead of the on-time delivery of the event? A loaded question, no doubt, but given the event’s long history of delays, delivery difficulties and the resultant cost overruns, it is difficult to see things any other way. Examination of Paris 2024’s legacy strategy through the lens of event experts and institutional frameworks might help determine if Paris is better placed than any OCOG before, to deliver a positive impact to its countrymen and women in four years’ time.
Legacy and hosting have the potential to impact any number of causes and territories, and the IOC encourages OCOGs to focus on those which make most sense to each individual host. For their part, Paris 2024 built their legacy strategy around two key pillars of action; the exemplary Games, where the multiple ecosystems impacted and engaged with the event will be connected to the major national causes; and the Games to change the paradigm, sport for healthier lives, sport for education and sport for social development. The details of this strategy are visible in figure 2, and there is no doubt the OCOG has set themselves some lofty goals.

In the Recommendation of the Council on Global Events and Local Development endorsed at Ministerial level by the OECD Council in May 2018, the organisation stressed the significance and necessity of planning in order to unlock the touted legacy benefits of hosting a major sporting event such as the Olympic Games. This phase should start with the bid and be driven by ambitions and objectives that make sense for the individual city/region/country and can be served by the event and the hosting of it. Understanding the coming opportunities and challenges for the host and the region or regions that will be impacted by this allows a more realistic and achievable plan. Aligning the objectives of the potential and actual hosts with the objectives of the bid, the organisation and the event itself will give both parties the greatest chance of
realising their objectives. Legacy also comes at a cost, so it is essential to budget for such programmes and the post-event transition (OECD, 2018).

Post-Games plans will require money and ownership. Paris 2024 announced the establishment of an endowment fund to finance legacy projects, which will take contributions from partners of the event who wish to further their engagement and participation. They are yet to announce the overarching body that will continue to advance the programmes designed to outlive the event (as the OCOG will be dissolved once post-Games deliverables have been actioned) and there is a lack of local partners on board with the Games project. To date, Paris 2024 has secured just three partners towards their goal of €1bn in sponsorship, so unlocking additional funds to support legacy initiatives, both now and in future, is not a given.

At the 2018 SportAccord conference in Bangkok, Thailand, event professionals and industry heavyweights representing the likes of OCOGs, rights holders and host cities, among others, gathered to discuss, among many things, the notion of generating social impact and community engagement through the hosting of sporting events, as well as the many barriers to success that exist in this field. One of the key challenges Paris 2024 faces is how to better embed the legacy process within each of their organisations’ departments, sufficiently aligning objectives to ensure legacy is not swallowed by the priorities of delivering the event. Suppliers, for one, do not feel that they have the responsibility to deliver on sustainability or legacy of their own accord. They will deliver what is asked of them and nothing more.

It is challenging for event organisers to run social impact programmes alongside their events because these require a completely different skill set. These programmes need to be mounted and run by specialists, and in the case of Paris 2024, Director of Legacy and Impact Marie Barsacq, with her background in both sporting institutions such as the French National Olympic Committee and the sport for development world, is an apt choice. Paris 2024 spend a lot of time talking about the legacy prospects and aspirations for the hosting of the event, however, delivering legacy is not the ultimate raison d’être for the OCOG. A large and complex organisation with competing priorities, coupled with the legacy team operating in some respects on the side-line of the main objective, leaves an element of risk. When push comes to shove, legacy, being vision critical but not mission critical (in its minimum viable product-sense of delivering a 16-day sporting event) could be the thing to face the haircut.
Once the committee reaches the expected headcount of 4000, ensuring every member of the many divisions that will exist across the organisation gets the legacy message could be difficult. Worse still, opportunities to address legacy could be missed owing to a kind of incomplete information. Finding a way to align objectives between legacy and the other divisions within the committee is critical to ensure that legacy legitimately remains at the heart of all activities, rather than being an element granted lip service only. If delivering a sound and sustainable legacy for the host city/region/country is really at the heart of the organisers’ objectives, this message will need to be filtered through every department of their operation, as well as included in the deliverables demanded of the companies providing their services to the event.

Conclusion and Recommendations

Given the point at which Paris began their planning, this edition of the Games really is the day of reckoning for the IOC; an endorsement or rejection of their much-touted Agenda 2020 and New Norm initiatives. While this paper leans towards social impact and social legacies of the Olympic Games, given that these are the elements upon which the legacy division of Paris 2024 are focused, the question of costs and budgets cannot help but appear. These are raised both when the rights holders and event suppliers are addressing the issue and when the academic community is called upon for their input.

Legacy needs embedding in both activities and behaviours from operational and organisational perspectives as the tension between legacy and event delivery is ever-present. For each individual host city, the IOC has a steering committee to ensure this high-stakes project stays on track. Given legacy is such a high-stakes issue for Paris 2024, they would do well to implement their own legacy steering committee, over and above their standard and existing governance structures. Embedding legacy into every aspect of the Games organisation is essential to ensure that this remains the showpiece of the project to which they aspire.

Concrete planning is essential: knowing what you want to achieve and how you are going to get there is obligatory in order to succeed. Planning also involves determining how to measure and track success as well as exactly what success looks like for each objective. Every event involves a bump out – once
everyone else has gone home, event workers return the venue to the condition in which they found it. Paris 2024 needs to have a post-event transition plan to ensure the legacy of their own programmes and the overall legacy their event leaves on Paris and France.

Legacy/social impact measures demand specialist management, you cannot ask a children’s entertainer to be a school principal. Paris 2024 have recruited experts both into their team and in the partners with whom they have chosen to work. They have also received specialist council from IOC experts on the subject, people who have been in those shoes in the past. Their next challenge is to have everyone on the committee as champions of these measures and as enthusiastic about legacy programmes as the legacy team itself.

Social impact requirements need to be embedded into the event package to ensure that organisers fully buy in. International Federations and rights holders need to support such endeavours to give cities both reason and incentive to host their events. Event specialists will focus on their principal mission, so if delivery on time and within budget is their primary focus, that is where they will focus their efforts. Until success factors include social progress or meaningful community impact, these measures will stay in the realm of “nice to have”.

Managing relationships is key to successful bidding and event hosting experiences. A lack of unity cost Paris in past bids and the distinct show of unity in 2017 certainly reinforced their bid, even if they were not facing much competition. In moving into the organisation phase, this importance is multiplied several times over. The event is built by both suppliers and stakeholders, and one of those is the general public. Get the citizen engagement wrong and it will hurt your legacy, get the legacy programme wrong and the support of the public will be much harder to win. In addition to this, maintaining healthy relationships will help the OCOG control the narrative in the media and soften the blow of disillusionment for those who feel neglected by the committee or the movement.

The IOC could re-examine their allocation of revenues to ensure cities are adequately compensated for their risks. The sale of media rights and The Olympic Partners (TOP) sponsor programme generates considerable revenue for the IOC, while editions of the Games themselves almost never turn a profit. While many sports federations rely heavily on IOC funding to continue to exist, the organisation also asks a considerable amount of their hosts, and financial contributions may not yet be in line with those demands. This report has not had
the chance to dig into the IOC’s financial operating structure, but reconsidering
the allocation of revenues towards the cities who take on the considerable risk
of hosting the Games might go a ways to levelling the playing field.

This is still a developing story. The Tokyo Games will take place in less than
a year, and Paris 2024 will come racing up behind it in a matter of moments.
Their OCOG is determined to deliver on the notion of a sustainable megaevent
model, a new era of megaevents and a renewal of the Olympic Movement, and
their efforts in that respect appear both honest and honourable. Nevertheless,
big institutions cannot always and will not always change tack overnight and
whether they have done enough to attract future host cities remains to be seen.

Additionally, while the infrastructure risk may now be reduced, the com-
plexity of the project being delivered, the level of protocol required, the number
of stakeholders and the competing interests are not. The tension between on
time, on budget and spending on legacy, impact and sustainable behaviours
is ever-present and will no doubt be tested. Interests are not entirely aligned,
and it may be that they can never be entirely aligned. But bringing interests
into as close an alignment as possible, putting legacy not only at the heart of
the vision, but also at the heart of the mission, and embedding it within all
divisions, so that every division has some skin in the game, is vital to have any
chance of success.

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Broadcasting has been a pillar of the Olympic Games and Olympic Movement which is reflected in three main aspects: the reach to the audience and fans, the spread of Olympic ideals, and financial support. It also has natural inseparable connections with technological support. Now Olympic broadcasting has entered the digital age and the multi-platform consuming environment. Applying state-of-the-art technologies is crucial to help it survive, develop, get ahead, lead the whole industry and promote the Olympic brand. The study used the inductive approach and is located in a qualitative methodology. Observations, interviews and documents analysis methods were used for data collection; the content analysis method was used for data analysis. The technologies like 5G Cloud, IP, VR, 4K/8K, etc. used in Olympic broadcasting production and operation have been the hot topics in the field recently. The application of these technologies in the broadcasting of the Olympic Games not only enhances the experience of viewing the competition but also influences the operational mechanism of the Olympic broadcasting, making it more economical, efficient and excellent. Meanwhile, it brings up new challenges. Olympic broadcasting is facing its revolution and new look in the digital age.

Methods

Following the research philosophy of interpretivism within the concept of epistemology, the study used the inductive approach and is located in a qualitative
methodology. Observations, interviews and document analysis methods were used for data collection and the content analysis method was used for data analysis. The study contains the observational data from (1) Work experience at the Olympic Broadcasting stakeholder – the International Olympic Committee (IOC); (2) International Meetings in the field including 2019 Olympic Broadcasting Services (OBS) World Broadcasters Meeting (WBM) and InterBEE 2019. The interviewees chosen for this research are key figures in the field, with not only rich experiences but also actual influence at present. The interviewees are from the IOC, the OBS, the Olympic Channel, the Rights Holding Broadcasters (RHBs), the Organising Committees for the Olympic Games (OCOGs), the TOP Partners for Technical support and educational institutes.

Results and Discussion

1. An Overview of The Key Stakeholders in Olympic Broadcasting

1.1. The Host Broadcaster and The Rights Holding Broadcasters of the Olympic Games

A host broadcaster is an organisation entrusted by the authority and/or the organiser of certain sports events, which can be a third-party production entity or a subsidiary of the game authority (Deninger, 2012; Sone, 2002; de Moragas Spà et al., 1995). Broadcasting is a technologically and logistically complex production, which requires professional capability (de Moragas Spà et al., 1995). The host broadcaster is set up to handle all television production matters and relationships with rights holding broadcasters (Deninger, 2012).

In the current Olympic Games broadcasting mechanism, the Olympic Broadcasting Service (OBS) serves as the host broadcaster, as the result of model transformation for decades. OBS is the host broadcasting organisation for all Olympic Games, Olympic Winter Games, Youth Olympic Games and Paralympic Games (OBS, 2018b; OBS, n.d.). The Olympic Channel will act as a holder for those territories which do not have a domestic broadcaster (OBS, 2018b). The OBS is responsible for fulfilling all IOC obligations and the needs of the RHBs and coordinates the work within the responsibility of the OCOGs (OBS, 2018b; IOC, 2018c).
RHBs are the networks which have acquired the exclusive rights from the IOC to broadcast the Olympic Games in their country or territory. While the host broadcaster is responsible for producing the multilateral coverage of the Games, RHBs are given access to the international signal and may book the required facilities at the venues and the IBC in order to produce their unique or “unilateral” coverage (OBS, 2019; OBS, 2018b).

1.2. Olympic Broadcasting Stakeholders and their Relationships

Beside the OBS and RHBs, there are other major stakeholders in the framework of Olympic Broadcasting. The International Olympic Committee (IOC) is the owner of the global broadcast rights for the Olympic Games – including broadcasts on television, radio, mobile and internet platforms – and is responsible for allocating Olympic broadcast rights to media companies throughout the world through the negotiation of rights agreements (IOC, 2018a).

The Organising Committee of the Olympic Games (OCOG) must adhere to the terms and conditions of all broadcast agreements as well as the agreement between the OBS and the OCOG with respect to the Olympic Games, and must fully cooperate with the OBS and the RHBs, including providing certain facilities, services and other requirements to the OBS that allow it to increase the exposure and promotion of the Olympic Games. These broadcast facilities and services at the venues include broadcast compounds, camera platforms, commentary positions, power and lighting (IOC, 2015).

The Olympic Channel also plays a role in the system. During each edition of the Olympic Games, the live broadcast of the competition will only be available from the RHBs. However, the Olympic Channel provides complementary content that will enhance the viewers’ Olympic experience both on its global digital platform and throughout social media. This occurs not only during the Olympic Games but throughout the entire year. The website and mobile application of the Olympic Channel are managed and operated by Olympic Channel Services, S.L. (OCS, n.d.). In addition, IOC Television and Marketing Services, International Federations (IFs), Olympic TOP Partner, media are also linked with Olympic broadcasting. Their positions in the Olympic system are shown in Figure 1.
2. The Rise of Digital in Olympic Broadcasting

The digital revolution has been sweeping over the broadcasting of the Olympic Games. Digital includes video views of official content provided by the OBS on the RHBs’ websites/apps and social media platforms (Publicis Media Sport & Entertainment, 2018). It began at the Beijing 2008 Olympic Games which were termed as the first ever truly digital Olympic Games when the coverage was delivered in multiple digital platforms beside television, including live and video-on-demand internet coverage and highlights clips on mobile phones (Sponsorship Intelligence, 2009; IOC, 2009; IOC, 2008). Since then, both coverage and viewership in television and digital platforms have been growing (Olympic Games and Olympic Winter Games are compared separately) (Details in Table 1. and Table 2.). As is shown in Table 1. the Sochi 2014 Olympic Winter Games marked the first time that more coverage broadcast by the RHBs was available on digital platforms than on television.
Table 1. Coverage Broadcast by the RHBs (Beijing 2008 – Rio 2016)

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<tbody>
<tr>
<td>TV and digital</td>
<td>356,924 hours</td>
<td>+96.7%</td>
<td>181,523 hours</td>
<td>+153.1%</td>
<td>71,719 hours</td>
</tr>
<tr>
<td>TV</td>
<td>113,455 hours (31.8%)</td>
<td>+13.5%</td>
<td>99,982 hours (55.1%)</td>
<td>+62.0%</td>
<td>61,700 hours (86.0%)</td>
</tr>
<tr>
<td>Digital</td>
<td>243,469 hours (68.2%)</td>
<td>+198.6%</td>
<td>81,541 hours (44.9%)</td>
<td>+713.9%</td>
<td>10,019 hours (14.0%)</td>
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Olympic Winter Games

<table>
<thead>
<tr>
<th>PyeongChang 2018</th>
<th>% increase vs Sochi 2014</th>
<th>Sochi 2014</th>
<th>% increase vs Vancouver 2010</th>
<th>Vancouver 2010</th>
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<tbody>
<tr>
<td>TV and digital</td>
<td>157,912 hours</td>
<td>+38.0%</td>
<td>114,367 hours</td>
<td>56,902 hours</td>
</tr>
<tr>
<td>TV</td>
<td>60,771 hours (38.5%)</td>
<td>+11.8%</td>
<td>54,367 hours (47.7%)</td>
<td>31,902 hours (56.1%)</td>
</tr>
<tr>
<td>Digital</td>
<td>97,041 hours (61.5%)</td>
<td>+61.7%</td>
<td>60,000 hours (52.3%)</td>
<td>25,000 hours (43.9%)</td>
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(Source: Publicis Media Sport & Entertainment, 2018; IOC, 2018a; IOC, 2018b; IOC, 2017; IOC, 2016; Kantar, 2014; Sponsorship Intelligence, 2012; IOC, 2012a; IOC, 2012b; Sponsorship Intelligence, 2010; Sponsorship Intelligence, 2009; IOC, 2009; IOC, 2008)

Table 2. Broadcast Viewership (Beijing 2008 – Rio 2016) (in billion)

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<tr>
<td>Television</td>
<td>3.20</td>
<td>3.60</td>
<td>3.50</td>
</tr>
<tr>
<td>Digital Unique User</td>
<td>1.30</td>
<td>1.20</td>
<td>0.40</td>
</tr>
<tr>
<td>Video Views</td>
<td>4.40</td>
<td>1.90</td>
<td>0.70</td>
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<table>
<thead>
<tr>
<th>Olympic Winter Games</th>
<th>PyeongChang 2018</th>
<th>Sochi 2014</th>
<th>Vancouver 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>1.92</td>
<td>2.06</td>
<td>1.82</td>
</tr>
<tr>
<td>Digital Unique User</td>
<td>0.67</td>
<td>0.31</td>
<td>0.13</td>
</tr>
<tr>
<td>Video Views</td>
<td>3.20</td>
<td>1.40</td>
<td>0.30</td>
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Note:
1. Global Audience Reach: The net number of people who saw at least one minute of the Olympic Games coverage on TV;
2. Digital Unique User: The number of different individuals who visit a site within a specific time period;

3. Video Views: The number of times a video is watched.

(Source: IOC, 2019; Kantar, 2014)

The context of the digital age and the long-term goal of different stakeholders of the Olympic broadcasting industry has pushed it to apply new technology to survive, develop and get ahead. To achieve the requirement of “More and better with less” is the theme of all the individual driving forces (OBS, 2018a; IOC, 2018c). “More” has two major aspects: 1) more content in more formats through more channels (industry context); and 2) more attractive to the young generation and more chances to spread Olympism (the IOC to the OBS & the Olympic Channel). “Better” includes 1) better storytelling (the OBS and the RHBs); 2) Better showcase (the RHBs); and 3) Better fulfilling the needs of the RHBs (the OBS). “Less” mainly refers to less cost in the Olympic broadcasting production and operation required by the IOC.

3. The New Look of Olympic Broadcasting

The intrinsic quality of new technology application is to serve the vision of Olympic broadcasting and is necessary to meet its new needs in the digital age, as well as its long-standing fundamental goal. Technology alone cannot save or revitalise the industry. It is a powerful and effective tool. The most fundamental thing is the demand and environment.

The deployment of new technologies has influenced Olympic broadcasting
production and operation in three major ways: 1) better viewing quality and experience and more young viewers; 2) smarter operation, more efficient and economical; and 3) changes in the relationship among the stakeholders.

3.1. Better Viewing Quality and Experience, More Young Viewers and Longevity of the Olympics

To be heard over the din, the broadcast content has to be delivered in a way that deeply engages the audience, and good, well-crafted storytelling is the way to do it. Together, all these cutting-edge technologies helped bring a richer, more immersive viewing experience to audiences around the world, setting the tone for the future of Olympic broadcasting. Let alone, of course, the fact that the performances of the world’s best athletes deserve to be captured with the best available technology.

The bigger tone of the future Olympic viewing experience is more engaging, immersive and suitable for digital. VR in this sense, has the ability to fundamentally change how a customer experience is defined. Used by a number of brands to enhance customer experience, VR can immerse consumers with new product or service experiences. Designed to provide a sensory experience, it captures a consumer’s attention and imagination quite unlike any other technology and vision marketers make the most of their uniqueness. Especially for an excellent sports event like the Olympic Games, the speed, power and passion can be brought closer to the audience than ever before.

Another important index is higher definition, resolution and sharpness. This is something that is always under development in the audio-video industry. In the near future, 4K/8K UHD HDR is the leading character.

While VR and 4K/8K UHD have raised great excitement in the viewers, their functionality requires strong support from the network and communication and computing technology.

It takes a serious bandwidth to provide a 360-degree view to thousands of spectators. 5G offers mobile broadband rates up to 100 times the speed of 4G, with phones capable of loading a web page in a millisecond. The real-time links and low latency of live 4K/8K coverage also need to be delivered by 5G.

Besides, personalisation and customisation of broadcasting and consumption are the future trend. Audiences are no longer satisfied with one-way, single plat-
form consumption, especially the younger generation. In many aspects, viewers are asking to make more choices themselves. They can choose whether to watch the Olympics on linear TV, digital TV, mobile phone, tablets, or computer and websites, apps or social media. For the content, they can choose the commentary in different languages and watch the competition from different angles, as they wish. Also, they can watch and replay whenever and wherever they wish. The new technology application can make the consumers’ expectation come true and develop in a new way that they have never imagined. In the world with rich information exchanges and booming content, people’s attention is being distracted and their choices for entertainment are increasing rapidly. With the assistance of technology development and its application in broadcasting to increase the quality and experience of the coverage, the recent additions of the Olympic Games have become the most massively consumed event on earth in terms of media, by multiple degrees since only a few years ago. The Olympic Games and the Olympic Movement have caught the increased attention of the viewers, particularly the youth. This is a crucial win, not only for spreading Olympism but, more realistically, to prolong the huge financial resources for a better and a longer existence. For the media organisation, broadcasting industry and technology industry, the application of the new technology in the Olympic Games will provide precious experiences for further development.

3.2. Smarter Operation - More Efficient and Economical

The fundamental impact on the Olympic broadcasting operation is that by using some of the new technologies, the OBS and the RHBs are able to handle the increasing working scale and the multi-platform consumption requirements in the digital age.

3.2.1. Remote and Light-weight Workflow

Olympic broadcasting moving into Cloud is the accelerant of the introduction of new technology.

With the cloud digital twins technical support and working solutions, the amount of effort needed for the work can be reduced. The cloud system allows
editors to use the large 5G bandwidth to remotely access the media cloud platform anytime, anywhere, complete remote video collaborative production, media content sharing and distribution, greatly reducing the manual and time costs of on-site editors, and achieving zero-delay viewing. The screen effect is not lost on the spot.

3.2.2. Faster, Easier and Automatic Inner System Network

The advent of VR and 4K/8K live streaming would require 10x more network capacity, but there must be no significant change in network construction costs. Meanwhile, with telecom service cloudification accelerating, the network has been moving down a large amount of telecom cloud deployment, and cloud network convergence has become a problem operator face in network deployment. The key in the design of the target network architecture is a simplified network core. To improve network capacity, it is necessary to simplify existing IP network architecture and integrate node functions to realise cloud-network synergy.

To solve the above problems, a comprehensive 5G and cloud-era IP network needs to be built with high availability, non-blocking, automated, smart, and self-healing capabilities. Such an IP network will support the development of 5G and cloud line services, rapid service innovation, and efficient smart O&M, allowing operators to enter the fully connected smart age.

3.2.3 Less cost

Although the new technologies can be expensive to use in the initial stages, the purpose and long-term trend are definitely on reducing cost.

There are two different types of reduction. One is the direct lower cost brought by the technology itself. For example, from SDI to IP, the cost decreased per bit. The other is a reduction through the upgrade of the workflow. Traditionally lots of work is needed, requiring a large amount of heavy infrastructure and equipment like OB vans, as well as professional personnel, to be present in the competition city, venues or the IBC. After cloud computing is deployed, workflow moves to remote and becomes more light-weight. The cost of transportation, renting, purchasing and hiring gets lower.
3.3. Change of Relationship between the Olympic Broadcasting Stakeholders

3.3.1. The OBS, the RHBs and the OCOGs

The nature of the relationship between the OCOGs and the OBS has remained, but many of the details of interest are beginning to change.

With the development and application of cloud and remote workflow in Olympic broadcasting, the necessity of personnel and heavy production equipment being sent to the host city, the venues and IBC has decreased in general. For transporting the equipment, the OBS and broadcasters usually negotiate regarding custom duty and tax with the OCOGs and the local government (Interviewee: Olympic Expert, 12 February 2019). Now the negotiating weight changes with the new technology application and lightweight workflow.

Also, arranging the field trip and field visits for the OBS and the RHBs, as well as introducing and discussing the work process, are important parts of the work for the OCOG’s broadcasting functional area. With cloud and other technology, the OCOGs, the OBS and the RHBs have a similar eco-system in terms of information exchanges, instead of being considered two parties or distinguished as a first party and second party.

3.3.2. The IOC (TMS) and Sponsor Partners

With the increasing importance of new technology in broadcasting, the biggest revenue resource of the Olympics, as well as the other area in the Olympic Games, the IOC has recently established more partnerships with the technology giants. This is a non-supersizing trend since the connection between the Olympics and technology is a big win-win. The two youngest IOC TOP partners, the Alibaba Group and Intel are working on Cloud, 5G, 360-degree 8K immersive VR, AI to improve the Olympic broadcasting production and operation.

3.3.3. The IOC (TMS) and the RHBs

Historically, the RHBs and the IOC had a reciprocal relationship. While the IOC provided content rights to drive massive audiences, the RHBs provided
unrivalled distribution and monetisation options. With limited channels and shelf space to broadcast live games, the IOC needed the RHBs for exposure to build their fan bases and extend their other lines of business. Today, with the establishment of the OBS and the Olympic Channel, together with the application of new technology, the amount and quality of the production, the formats and platforms the IOC have or can provide, have all increased. The buyer’s market has changed to a seller’s market. There is a risk that the biggest buyer can have too much control over the seller in these circumstances. Like now, the biggest RHB of the Olympic Games – NBC – has a strong voice in much decision making in the Olympic broadcasting operation. For example, the American audience’s favourite sport competitions take slots at the most suitable time for that audience, which can be a good time at the actual competition place (Interviewee 16: Olympic Expert, 12 February 2019). And since broadcasting is the number one financial resource of the Olympic Games, the power of the NBC is greater than in the field of broadcasting.

3.3.4. The OBS, the RHBs and the Viewers

The development and implementation of new technology has always had great influence in the broadcasting sector. It has facilitated the growth of the industry’s innovative technologies. It has triggered a change in the producer-audience relationship. With the introduction of VR and other technologies providing the function of customisation and personalisation, the audience is their own producer.

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In the wake of the Indonesian intention to bid for the 2032 Olympic Games, there has not been much talk about discourse around the Olympic Games. The NOC and the government only took hints that the benefits of the sporting event will outweigh the cost. However, beyond the discussion about the cost and benefit of staging international mega sporting events, some worrying issues surrounding human rights will be looming over the preparation phase until the show gets on the road. This paper will discuss the information through the lens of the Four "Knowns" as posited by Slavoj Zizek (2005). Moreover, much of the data are taken from past events. The paper is intended to shed light on human rights issues that the Indonesian NOC and the government should be aware of, thus establishing preventive measures to minimise the risk of human rights violations.

Keywords:
Indonesian NOC, Olympic Bid, Olympic Games, Human Rights, the Four "Knowns".

1. Introduction

On May 16 2019, Indonesia discussed its intention to bid for the summer Games in 2032 in the heart of the Olympic movement in Geneva, Switzerland. However, the discourse about the bid plan has not been widely discussed in the country. Thus, this article attempts to establish a critical debate on the issue,
which resembles an academic commitment to observe the dialogue surrounding the mega sporting events in a critical manner (Horne, 2007).

The scholarly body on mega sporting events, notably the Olympics, has long debated the political ramifications of the Games. It often raised an evaluative question on whether the Games would have a significant impact on the host countries’ societal condition and the fulfilling of people’s human rights. Zimbalists (2015) argued that “hosting sports mega-events…tends to reinforce the existing power structure and patterns of inequality”.

The structure of this article is as follows. First, the discussion involved in the national context on why Indonesia expressed its audacious plan to bid for the 2032 Games. Second, the analytical framework of the Four ’Knowns” by Horne (2007) is outlined. Third, it follows a case study of past human rights violation issues surrounding mega sporting events. The article then proceeds to make policy recommendations to safeguard the event management from violating human rights.

In regards to Indonesia’s intention to bid for the 2032 Games, it was influenced by their perceived success in hosting the 2018 Asian Games and Asian Paralympic Games (Reuters, 2019). In fact, a study conducted by Revindo et al. (2019) shows that the Regional Games were the most significant edition of the event in history. There were 11,326 participants from 45 countries. The figure exceeded the preceding games in 2014 Incheon, 2010 Guangzhou, and 2006 Qatar. Despite the figures shown in the study mentioned earlier, it is necessary for further study to be completed to examine the regional impacts beyond the economic dimension.

2. Analytical Framework

This article builds on the spectacle of the Four ’Knowns” proposed by John Horne (2007), which was widely inspired by Slavoj Zizek’s earlier work. Earlier, Zizek broke down the ”Knowns”. First, there are Known Knowns, meaning things we know that we know. Then, there are Known Unknowns; in other words, we know that there are things we do not know. Next we have the Unknown Unknowns, which tells us that there are things we do not know that we do not know. Lastly, Zizek put that there are Unknown Knowns, which means that there are things we do not know we know. Correspondingly, John Horne,
in his study in 2007, illuminates the “Knowns” concepts in order to grasp a deeper understanding of mega sporting events, while emphasising the importance of a critical review of the “Unknown Knowns”.

Horne described his Known Knowns, given the time cycle of the sporting events, as being on an approximately two-year cycle. The Summer Olympic Games coincide with the European Football Championships, while the Winter Olympics share the same calendar year with the FIFA Men’s World Cup finals and the Commonwealth Games. Within the same point, he also delineates the supporting factors for the Games’ rapid growth, such as revenues from broadcasting rights and sponsorship as well as promotional product sales. In the Known Unknowns, Horne discussed the uncertainty around the mega sporting events, which leaves a gap between forecasts and outcome. He detailed his views on how the organisers and host countries’ governments tend to overstate the economic potential.

Moving on, Horne’s Unknown Unknowns suggest that we currently lack certain information on something. Therefore we cannot imagine what is really to happen. This aspect, mainly, is the basis of Horne’s explanation that academics should reflect creatively and critically on any information. Thus, it is possible to turn the Unknown Unknown into a Known Unknown. Finally, in Unknown Knowns, Horne highlights the form of knowledge that the Games’ advocates, i.e., the government or the hosting committee, would like to suppress. This group of advocates is cautious about the benefits of mega sporting events, but almost consistently opts to sweep this caution under the rug. The following section will try to reflect on the human rights violations which frequently coexist with the Games.

3. Human Rights and the Five Rings

Previously, we saw a brief recap on Horne’s work on the Four Unknowns. This work will now try to cast light on the Unknown Knowns dimension. According to Horne (2007), the attention on consumption-based urban development has had more weight than social redistribution in the goals linked to hosting the events. The “beautification” of the city resulted in the gentrification of a specific area, then the consequent displacement and replacement of underprivileged and marginalised communities of people. Further, Worden
(2015) distinguishes five major human rights violations in mega sporting events:

- The forced evictions of a neighbourhood without due process or compensation;
- The abuse and exploitation of migrant workers;
- The silencing of activist and civil movements;
- Threats, intimidation, and arrest of media journalists;
- Discrimination among nations in the bidding race for the hosting rights.

The first prominent human rights concerns arose in the 2008 Beijing Olympics. China has a long-standing historical record of human rights violations and an undemocratic national system, ranging from limiting the freedom of speech to some other geopolitical problems. The country harvested considerable praise for its rapid construction of Olympic infrastructures (Spencer, 2006). However, the praise was tainted by the public discontent over the lost homes, jobs, healthcare, and pensions. Broudehoux (2007) detailed the reason why the cost of Beijing’s Olympic dream is deceptively low compared to other Olympics. She further delineates that most of the land on which the construction workers worked was obtained at well below the market value. It was mostly influenced by the state’s ability to expropriate land under the guise of public interest. The residents were given only a month’s prior notice and only received a fraction of their property’s value. The state did not shy away from coercion, even violence, to demolish the citizens’ homes. The residents who refused were physically harassed and beaten by the demolition squads. Sometimes, night raids were also conducted to forcibly remove the inhabitants and demolish their houses with all the possession still in place. Amnesty International, following its annual report in 2004, underlined that the prevalence of abuse during the event preparation was deemed "a human rights embarrassment for the Chinese authorities" (McCartney, 2005). Broudehoux, in closing, firmly believed that the Beijing Games became a prominent paradox of the Games.

Similarly, issues of forced eviction and police brutality hovered over the 2016 Rio Olympic Games (Talbot and Carter, 2018). The Rio Games came with a fair share of human rights controversies, particularly in respect of the city’s favela community. During the prelude to the 2016 Olympics, roughly 77,000 homes were destroyed to make room for the massive sporting infra-
structure. The critical question then arises as to why the IOC, the highest responsible body and one with a considerable amount of wealth, is unable to mitigate community suffering. The paradoxical condition of the Games was later praised as it led to the country’s success in becoming an international contender in terms of sporting achievement. However, the issue of human rights was still left unaddressed by the authorities (Knijnik, 2016). According to the Mega-Events and Human Rights Violations in Rio de Janeiro Dossier, affected communities were classified into five groups to be able to identify strategies used by public authorities to carry out the removals: (1) road works associated with BRT corridors; (2) expansion works for the airport; (3) installation or renovation works for sporting facilities; (4) works for urban renovation in the Harbour area.

The latest edition, the 2020 Tokyo Olympics, is not isolated from the problems. According to Suzuki, et al. (2018), the Meiji Park and the Yoyogi Park were “legacies” of the 1964 Olympic Games. The park turned into a home for many homeless people for decades after the 1964 Games finished. When Tokyo won the rights for the 2020 Games, the Tokyo Metropolitan Government (TMG) decided to raid the parks suddenly and violently. Furthermore, the tents and belongings were forcibly removed from the park at short notice; some people even had their belongings thrown into the fire. Suzuki et al. also outlined the result from their survey showing that some of the homeless who were reluctant to respond to the calls for new relocation were, for the most part, old, living alone and on a pension. The survey suggests that the elderly had been in the park from its beginnings and were attached to their “home” which makes being removed from it difficult for them both physically and emotionally. The participants in the study brought up that their new shelter place is inadequate. Even though the number of cases in the 2020 Games is relatively lower than past events, the fundamental human right to access to decent housing should be addressed.

Another human rights issue relating to the Games is construction workers’ rights. This comes to light in almost every Games as the events require the whole infrastructure to be built at a rapid speed to meet the unyielding timeline. Based on the report published by Building and Wood Workers’ International (BWI) on “The Dark Side of the Tokyo 2020 Olympics,” the workers endured poor working conditions. Moreover, long working hours yet meagre wages further exacerbated the condition.
4. Existing Human Rights Provision

In addressing the Olympic Games-related human rights abuse, the IOC has taken a couple of developments. First is the new candidature selection process for the coming 2026 Winter Olympic Games. The process will require that the national governments, regional authorities, and all cities hosting the Games have guaranteed to respect and protect human rights and to resolve any violation. The provision is binding immediately after the event is awarded. However, the provision, unfortunately, only binds the public authorities involved in the event. It gives little attention to the private actors involved in the bidding and delivery of the event. Although the rules are based on the international standard of human rights and mention the United Nations’ (UN) Guiding Principles, the fluidity of human rights standards has influenced the implementation of the rules. The guidelines limit the provisions which are “applicable in the Host Country.”

Next, the other development in regard to the problem is the inclusion of human rights clauses in the awarding contracts for the 2023 and 2028 Olympic Games. The document should bind the IOC, the respective host city, and the respective National Olympic Committee (NOC). However, similar concerns about the provision also point out that the clause in the contract also includes the words “applicable in the host country”. In other words, the provision only bound the Host City, Host NOC, and the OCOG to respect and protect the outlined standards to which the Host Country is bound in the international human rights standards. The problem is that since international law about human rights law is based on consent, not all hosting states agreed to be bound by the same human rights obligations.

5. Policy recommendation

Besides everything mentioned above, Indonesia, as a country, has several specific unresolved human rights issues. The Known Unknown surrounding people in Papua and its path to independence and the shooting victims in a students’ demonstration during the reform era back in 1998 can “make an appearance” at the staging of the Games in Indonesia. Therefore, the Olympic advocates in the country must be aware of human rights issues. There are some recommendations on preparing for the bid process proposed in this article.
First, primary education on the Olympic issues. It is hoped that this would not only be about the excellent benefits that may come along with the event, but would also reflect the critical standpoint. The pro-Olympic team should work with academics to produce balanced education material for citizens. While the academic board prepares citizens for informed opinions, the Olympic team should cooperate with PR professionals to control the narrative on the Games.

Second, and this will be explicitly addressed to the Government of Indonesia (GoI), there are at least five years ahead of us from the time this article is written. The GoI must address the past and on-going human rights issues in the country. The Games are considered as an open invitation to the international spotlight, and the global community often finds it morally justifiable to intervene in any debate about social issues.

6. Conclusion

It is generally accepted that mega sporting events should not be seen as a panacea for overall social and economic problems (Horne, 2007). The event can emphasise societal burden, especially on human rights issues. If GoI is serious about opening up for the international community coming to its door, then those in power should address the long-unsolved human rights problems in Indonesia. Even then, the risk of other human rights violations such as forced evictions and violations of construction workers’ rights should be an essential agenda for the host city government, the Indonesian NOC, and the future appointed OCOG. Moreover, the author hopes that by the development of IOC human rights regulation, the Committee can develop a standardised rights provision rather than the current regulation that appears to be so fluid.

References


1. Introduction

During the last few decades, there has been a rapid growth in the number of sports facilities due to the development of the global sports industry. In particular, research on sports facilities’ design and build in the architecture area and the construction area has been mounting steadily (Farmer, Mulrooney, & Ammon, 1996; Brain, 1992; Mauro, 2009). The requirements of sports facilities may differ in a number of ways from those of general facilities such as houses and office buildings. Compared with general facilities, sports facilities have more complicated functional requirements. Providing high competition-standard conditions was the most important value of a sports facility. However, nowadays a sports facility plays more than one role rather than just being a competition venue (Veličković, Veličković, & Krmanović, 2017). Maruro (2009) mentioned that when we design sports facilities the economic life of the facility is one of the fundamental elements to which the designer should pay attention. Increasing awareness of the intersection of sport and architecture has not been limited to academia, as sports facilities are closely related to urban planning (Hong, Magnusen, & Coates, 2019; Veličković, Veličković, & Krmanović, 2017; Ahlefeldt & Maennig, 2010; Jones C., 2001).

By looking at new and newly-renovated sports facilities, the interest of sports facilities’ owners, users, designers, builders and citizens are often at odds (Porteshawver, 2009; Ahlefeldt & Maennig, 2010). As Schoof (1999) mentioned, people naturally pay attention to what is important to them, which
helps people to make value decisions. In addition, in interaction between multiple actors conflict occurs when people’s problems and priorities are different. To date, however, no clear direction has emerged to suggest smoothing out those value differences. Further research is clearly required on the matter.

Therefore, the aim of this study is to understand the value delivery network of sport construction through the stakeholder theory. The main purpose in understanding this is to help people understand the stakeholder environments and manage them more effectively. In this study, we have reviewed the extensive literature on sports facility design, plan and construction.

2. The stakeholders of the sport construction

The importance of stakeholder theory in this study is to identify the stakeholders in building a sports facility. To identify and classify stakeholders, we can divide stakeholders into two types: internal and external (Calvert, 1995;
Winch & Bonke, 2002). In this study, we focus on the external stakeholders of sport construction. The term stakeholder means a party that can either affect or be affected by the business (Freeman, 1984). Moloney (2006) noted that stakeholders could be an individual or a group that benefits from a corporate viewpoint. Freeman (2001) argued that by focusing on the issues which matter to the stakeholders, this helps us to obtain support from them. Hill & Jones, (1992) suggested a stakeholder wheel seen from the managerialist view of a corporation, which is helpful in this study.

Nevertheless, those stakeholders may focus on extremely different interests. Especially compared with general construction, sports facility construction has more complex stakeholders in each phase (Fenwick, Borno, Favre, & Tusell, 2011; Mauro, 2009; International Olympic Committee, 2005).

Farmer, Mulrooney, & Ammon (1996) mentioned that owner, architect and constructor are the key roles in the construction industry. Undoubtedly, meeting the requirements of the owner as to functional adequacy is the main mission of the architect and constructor (Arditi & Gunaydin, 1997). Generally, the owner of a sports facility is the local government. However, the government is a type of stakeholder with unique interests. In addition, the owner seems to have the power to decide the core value of the sports facility, yet there might be several stakeholders behind the owner of a public sports facility. For example, citizens, politicians, sports teams, athletes, sport organisations, event organisers, local business, upper government or even international sports federations (Kellison & Hong, 2015). The term public sports facilities owner is unclear, and is more likely to be a group not an individual party.

There is no doubt that the architect is the most important role during the sports facility’s design and planning phase. As a design professional, the architect is required to provide the well-defined scope of work. Transdisciplinary integration undoubtedly becomes one of the most difficult tasks facing an architect. Kellison & Hong (2015) interviewed 13 senior architects, who stated that the design and planning phase requires cooperation from different disciplines, such as architecture, engineering, acoustics, sport, art, management, finance, marketing and so on. Usually, the architect hires a consultant for each single discipline to perform his profession in the design and planning of a sports facility. Yet this is not without problems. Those consultants have different values which come from their different professional backgrounds, and which may contribute to conflict between the consultants. McGregor &
Volckman (2013) noticed that people discovered that interdisciplinary and multidisciplinary approaches were not enough to solve the deeply complex problems. Thus, in solving a complex problem, such as the planning and design of a sports facility, a “transdisciplinary” approach is required to solve these conflicts. Bahm (1993) also mentioned that if people cannot face the contradiction from different values, this will prejudice their abilities to identify, understand and solve the risks.

In any case, the architect must base their work on the requirements of the owner and dispel those conflicts by understanding each party’s unique value system. However, the values of the architect may differ in a number of ways from the requirements of the owner as well, especially between the design and budget. For example, in Washington DC, all new public and private buildings are required to be Leadership in Energy and Environmental Design (LEED) certified under the Green-Building Act which the architect must follow, yet which may require a higher budget from the owner, which could be seen as paradoxical (Porteshawver, 2009).

The constructor is obliged to meet the requirements of the design profession, such as implementation of contract requirements from field design and inspection staff; and to perform the work on a reasonable schedule which permits a reasonable profit (Arditi & Gunaydin, 1997). Quality control is the most important work during the construction phase, and here one should differentiate between “quality in fact” and “quality in perception”. Quality in fact means that the constructor provided a product or service which meets the requirements of the specification. Quality in perception means that the product or service meets the customers’ expectation for their values. However, the “customers” of the sports facility could be the owner, athlete, sport team, local resident, and so on (Arditi & Gunaydin, 1997; Porteshawver, 2009).

3. The value of sports facility design

Flynn (1993) mentioned that we must clarify the goal and objective before we start designing the sports facility. To take an example from the Olympic Games, providing high competition-standard conditions was the most important value. Therefore, most of the international sports authorities, such as International Olympic Committee (IOC) and Fédération Internationale de
Football Association (FIFA), standardise their competition venues by publishing a regulation handbook for the competition venue (Fédération Internationale de Football Association, 2009; International Olympic Committee, 2005; Mauro, 2009). The aim of those regulation handbooks is to ensure consistency in the quality of sports events and, in addition, to ensure “fair play” during the competition. Ron, Charles, & Ruben (2011) also supported this point of view that competition is the core value of the sports facility, ensuring the fairness of the competition is the priority. Take an example from World Athletics, the length of the oval track is 400m (+0.04m) with each lane width being 1.22m (± 0.01m). In addition, only 0.1% downward in the direction of running and 1% across the width of the track towards the inside lane are acceptable (World Athletics, 2019). To ensure that competition is fair, the regulations are strict. However, those regulations should not limit the innovation of architectural design. In other words, the design of the sports facility has to be a balance between the architectural design and the needs of sport competition (Mauro, 2009). Moreover, protecting the athletes from injury is another issue which should receive attention. For example, World Athletics issued a list of certified track surfaces to ensure that all the class 1 certified stadiums offered the same protection to the athletes (World Athletics, 2019; Williams &, 2002).

As mentioned earlier, there are several stakeholders behind the sports facility owner, such as international sports federations. As more and more attention is given to sustainable design, international sports federations, such as IOC and FIFA, have included the relevant requirements in their events’ competition venues to reduce pollution and their impact on the natural environment (International Olympic Committee, 2005; Fédération Internationale de Football Association, 2009).

Over the past 20 years, there have been many changes in the competition venues of mega-sport events such as the Olympic Games. Discussion about the sustainability of the Olympic Games has been increasing sharply. As stated in the Olympic Agenda 2020, sustainable development is one of the issues which the International Olympic Committee (IOC) considers as key to promoting a positive legacy from the Olympic Games to the host city and country (International Olympic Committee, 2005). Moreover, the International Union for the Conservation of Nature and Natural Resources (IUCN) published a report on Mitigating Biodiversity Impacts of New Sports Venues, with funding by the IOC, which means mitigating any negative impacts sports venues have
on biodiversity should be considered as a critical issue in developing Olympic Venues (Brownlie, 2019).

The above factors can be of enormous value to a sports facility, but no one can or will deny that the importance of financial feasibility is also vital to sports facility design. For this reason, the design of the sports facility must consider the commercial behaviour and business model of that sports facility (Kelsey & Gray, 1986; Farmer, Mulrooney, & Ammon, 1996). Let us consider now an example of how a sports facility increases its financial feasibility by good design. Staples Center provided high standard private seats and VIP boxes, and also optimised the service it provides for sports teams (locker rooms, shower rooms, and so on). In addition, it provides all the necessary equipment for sports events and non-sports events (e.g. concerts) (Staples Center, 2020).

4. The process of sports facility construction

Fenwick, Borno, Favre, & Tusell (2011) argued that the process of sports facility construction consists of six steps: 1) idea, 2) what, 3) how, 4) how to make, 5) make, and 6) sustain. In Mauro’s point of view (2009), the process starts with identifying the demand for the sports facility, then defining the needs based on that demand. Those two articles agreed that the initial stage is of decisive importance. In the science of project management, several papers also stress the importance of the initial stage in the project process, the changes in the initial stage could have a higher influence with lower cost. That is to say that changes made at a later stage could result in higher costs with lower influence (Project Management Institute, 2017).

Arditi & Gunaydin (1997) differentiated the process into three phases: 1) design phase, 2) construction phase, and 3) operation and maintenance phase. Within this process, firstly, the owner outputs the requirements into the design phase, secondly, the architect outputs the plans and specification into the construction phase, then finally, the constructor outputs the constructed sports facility to the owner. The tender process is also one of the most important phases in the construction of a sports facility. There are three common ways to implement the tender process: 1) tradition tender, 2) construction
management tender, and 3) design-build tender, each of the ways has its own advantages and disadvantages (Fenwick, Borno, Favre, & Tusell, 2011).

In this study, we adjust the Arditi & Gunaydin (1997) model of the construction process, based on the stakeholders in each phase, to examine the core value of a sports facility from the various stakeholders’ perspectives.

5. The value delivery network of sport construction
The most important finding from those works in the literature suggests that the requirements of the owner consist of the interests of different stakeholders. This finding reflects a highly positive attitude towards the values of stakeholders. As many studies suggested, that “value” provides us with a standard to make decisions which benefit us (Cicovaki, 2004; Engle, 2008; Hartman, 1967). Therefore, we can conclude with certainty that an initial phase needs to be considered as a phase for collecting the values of those stakeholders. This result is consistent with the Project Management Body of Knowledge (PMBOK) (Project Management Institute, 2017).

It should be noted that the definition of the stakeholders differs in different settings. We can look at examples of the competition venues for mega-sport events which were more strongly linked to international sports federations than the general public sports facilities. For example, on March 2020, the
IOC also announced that the Olympic Games and Olympic Winter Games will be “Climate Positive” from 2030 onwards to implement the lasting zero-carbon solution which might drive a big change in Olympic Venues in the design phase and construction phase. In addition, the needs of athletes should be considered at the initial phase, which could also be stated through sports federations’ requirements. This highlights the importance of identifying stakeholders. As Kellison & Hong (2015) suggested, local communities such as citizens, politicians, media, and so on should have a strong influence on sports facility design, therefore we must consider them as key stakeholders at the initial phase.

Undoubtedly, the requirements of the owner were the main inputs at the design phase. While most sports facility design and planning required a group of consultants from different disciplines, the results indicated that integrating the consultants’ opinions into the architect’s design was beneficial to the performance of the sports facility. It is worth noting that those consultants might have indirect influence with the owner and constructor. More specifically, the stakeholders (contractors & suppliers) in the construction phase generally have more experience from practical work than the architect, thus the architect’s consultants might include the contractors or suppliers from the construction phase. However, we could not ignore the fact that integration is one of the most difficult tasks facing an architect (Kellison & Hong, 2015; Fenwick, Borno, Favre, & Tusell, 2011).

As mentioned earlier, the construction phase places much more emphasis on quality control. Two types of quality can be distinguished: “quality in fact” and “quality in perception” (Arditi & Gunaydin, 1997). For architectural work, close and diligent supervision is required on-site, as well as rigorous snagging at the end of the construction process, to ensure "quality in fact". However, the values of the owner continue to exert influence on "quality in perception". It is worth noting that no one can deny the influence of the contractor and supplier on the performance of the main constructor.

During the construction phase, the Project Control Management (PCM) supervisor examines the quality in fact and quality in the process. Eventually, the owner checks and accepts the delivery.

Adapted Hill & Jones (1992) stakeholders’ wheel with Arditi & Gunaydin (1997) construction process to emphasise the value delivery of sport construction (Figure 3):
While research on these questions is still at an early stage, the findings will have broad implications in a number of areas. This study has taken a step in the direction of defining the relationship between the stakeholders.
and the value of the sports facility. Such findings underscore the importance of recognising stakeholders’ varying interests. This study enhances previous studies’ findings by providing a much more detailed examination of the value delivery network.

Even though this body of research has the undeniable merit of offering valuable insights into the value delivery network in the sports construction process, it has some limitations. This research is exploratory and there are problems with the qualitative data analysis.

6. Recommendations for future research

Future research is obviously required, but this is an exciting first step. As mentioned above, this research exhibits weakness in qualitative data analysis, future work will hopefully clarify this important reliability concern.

Among the many topics to be explored in future research, some important ones can be listed as follows:

a. Examining the interaction between different stakeholders in a different type of tender process.

b. Applying other theories to examine the value delivery loss within the sport construction process.

c. Empirical research is required in this area, to understand the value of each stakeholder.

A more rigorous test of those topics could be performed. In spite of all the limitations of our conclusions, we believe that the findings from our study are intriguing enough to invite further research on the topic of value delivery in the sport construction process, as well as further research on other sport construction related topics that will build a large body of knowledge in this field.

Bibliography


SPONSORSHIPS IN FOOTBALL – THE ATTITUDE OF SPECTATORS IN PROFESSIONAL AND AMATEUR SECTORS

Fabio WAGNER (GER)

1. Introduction

"Money rules the world and the football" (Quotez, 2018). Around 20 years ago, the Austrian football player and coach Max Merkel criticised the transfer policy of some big European clubs in those days. The Austrian, who died in 2006, never experienced how commercial football has become. Max Merkel probably could not have imagined the transfers of Ousmane Dembélé (115 million from Borussia Dortmund to FC Barcelona) or Neymar Júnior (220 million euro from Paris St. Germain to FC Barcelona). His statement is truer today than ever: Both FC Barcelona and Paris St. Germain won their national championship in the season following that in which they made million-euro investments.

Haase (1991) developed a four-phase model for commercialisation in football. In the ‘90s, this commercialisation was still in the “instrumentalisation phase II”, the third phase of his model. Football has now arrived in the fourth phase, the production phase (production of sporting performance by non-sporting investors). However, who are these investors? Sponsors are an important source of income for football clubs. They shape the commercialisation of football. Meanwhile, sponsoring has become an important income pillar for the Bundesliga clubs (Woisetschläger et. al, 2013). Not least with the help of a newly concluded sponsoring contract, FC Barcelona was able to obtain the necessary financial resources for the transfer of Ousmane Dembélé. Through the collaboration with the Japanese e-commerce company Rakuten as jersey sponsor for the seasons 17/18 - 20/21, the Catalans generate a total income of 220 million Euro. If they win the Spanish league or the UEFA Champions League in the contract period, they are entitled to further millions from the sponsor.
"No mon, no fun" (Ostertag, 2018), is also valid in lower football leagues in Germany. "Let's be honest: even at our local amateur level, money plays too big a role in football," confirms the former DFB President Reinhard Grindel (Büttner, 2017). In the meantime, according to Bretscher (2008), it is the rule to pay and to remunerate trainers in the form of a salary, regardless of their performance level. Besides, bonuses for goals scored, participation in training, or games won are no longer a rarity – the consequence of imitating the economic processes of the professional sector. Playing football in amateur leagues has become a well-paid second job.

Everyone is talking about money and sports. A large part of the money comes from the sponsors, so how do the spectators perceive the sponsorships and what is their opinion about the big money in sports? The present study focuses on the following research question:

What is the attitude of matchday visitors towards sponsorships in German professional and amateur football?

The paper will be structured as follows. In the beginning, a short theoretical insight (2) into the mechanisms of sponsoring will be given. Then the method (3) of interviewing spectators at football matches in the German professional ("1. Bundesliga" and "2. Bundesliga") and amateur ("Regionalliga" and "Verbandsliga") sector will be described. In chapter 4, the results of the study will be presented, followed by a discussion (5). Finally, a conclusion (6) is given.

2. Theoretical background

The magic triangle according to Bruhn (2003) shows the essential sponsoring connections on a professional level. The economy (sponsor), the sponsoring object (sport, media, culture, and social/environmental issues) and the media are in a triangular constellation with each other. The target group is at the centre of the triangle – in this study the spectators of football matches. All three main actors focus on their respective target audience and try to attract as many people as possible to their offer.

Ideally, the intended target group is watching the sporting competition, uses the sponsor’s products or services, and regularly consumes sport (Walzel & Schubert 2018). Under these circumstances, exchange relationships and interdependencies arise between the three main players. The sponsored par-
ty acquires financial resources by granting the reporting rights of its sporting events to the media and the communication rights to the business community (sponsor). The media have a multiplier function for the business community, as they enable an even larger circle of people to learn about the sponsoring measure. This creates a win-win situation for all parties involved.

3. Method

A quantitative research method in the form of a fully standardised questionnaire will be chosen for a comprehensive investigation of the attitudes of matchday visitors towards sponsorships in the professional and amateur football sectors. Quantitative approaches enable an "intersubjectively comprehensible description of complex structures by making social conditions measurable and leading to statistical analysis" (Raithel, 2008, p. 8). Since the attitude towards a situation is a subjective issue of the individual, the questionnaire is a suitable method and is used very often in this context (Konrad, 2015).

The study is part of the project: impact analysis of sponsorships. The questionnaire was developed especially for this project of the Johannes Gutenberg University Mainz in cooperation with the gambling provider “Lotto Rheinland-Pfalz”. Therefore, the following should be considered:

1. Survey locations could only be stadiums of football clubs where the home team – in optimal cases also the guest team – is sponsored by “Lotto Rheinland-Pfalz”. Consequently, only FSV Mainz 05 from the 1st Bunde-
sliga and 1. FC Kaiserslautern from the 2nd Bundesliga were considered for the professional sector.

2. Only persons who were at least 18 years old were allowed to participate.

A team of at least three persons distributed the questionnaires to matchday visitors before the match. No special features or characteristics were taken into account in order to address the widest possible range of visitors with the survey. The questionnaire was processed in writing and in the absence of the survey team. The time frame for the surveys was just under six weeks in summer 2018 and thus corresponds to a cross-sectional study.

The questionnaire design is based on the two major spectator surveys during the Football World Cup 2006 and the European Championship 2008 done by Preuß et. al (2009) and Preuß et. al (2010). One question complex out of the questionnaire is relevant for the present paper. Here the attitude towards sports sponsoring is examined. The participants are asked to rate eight statements on a five-level rating scale of the Likert-type. There are two affirmative answers, agree (5) / rather agree (4), and two negative answers, rather disagree (2) / disagree (1). If participants want to give a neutral reaction to one of the statements, the answer option (3) is available. This should not make the respondents feel restricted in their answering behaviour meaning that skipping individual questions is avoided. The attitude of matchday visitors towards sports sponsoring is divided into three dimensions:

A. Basic attitude towards sports sponsoring
B. Attitudes towards professional and amateur sponsorship
C. The role of money in the sport

4. Results

The questionnaires were entered into IBM’s SPSS statistics programme for descriptive analysis. The results of the relevant questions resulting from cross-tabs are described below. The statements are broken down into three different dimensions as described in Chapter 3. Since not all statements were evaluated by all respondents, the total number of answers varies in each case. The answers agree / rather agree or disagree / rather disagree are summarised as agreement or disagreement. Only in the case of particular conspicuous features are the answers considered in a differentiated manner.
4.1 Dimension A: Basic attitude towards sports sponsorship

Sponsorship as a communication instrument for companies and their cooperation with sport is seen positively by both amateurs and professionals: 94.6% of matchday visitors in the “Verbandsliga”, 95.4% in the Regionalliga, 93.3% in the 2nd Bundesliga and 83.6% in the 1st Bundesliga generally think sponsoring is good (Fig. 1).

It can be seen that matchday visitors to all four leagues have a positive attitude towards a sponsorship commitment to their club. In the amateur sector, approval for A2 is 93.7% (Verbandsliga) and 96.3% (Regionalliga). In the professional sector, 95.9% (2. Bundesliga) and 89.1% (1. Bundesliga) agreed or rather agreed (Fig. 2).
In general, this statement is met with rejection at both performance levels. 77.5% of respondents in the Verbandsliga and 72.7% of respondents in the Regionalliga do not agree, or rather do not agree, with this statement (Fig. 3). This figure amounts to 65.6% in the 2nd Bundesliga and 64.5% in the 1st Bundesliga. Visitors to the match days are therefore of the opinion that sport should also have recourse to other sources of money.

Item reliability analysis: The statements A1 and A2 show an inter-item correlation of 0.7. A3 showed a negative correlation since A3 is a contradictory statement to A1 and A2. Therefore, A3 was recoded, resulting in a correlation of 0.3.

4.2 Dimension B: The attitude towards sponsorship in the professional and amateur sectors

This statement is generally rejected. Visitors to matchdays in the “Verbandsliga” (73.9%) and the “Regionalliga” (60.1%) consider the involvement of companies in top-class sport more negatively than visitors to matchdays in
the 2nd (47.9%) and 1st Bundesliga (48.8%) (Fig. 4). In the two professional leagues, many respondents have no opinion on this statement (\(\bar{x} = 33.8\%\)).

![Figure 5: Statement B2: If I were an entrepreneur, I would rather support mass sport through sponsoring.](image)

In both the amateur and professional sectors, matchday visitors would prefer to support mass sport as entrepreneurs. In the "Verbandsliga", 60.8% of respondents agree or rather agree with this statement, 50% in the "Regionalliga", 29.2% in the 2nd Bundesliga and 47.1% in the 1st Bundesliga (Fig. 5). However, similarly to B1, a high percentage of B2 players in all leagues have no opinion on this topic (\(\bar{x} = 33\%\)). In addition, a negative attitude can also be observed. It is somewhat lower in the amateur sector (\(\bar{x} = 18.3\%\)) than in the professional sector (\(\bar{x} = 21.5\%\)).

The 2nd Bundesliga has a special role in statement B2. Not only are approval (29.2%) and rejection (25.5%) almost identical, the number of neutral votes (45.4%) is also significantly higher than in the other three leagues.

4.3 Dimension C: The role of money in the sport

![Figure 6: Statement C1: There is too little idealism and too much money in the sport.](image)
In both sectors, matchday visitors agree or rather agree with this statement (Fig. 6). However, it is also clear that an abundance of money in the sport is more likely to be seen by those surveyed in the professional sector. There, C1 is more in agreement ($\bar{x} = 72.5\%$) than in the amateur sector ($\bar{x} = 56.1\%$). Here the neutral attitude of the survey participants is higher ($\bar{x} = 27.9\%$) than in the 1st and 2nd Bundesliga (16.8\%).

Figure 7: Statement C2: If it helps to win the championship, we can sell the name of our club.

Matchday visitors to all four leagues have a similar opinion (Fig. 7). The percentage of those who have a negative view of C2 is 64\% (Verbandsliga), 69\% (Regionalliga), 73.6\% (2nd Bundesliga), and 84.9\% (1st Bundesliga). However, particularly in the amateur sector, some respondents would sell their club’s name for the championship title (14.2\% in the Verbandsliga and 17.2\% in the Regionalliga). Furthermore, respondents from the amateur leagues ($\bar{x} = 17.8\%$) were more neutral than those from the professional leagues ($\bar{x} = 9.2\%$).

Figure 8: Statement C3: The state should continue to support the sport with funds and provision of infrastructure.
C3 finds great approval in all leagues. In the amateur sector, 90.2% (Verbandsliga) and 87.7% of respondents (Regionalliga) agree or rather agree with the statement (Fig. 8). In the professional sector, the support of sport by the state is less important to matchday visitors. In the 1st Bundesliga, 79.6% and in the 2nd Bundesliga 81.6% agree or rather agree with C2. Again, it is noticeable that, as with C2, approval in the 1st Bundesliga is lower than in the other leagues.

5. Discussion

To answer the research question, the results of dimension B (the attitude towards sponsorship in the professional and amateur sectors) are interpreted and discussed below.

In both professional and amateur sectors, matchday visitors tend to see the advantage of a sponsorship commitment in mass sport. The financial support of mass sport is therefore considered more important than support for the professional level. However, this opinion is much more pronounced in visitors to amateur matches.

If the interviewees had to slip into the role of an entrepreneur, they would also sponsor more in mass sports than in professional, although the latter will certainly achieve a greater range. The high percentage of abstentions (answering neutral) show that this decision is not easy for the respondents. However, an image improvement for the sponsor can also be achieved in the amateur sector, where, for example, locally or regionally known companies can achieve an image boost.

The spectators of the “Verbandsliga” were most in favour of supporting the amateur sector. They prefer promotion of their current performance level.

In contrast, respondents from the 2nd Bundesliga are in favour of financially supporting professional football. Since the 2nd Bundesliga was surveyed at a home game of the 1. FC Kaiserslautern (1. FCK), this seems obvious. Their sporting success has been lacking for a long time. In the 2017/2018 season, the club was relegated to the 3rd Bundesliga shortly after the end of the survey. The matchday visitors at the home game of 1. FCK probably hope to return to the upper leagues of the professional sector utilising new financial resources.
6. Conclusion

The results show that sponsorship in German professional and amateur football is perceived positively despite increasing commercialisation and ever-larger sums of money. Companies can therefore still be recommended to enter into sponsoring commitments in German football to achieve their communication goals.

The results are particularly interesting for the professional sector, where the survey participants also perceive a surplus of money. It can be assumed that respondents at professional matches consider other causes for this circumstance and do not see sponsors as solely responsible. The central marketing of TV rights and the associated revenue-sharing by the DFL (organiser of the 1st and 2nd Bundesliga) is the largest source of income for the clubs. The prize money in national and international competitions is also increasing and higher prices for tickets and merchandising products are another factor.

In amateur football, the interviewees would like to see an increased sponsoring commitment for their clubs. Not every interviewee from this performance level noticed an excess of money. They hope to achieve greater sporting success for their team through financial support. Sponsors are one of the best ways to gain money because sources like gate receipts are limited and TV deals are absent. As in the professional leagues, players from the amateur sector are getting higher and higher salaries. Therefore, financially better-positioned clubs can gain a sporting advantage. This development points out that commercialisation is spreading through all leagues of football. "Money rules the world and the football" is truer than ever in the lower leagues. This is probably the reason for the more positive attitude of matchday visitors in the amateur sector towards sponsoring.

Moreover, German football can be divided into professional and amateur sectors in sporting terms, but for marketing studies, a more differentiated approach is recommended since the opinions of matchday visitors to the 1st and 2nd Bundesliga were partly different. The same applies to the respondents from the "Regionalliga" and “Verbandsliga” matches. Fragmentation of the leagues according to their economic strength would be an alternative. The results of the survey underline the fact that the 1st Bundesliga must be seen as isolated as it is by far the strongest league in economic terms. Based on the results of this study the other sections could be 2nd and 3rd Bundesliga as group II,
“Regionalliga” and “Oberliga” (4th and 5th division) are group III, because of a similar economic situation. The “Verbandsliga” (7th division) and the following leagues are group IV with the weakest economic position. Summarising, potential sponsors are advised not to distinguish between professional and amateur football, but to assess the prerequisites and potential of each league for their needs individually.

References


PERCEPTION OF AFFECTIVE SKILLS
THROUGH EQUESTRIAN PRACTICE:
AN ANALYSIS OF DATA
AMONG BRAZILIAN MILITARY COMMUNITY

Alex Titan LIMA DA SILVA (BRA)
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Supervising Professor: Dra Gislane Ferreira de Melo
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Abstract

This article focuses on discussing how affective skills are perceived through equestrian practice in the Brazilian military community. As the basis for this study we used a selection of aptitudes defined and worked by the Brazilian Army since the ‘70’s, to evaluate characteristics demonstrated and observed within the institutions. In this sense, we mapped 412 volunteers through an adapted research questionnaire, distributed by digital link, to find which, among 42 competencies, are most perceived by equestrian practitioners in the Brazilian Army and in the Military State Police in 24 states and 68 cities. We support the study foundation in Benjamin Bloom’s Educational Theories by relating these concepts to the data obtained in field research. For data analysis we used the social statistics software (IBM - SPSS 22.0), accompanied by a descriptive analysis of the results in the search for the most commonly found dispositions and how they are observed through sports practice by the Brazilian military universe. In this way, it was possible to classify

1 This article was based in part on Alex Titan Lima da Silva’s master’s degree dissertation (Catholic University of Brasilia in Brazil).
2 Alex Titan Lima da Silva participated in the Seminar and presented this paper.
competences into two distinct groups characterising the use of horse riding as an educational tool for emotional development.

Keywords:
sport, development, emotion, horse, equestrian.

Introduction

Can sports practice develop qualities beyond the physical?

According to Sanches and Rubio (2011) sports have great educational potential and benefit the physical, social and affective development of practitioners. According to Almeida and Gutierrez (2009) sport is a form of socialisation and transmission of values that has wide repercussions and universal language.

Just as spice sharpens the palate, sports tempers emotions and affection (Sanches & Rubio, 2011). In addition to its more than proven contribution to the health of the body it also contributes to quality of life and to the well-being of the mind. (Bazello, Portella, Antunes, & Gatti, 2016)

Olympic and Paralympic sports stand out from the range of existing sports. According to information contained in the websites of the International Olympic Committee (IOC) and International Paralympic Committee (IPC) there are a total of 62 (sixty-two) sports. Olympian sports are subdivided into Winter Games (15), Summer (47), Youth (39), and the Paralympics Summer Games (22) and Winter (6) Games. These sports are chosen because they are the most practised sports in the world (IPC; International Paralympic Committee, 2020).

Equestrianism, a sport that is included in three of the five categories described above, stands out amongst this wide variety of sports, not only because it is the only sport where men and women compete equally, but also because it is the sport that brings together a human and non-human athlete, the horse (IOC; International Olympic Committee, 2020).

Bjarke Rink (2008), in his book Desvendando o Enigma do Centauro, infers that the relationship between man and animal goes back to the very history of the world, having a connection with the expansion and development of humanity and society. Also, according to the author, equestrian practice is more than a sporting, labour or military matter since the relationship between man and horse permeates not only the imaginary, but the affective memory of
the human being. This is especially true for athletes who in their daily training with an animal (that has its own self-will) seek an ideal connection so they can achieve the highest degree of performance and efficiency. As a sports practice, horseback riding also aims to improve physical, social, psychological, emotional and affective characteristics (Rink, 2008).

According to Vygotsky (1999), only when one understands the person’s affective base is it possible to understand human thinking, as the evolutionary process of knowledge is influenced, to a great extent, by the affective and cognitive spheres. In this scenario of affection and cognition, educational psychology, the branch responsible for the scientific study of human learning, has as one of its references the studies of educational psychologist Benjamin Bloom (1913-1999) and his collaborators who developed the Taxonomy of Educational Objectives which focused on three areas of knowledge: cognitive, psychomotor and affective.

This taxonomy supports specific concepts where the cognitive emphasises the recall or resolution of some intellectual task; the psychomotor refers to motor or muscular actions involved in the manipulation of materials, objects or substances; and last but not least, the affective must emphasise learning results expressed in terms of interests, attitudes, appreciations, values, dispositions or emotional tendencies (Blomm, Krathwohl, & Maisa, Taxonomia de objetivos educacionais; compêndio segundo: domínio afetivo., 1974).

The affective domain, which this article deals with, is the least predisposed to classification. While there is a considerable body of scientific material to assess performance and achievements in the cognitive domain, few works are available in the affective area. Perhaps this is due to the differences between cognitive tests and those that measure emotion, a construct that needs a perceptual continuum. (Blomm, Innocence in education, 1972). As attitudes cannot be directly observed, they are inferred by behaviour, usually in the form of verbal responses or observable actions (Pierre & Oughton, 2007). The guiding thread of the affective results continuum is the degree of internalisation with which certain values are present in the intentions between the learner and the instruction (Bloom & al., 1956).

The affective domain has been used by the Brazilian Army (EB) since 1997 when the institution innovated its assessments, both in the teaching and human resources. The Affective Area Attributes Development and Evaluation Project was created to assess and train EB human resources. Its historical origin begins with
the study that took place in 1972 and culminated in 1975 with the new Instructors’ Manual: the T21-250. The movement that started with these initial studies deepened and allowed new bases for military education and instruction to be established in Brazil. The relevant milestone for these was the Affective Objectives project which developed between the ’70s and ’80s (Fernandes, 2008).

In an attempt to integrate the assessment carried out by the Army and the practice of horse riding in military spaces, this study focused on assessing how military and civilians perceive the sport of horse riding as an educational tool in the development of affective skills.

**Methodology**

It was a cross-sectional, descriptive and exploratory study. According to Cervo, Bervian e Silva (2007) exploratory research aims to deliver information on the object of the research and guide the formulation of hypotheses. The descriptive process, on the other hand, aims at identifying, registering and analysing the characteristics, factors or variables that relate to the phenomenon or processes, so in this type of research an analysis of the relationships between the variables is carried out for a later determination of the resulting effects. (Perovano, 2014).

The sample included 411 participants from the Brazilian Army (219), the State Military Police (144) and civilian (48) frequenters of Military Equestrian Centers. Of this total, 361 were men and 50 were women, grouped into 5 different age groups - up to 18 years (16), between 19 and 30 years (42), between 31 and 40 years (136), between 41 and 50 years (151) and more than 51 years (64), resident in 20 Brazilian states and 4 foreign countries (Colombia, Japan, Paraguay and Uruguay).

The inclusion criteria used in this study were records from the databases of supporting institutions at the military level (Army Horseback Riding School, Army Guard Cavalry Regiments and State Mounted Police Regiments), regardless of gender, age, class or function and volunteer status, through the link provided by email messages, social media and the WhatsApp application on the Google Forms platform. Incomplete questionnaires were excluded from the research if the participant had not signed the Informed Consent Form in accordance with Resolution 466/12.

For data collection, a research form was created on Google Drive that con-
tained two parts: the first with questions about sociodemographic data (e-mail, name, sex, profession, age, city and state) and equestrian information (how long the participant had practised the sport, level of practice, and favourite discipline). The second part of the instrument presented the participants with items of affection (42 items) and their definitions, according to the concepts used by EB and regulated in the Standards for Development and Evaluation of Attitudinal Contents (Brasil; Ministério da Defesa; Exército Brasileiro; Departamento de Ensino e Pesquisa - DECEx, 2000).

On a Likert scale the interviewee classified the perception he had regarding the practice of horse riding as an educational tool for emotional development, assigning values between 1, if he considered that the competence was not developed, to 5, if he believed that the competence could be fully developed through equestrian sport. Finally, as a last action, the interviewee could leave a comment about the experience.

On July 1 2019, the distribution by EsEqEx of the link by e-mail and social media began. When accessing the link, participants were informed about the research criteria, forms and average time needed to fill out the form (estimated around 10 minutes).

The project was approved by the Ethics Council of the Catholic University of Brasília (Nr 3.179.236) and National Council for Research Ethics (CONEP) under the number CAAE: 07018819.0.0000.0029.

For the descriptive analysis of the data, means, medians, standard deviations and frequencies were used. For inferential analyses, tests were performed as factor analysis, (t test for independent samples), by education (Anova One-Way) as well as the chi-square test to analyse the relationship between qualitative variables.

The SPSS-IBM 22.0 software (registered) was chosen for all analyses, using the level of significance of \( p \leq 0.05 \).

**Results**

After the 30-day period in which the link was available to participants, a total of 429 research forms were received. These were processed for requests for exclusion and the verification of duplicate access, returning 411 valid questionnaires at the end. The descriptive data from the sample are shown in Table 01 below.
Table 01 – Total sample of descriptive data

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<td>Others</td>
<td>48</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>411</td>
<td>100</td>
</tr>
<tr>
<td>Equestrian experience</td>
<td>Do not practise</td>
<td>177</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>01 day to 5 years</td>
<td>73</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>06 to 10 years</td>
<td>35</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>11 to 15 years</td>
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</tr>
<tr>
<td></td>
<td>More than 15 years</td>
<td>150</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td>Not specified</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>411</td>
<td>100</td>
</tr>
<tr>
<td>Level</td>
<td>None</td>
<td>76</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>Basic</td>
<td>190</td>
<td>46</td>
</tr>
<tr>
<td></td>
<td>Intermediary</td>
<td>131</td>
<td>32</td>
</tr>
<tr>
<td></td>
<td>Advanced</td>
<td>11</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Not specified</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>411</td>
<td>100</td>
</tr>
</tbody>
</table>
To verify whether the 42 items in the instrument for assessing the affective competences of equestrians were subject to factorisation, the KMO and Bartlett tests were performed. The results analysed with KMO equal to 0.953, degree of freedom of 861 and Bartlett’s sphericity test with significance level of $p = 0.0001$, indicated that the matrix was favourable to an exponential factor analysis (Damásio, 2012).

With these significant results (KMO close to 1 and Bartlett test close to 0) and because the items, in their individuality, do not present a normal distribution, Principal Component Analysis was performed (PCA), where it was verified that the reduction of the variables to two factors has as a cumulative percentage of sum of extraction of square loads an index of 47.391%, a value considered satisfactory for reducing 42 variables in 2 different groups, with Factor 01 responsible for 38.81% of variance and factor 02 for 8.58%. Graph 01 presents the Scree Plot, which confirms the retention of items due to two factors.

*Graph 01 – Scree Plot*
Due to the high load on more than one item, the factors were rotated for a better visualisation, through the Oblimin rotation with Kaiser normalisation, where two distinct groups of items are highlighted.

*Table 02 – Principal Component Analysis – Structure Matrix*

<table>
<thead>
<tr>
<th>Nº</th>
<th>Items</th>
<th>Component 01</th>
<th>Component 02</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sobriety</td>
<td>0,770</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Discretion</td>
<td>0,766</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Tact</td>
<td>0,754</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Impartiality</td>
<td>0,754</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Persuasion</td>
<td>0,747</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Cooperation</td>
<td>0,744</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Coherence</td>
<td>0,739</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Civility</td>
<td>0,735</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Communicability</td>
<td>0,719</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Temperance</td>
<td>0,714</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Tolerance</td>
<td>0,707</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Creativity</td>
<td>0,700</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Organisation</td>
<td>0,691</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Judgement</td>
<td>0,675</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Dedication</td>
<td>0,672</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Comradeship</td>
<td>0,655</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Empathy</td>
<td>0,649</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Discipline</td>
<td>0,639</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Leadership</td>
<td>0,632</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Objectivity</td>
<td>0,629</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Responsibility</td>
<td>0,628</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Insight</td>
<td>0,621</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Sensibility</td>
<td>0,607</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Proactivity</td>
<td>0,601</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>Prediction</td>
<td>0,587</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>Thoroughness</td>
<td>0,583</td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>Zeal</td>
<td>0,538</td>
<td></td>
</tr>
</tbody>
</table>
From the loads of the items it was observed that one group of items has more interpersonal characteristics and the other more intrapersonal characteristics, so we name the factors as Interpersonal and Intrapersonal.

To assess which items had, in the sample’s perception, a greater or lesser significance of importance, all of them were evaluated using descriptive data, which are presented in Table 03.

It is worth mentioning that in table 03 we show which factor the items fall into.

*Table 03 – Presentation of item data regarding higher values of perceived importance*

<table>
<thead>
<tr>
<th>Nº</th>
<th>Item</th>
<th>Median</th>
<th>Media</th>
<th>Standard deviation</th>
<th>Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Courage</td>
<td>5</td>
<td>4,74</td>
<td>0,59</td>
<td>Intrapersonal</td>
</tr>
<tr>
<td>2</td>
<td>Persistence</td>
<td>5</td>
<td>4,6</td>
<td>0,65</td>
<td>Intrapersonal</td>
</tr>
<tr>
<td>3</td>
<td>Decision</td>
<td>5</td>
<td>4,49</td>
<td>0,73</td>
<td>Intrapersonal</td>
</tr>
<tr>
<td>4</td>
<td>Competitiveness</td>
<td>5</td>
<td>4,49</td>
<td>0,73</td>
<td>Intrapersonal</td>
</tr>
<tr>
<td>5</td>
<td>Dynamism</td>
<td>5</td>
<td>4,48</td>
<td>0,79</td>
<td>Intrapersonal</td>
</tr>
</tbody>
</table>

**Extraction Method:** Principal Component Analysis.

**Rotation Method:** Oblimin with Kaiser Normalization.
<table>
<thead>
<tr>
<th></th>
<th>Affective Skill</th>
<th>Rating</th>
<th>Score</th>
<th>Correlation</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>Resilience</td>
<td>5</td>
<td>4,47</td>
<td>0,75</td>
<td>Intrapersonal</td>
</tr>
<tr>
<td>7</td>
<td>Responsibility</td>
<td>5</td>
<td>4,47</td>
<td>0,79</td>
<td>Interpersonal</td>
</tr>
<tr>
<td>8</td>
<td>Self-confidence</td>
<td>5</td>
<td>4,45</td>
<td>0,76</td>
<td>Intrapersonal</td>
</tr>
<tr>
<td>9</td>
<td>Adaptability</td>
<td>5</td>
<td>4,44</td>
<td>0,74</td>
<td>Intrapersonal</td>
</tr>
<tr>
<td>10</td>
<td>Initiative</td>
<td>5</td>
<td>4,44</td>
<td>0,85</td>
<td>Intrapersonal</td>
</tr>
<tr>
<td>11</td>
<td>Discipline</td>
<td>5</td>
<td>4,41</td>
<td>0,89</td>
<td>Interpersonal</td>
</tr>
<tr>
<td>12</td>
<td>Flexibility</td>
<td>5</td>
<td>4,4</td>
<td>0,81</td>
<td>Intrapersonal</td>
</tr>
<tr>
<td>13</td>
<td>Direction</td>
<td>5</td>
<td>4,4</td>
<td>0,82</td>
<td>Intrapersonal</td>
</tr>
<tr>
<td>14</td>
<td>Zeal</td>
<td>5</td>
<td>4,4</td>
<td>0,93</td>
<td>Interpersonal</td>
</tr>
<tr>
<td>15</td>
<td>Endurance</td>
<td>5</td>
<td>4,39</td>
<td>0,84</td>
<td>Intrapersonal</td>
</tr>
<tr>
<td>16</td>
<td>Emotional Balance</td>
<td>5</td>
<td>4,36</td>
<td>0,81</td>
<td>Intrapersonal</td>
</tr>
<tr>
<td>17</td>
<td>Proactivity</td>
<td>5</td>
<td>4,34</td>
<td>0,86</td>
<td>Interpersonal</td>
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<tr>
<td>18</td>
<td>Cooperation</td>
<td>5</td>
<td>4,33</td>
<td>0,91</td>
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<tr>
<td>19</td>
<td>Comradeship</td>
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<td>4,3</td>
<td>0,94</td>
<td>Interpersonal</td>
</tr>
<tr>
<td>20</td>
<td>Temperance</td>
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<td>4,25</td>
<td>0,97</td>
<td>Interpersonal</td>
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<tr>
<td>21</td>
<td>Prediction</td>
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<td>4,3</td>
<td>0,81</td>
<td>Interpersonal</td>
</tr>
<tr>
<td>22</td>
<td>Objectivity</td>
<td>4</td>
<td>4,26</td>
<td>0,87</td>
<td>Interpersonal</td>
</tr>
<tr>
<td>23</td>
<td>Leadership</td>
<td>4</td>
<td>4,22</td>
<td>0,94</td>
<td>Interpersonal</td>
</tr>
<tr>
<td>24</td>
<td>Thoroughness</td>
<td>4</td>
<td>4,2</td>
<td>0,94</td>
<td>Interpersonal</td>
</tr>
<tr>
<td>25</td>
<td>Sensibility</td>
<td>4</td>
<td>4,18</td>
<td>0,98</td>
<td>Interpersonal</td>
</tr>
<tr>
<td>26</td>
<td>Self-improvement</td>
<td>4</td>
<td>4,17</td>
<td>0,92</td>
<td>Intrapersonal</td>
</tr>
<tr>
<td>27</td>
<td>Insight</td>
<td>4</td>
<td>4,16</td>
<td>0,88</td>
<td>Interpersonal</td>
</tr>
<tr>
<td>28</td>
<td>Civility</td>
<td>4</td>
<td>4,15</td>
<td>0,92</td>
<td>Interpersonal</td>
</tr>
<tr>
<td>29</td>
<td>Self-criticism</td>
<td>4</td>
<td>4,13</td>
<td>0,90</td>
<td>Intrapersonal</td>
</tr>
<tr>
<td>30</td>
<td>Communicability</td>
<td>4</td>
<td>4,13</td>
<td>0,98</td>
<td>Interpersonal</td>
</tr>
<tr>
<td>31</td>
<td>Organisation</td>
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<td>4,12</td>
<td>0,93</td>
<td>Interpersonal</td>
</tr>
<tr>
<td>32</td>
<td>Tolerance</td>
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<td>4,03</td>
<td>1,00</td>
<td>Interpersonal</td>
</tr>
<tr>
<td>33</td>
<td>Empathy</td>
<td>4</td>
<td>4,03</td>
<td>1,03</td>
<td>Interpersonal</td>
</tr>
<tr>
<td>34</td>
<td>Dedication</td>
<td>4</td>
<td>4,01</td>
<td>1,02</td>
<td>Interpersonal</td>
</tr>
<tr>
<td>35</td>
<td>Coherence</td>
<td>4</td>
<td>4,01</td>
<td>1,06</td>
<td>Interpersonal</td>
</tr>
</tbody>
</table>
Finally, and with the objective of assessing whether there was a difference in the perception of affective competence that equestrian sport provides to the participants involved in relation to sex, age group, time of practice, category and by profession (military or not), no significant differences were found ($p \geq 0.05$). These results infer, once again, that equestrianism is perceived as a facilitator for the development of affective skills.

**Discussion**

This research analysed the way in which the military and civilian institutions who use the Armed Forces’ equestrian centres perceive the equestrian sport as an educational tool in the development of affective skills.

The theories of Benjamin Bloom and his collaborators were taken as a basis of inspiration, and inspired the researchers through their studies in the fields of knowledge (Cognitive, Affective and Psychomotor). These theories have also inspired the development of sounding tools within the scope of the Brazilian Army since the 1970s. For these researchers, the characterisation of learning is measured through the level of internalisation obtained. When talking about internalisation as a growth factor, scholars like Piaget, Wertsh or Ausubel affirm that external or environmental control progressively gives way to internal control in the command of affective responses, with a gradual decrease in the first and an increase in the second (Díaz, 2011).

The results in relation to the items that assessed the affective competence of equestrians were perceived as those that Cognitive Psychology points out where emotions influence people’s feelings, thoughts, actions and memories and how these sensations and perceptions adapt to the social environment,
thus, establishing the areas of Interpersonal and Intrapersonal (Coelho & Cardoliquio, 2019). It is believed that individuals need a well-established emotional education, as this is directly linked to the development of being in the field of reciprocal social relations and that equestrianism is able to meet these demands for people who practice it regularly.

It is observed how much emotional intelligence is being cited currently, referring us to the idea of identifying emotions and knowing how to deal with feelings, in an attempt to seek harmony, mental, spiritual and physical balance, thus producing the necessary skills for the individual living in society (Goleman, 1995). Coelho and Cardoliquio (2019) reveal that, in the learning process, people with specific brain conditions in the areas responsible for emotions present some learning challenges. Eleanor Pierre mentions that, for Piaget, there is no level, in any state, even in the adult, where we can find a purely cognitive behaviour or state without affection, nor a purely affective state without a cognitive element involved. (Pierre & Oughton, 2007)

Thus, when analysing the indices obtained by associating parameters such as Median, Average and Standard Deviation (table 4), we observed the proximity of the measured values, where all 42 competences evaluated have medians between 4 and 5 and Standard Deviation below 2 points. Thus it is clear that the universe consulted perceives the practice of horseback riding as an important educational tool for global emotional development.

It is important to emphasise that when it comes to the perception of feelings (subjective elements), the values measured in the psychometric assessment tool do not reflect a metric scale that should be considered by its absolute values, but in an ordinal way, where the positioning occurs according to the perception of those evaluated on the competence presented. Corroborating with the previous statement, the study showed that the perception related to the practice of horseback riding does not differ when compared by sex, age, education, time or level of practice, which makes the result relevant from the point of view of an accurate perception and confirmed by the groups, either by the fact that horse riding, as a sport, is where men and women compete on equal terms or by the fact that the common factor among all those evaluated is to have the horse as a learning platform.

Although it was successful in relating the possible development of affective skills, this study requires further research and observation to better identify, according to Bloom, the degree of internalisation of these skills that can be
achieved through the continuous practice of equestrian sport. Through the indexes obtained by the tool used, it is possible to affirm that all skills surveyed have receptivity, the first level of the learning continuum, as confirmed by the public who participated in the research. It can be said that with the high acceptance of the responses evidenced by the large number received, the interviewees demonstrated active participation, a willingness to respond and satisfaction in responding to a stimulus. We can consider this as an indication of the level of response, the second level in the continuum of Bloom’s Taxonomy.

The specific equestrian sport is the only Summer Olympic discipline where men and women compete on equal terms (FEI - Fédération Equestre Internationale, 2020). It can be noted, not only in relation to the discussion, but also in the perception of its benefits, that this sport proves, for the regulars of military equestrian centres, an educational tool of global development of equality and inclusion. The high indexes captured by the research instrument measure an explicit perception of the skills in question, in line with the maxim of Juvenal that treats sport as an instrument of development not only of the body, but also of the mind.

**Conclusion**

As a basis the study used the theories of Benjamin Bloom to correlate the learning of affective skills through the practice of equestrian sports as an educational tool for emotional development. It can be concluded that the practice of horse riding is perceived by the Brazilian military and civilians who frequent military equestrian centres as an effective tool for the global didactic development of the affective area and that there are two explicit factors that express competences of Intrapersonal and Interpersonal characteristics. In the intrapersonal aspect, attitudes are focused on the individual’s relationship with himself (self-criticism, self-confidence, decision, initiative) and Interpersonal refers to the individual’s relationship with the other (comradeship, cooperation, tact, tolerance). It is noteworthy that regardless of sex, age group, level and category (professional or school), affective skills have the same high values, demonstrating the importance given by respondents to equestrian sports and the development of these attributes.

In a similar way, we suggest that given the scarcity of available scientific
publications, similar research be carried out in other sports so that we can perceive, in a clearer and more defined way, the possibility of using sport as an educational tool for emotional development.

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THE OLYMPIC GAMES AND THE OLYMPIC MOVEMENT:
PAST, PRESENT AND FUTURE – AN ANALYSIS FROM
THE HISTORICAL, PHILOSOPHICAL AND SOCIAL PERSPECTIVES

Ivanna KOROBEINIKOVA (UKR)

The background

The Olympic Movement in the world is ancient and mighty. The Olympic Games are a solemn and outstanding event in the sports life of the XX-XXI centuries. When such a historical period of time has passed it is worth looking back, analysing and summing up what has accrued, walking away with a conclusion and finding the objectives that will provide a confident future.

The shock associated with the COVID-19 pandemic is especially important for the development of the Olympic Movement and the entire world community.

More recent history

My country, Ukraine, received world Olympic recognition relatively recently, at the XXVI Olympiad Games in Atlanta. And as far back as those Olympics, the team picked by Ukraine won 23 medals (9 gold, 2 silver and 12 bronze). The national team of Ukraine was represented by 231 athletes (146 men, 85 women). [13]

We should also look at the background of modern Olympism - the International Athletic Congress of 1894 at the Sorbonne. The International Congress in Paris was held in June 1894. The information and materials about the Paris Congress of 1894 are kept in the IOC Olympic Museum in Lausanne. [5] There
is also information in the "Olympic Memoirs" by Pierre de Coubertin. [11]

The major figure of this event was Pierre de Coubertin: he came up with the idea of holding the congress, developing the programme, all other components of the organisation and holding this sensational International Sports Forum for the end of the 19th century. It was necessary to provide convincing evidence for the relevancy and expediency of holding such a forum, which were substantiated by Coubertin. In particular, he wrote: "Since there is no doubt about the advantages presented by the revival of the Olympic Games, both from the sport and internationality points of view, let these games rise on a basis that meets the requirements of modern life."

Pierre de Coubertin became convinced of the necessity to hold an international congress with the purpose of resolving the issues related to the revival of the Olympic Games and laying the foundations of the modern Olympic Games. "The idea of holding an International Athletic Congress in Paris was born in my mind," Coubertin wrote in his Olympic memoirs. [11]

Coubertin had no doubts that the congress should be international, since the modern Olympic Games, according to Coubertin’s plan, should become the achievement of not one Greek nation, as it was in ancient times, but the nations across the globe. This idea of the involvement of all nationalities in the Olympic Games’ orbit, the idea of the international Olympic Movement, is woven into all Pierre de Coubertin’s intellectual and practical activities.

An important consequence of the above-mentioned congress was the holding of the Games of the I Olympiad of modern times in 1896. There is evidence that representatives of Ukraine, whose lands at that time were enslaved by various invaders, participated in these international competitions. Besides A. Butovsky, wrestler and shooter Nikolai Ritter from Kiev arrived in Athens on his own. However, for unknown reasons, he did not take part in Olympic competitions. A group of athletes from the Odessa Sports Union also set out for the Greek capital on their own, but they were also not lucky enough to compete on the Olympic platform because they only had enough money for the trip to Constantinople.

Those facts should be considered, because the athletes of tsarist Russia, which owned most of the Ukrainian lands at that time, did not compete in Athens as an official team. Only in 1912, at the Games of the V Olympiad, did Russia make its debut in the Olympic competitions. It is symbolic that the Russian national team then took 15-16th place, sharing it with the Austrian
national team, which also reigned in part of the Ukrainian lands. As a matter of interest, the Austrian team included Vladislav Ponurskiy from Lviv.

In December 1990 the NOC of Ukraine began its activities, although it would be more than a year before it was granted official recognition by the IOC on 9 March 1992. Right after the founding of the NOC of Ukraine, the Olympic Academy of Ukraine was created (on 8 March 1991).

The process of official Olympic recognition for Ukraine was accompanied by the national sports federations of Ukraine being included in the international federations and was fully completed in 1992.

Ukraine’s place among the authoritative sporting states of the world was underlined in 1994 when the President of the Ukrainian NOC, the minister for Youth and Sport Valeriy Borzov became a member of the IOC. Another prominent Ukrainian Olympian – an athlete from Donetsk, Sergey Bubka – became a member of the International Olympic Committee in 2000.

The National Olympic Committee of Ukraine is a non-governmental public organisation that coordinates the development of the Olympic Movement in Ukraine. In its activities, the NOC is guided by the legislation of Ukraine, the Olympic Charter of the International Olympic Committee and its own Charter. The NOC of Ukraine has the exclusive right to represent the country at the Olympics and Winter Olympic Games, in the International Olympic Committee and other international Olympic organisations. The NOC of Ukraine also has the exclusive right to use its own Olympic symbols. The government contributes to the activities of the NOC of Ukraine, the development of its material and technical base, and provides financial support. However, direct interference by any state or any other body or person in the internal affairs of the NOC is contrary to the Charter.

The present

In February, during the outbreak of the coronavirus, WHO stated that there was no reason to postpone the Olympics. [2] But at the beginning of March the organising committee was already considering the possibility of holding the Olympiad without spectators, leaving only the television broadcast of the competition. [8]

The Olympics, which were supposed to take place from July 24 to August 9,
will not take place in 2020. This decision was made during a meeting between the Prime Minister of Japan, Shinzo Abe, the Chairman of the Organising Committee, Igor Yoshiro Mori, the IOC President, Thomas Bach, and other high-ranking officials.

The head of the IOC supported the proposal from the Japanese side to postpone the Games.

*In the current circumstances and based on information provided by WHO, the IOC President and the Prime Minister of Japan have come to the conclusion that the Tokyo Olympics should be postponed to another date after 2020, but no later than the summer of 2021, in order to protect the health of athletes, all participants of the Olympic Games and the international community.* [14]

The modern Olympic Movement is faced with a huge number of problems and difficulties: government pressure, corruption, doping, a limited number of venues, interference in its work by a vast number of private structures.

It can be assumed that the main problem of the Olympic world is the lack of equality. Unfortunately, every year we see more and more often that certain countries have taken a fairly stable position as the "champions" and they are ready to fight their rivals with all possible means. Sometimes just by looking a contest it is immediately clear who will win.

The Anti-Doping Committee completely lost the confidence of fans, athletes and representatives of different countries. After all, the list of drugs that they added provoked a dispute between athletes who are the main characters and who are turned into slaves of the system.

Decisions made outside of the sports arena violate the principles of the entire Olympic Movement which were so carefully created by Pierre de Coubertin.

In addition, there are ethical (bioethical) problems in the modern Olympic Movement.

The main bioethical problems of modern Olympic sports are the following:

- biological effects of high physical exertion;
- doping and other "stimulants" for athletes' performances;
- genetic technologies and manipulation in sports.

The biological consequences of high physical exertion are, first of all, the following.

In conditions of adaptive rearrangements during exhausting physical exer-
tion, athletes have structural transformations in the myocardium: dilatation and left ventricular hypertrophy. [4,5]

The next risk factor is structural transformation in the muscles in conditions of intense muscular activity of athletes: skeletal muscle hypertrophy. [7,10]

Also, one of the important problems is sudden death in sports. [1,6]

The official definition of "sudden death in sports" relates to deaths that occurred directly during physical exertion, as well as during the first 24 hours from the onset of symptoms that forced the deceased to change or cease activities.

Sudden death as a result of playing sports as a biomedical problem has existed for at least 2500 years. In 490 BC a young Athenian soldier died after a long-distance race from Marathon to Athens to announce the victory against the Persians.

There is a known case of sudden death in 1978. During the competition on the track, the Soviet cyclist Grigory Radchenko died. The reason was an overdose of strychnine.

As a rule, sudden death is caused by doping.

Doping is the injection into the athlete's body of any type of pharmacological preparations, as well as various kinds of manipulations with biological fluids, to forcefully and artificially increase working capacity and obtain a better sports result. [3,9]

The prolonged use of anabolic steroids influences various organs and systems of the body:

- pathology of the liver and biliary tract (hepatitis, cancer of the liver);
- impact on the genitourinary system (development of kidney tumours, stones deposition, disruption of the process of urine formation);
- impact on the endocrine system (testicular atrophy, impotence, gynecomastia, false hermaphroditism, infertility);
- side effects on the musculoskeletal system;
- mental disorders;
- pathology of the cardiovascular system (atherosclerosis)
- decreased immunity.

Doping is controlled by the World Anti-Doping Agency, founded in 1999. However, in fact, only Olympic sports are subject to mandatory doping control. Many professional sports federations ignore their partnership with WADA and this reflects negatively upon Olympic sports.
Problems of the Ukrainian Olympic Movement

Ukrainian athletes annually participate in more than 1000 official competitions. However, Ukrainian sport faces a number of complex problems. They can be divided into the following groups: organisational, methodological, financial and material, moral and ethical.

Organisational problems are associated with the fact that the structure of sports that exists in modern Ukraine is practically inherited from the former Soviet Union. This structure remains essentially authoritarian, it focuses mainly on the state content of sports and is in conflict with the economic possibilities of the budget.

On the other hand, the immediate transfer of many functions of managing public organisations (federations) would be an incautious step, taking into account their financial and organisational insolvency. Over and above this, in Ukraine there is a lack of a new generation of sports organisers who are able to communicate with international sports organisations and join their organisational structures and who have strong personal ties that can resolve issues on behalf of Ukrainian sports. Even at international events in Ukraine, there are not enough judicial representatives.

In the development of many kinds of sport, the material basis is limited since a large number of Soviet sport places where the preparation for the Olympic Games took place were outside Ukraine. There are serious issues with high-quality sports equipment, sports uniforms, etc.

Most of the coaches that currently lead the national teams of Ukraine do not have enough experience of training athletes for the World Championships and Olympic Games, since earlier they were only engaged in preparing a reserve for the national teams of the USSR. Besides, lots of experienced Ukrainian coaches were forced to move out of Ukraine, as the level of pay is much higher abroad.

There is also a big problem with the national order, which also sets Ukraine apart from the empire. The National teams of Ukraine in terms of ethnic, culture, and linguistics are usually not national. Also, a high level of sports achievements does not necessarily provide sports a place in the culture of the Ukrainian ethnic group and does not automatically make it a factor in national rebirth if patriotism and national essence have been emasculated. This also covers one of the most difficult, moral-ethical problems of modern Ukrainian sports.

Successful performances by Ukrainian athletes on the international arena
not only have a positive effect on public opinion worldwide, but also promote consolidation and unity among the whole Ukrainian nation.

In the near future, in the field of physical education and sports, it is necessary to solve the following tasks:

- To reform the system of physical education and sports in Ukraine; to fundamentally change the relationship between the state governing bodies and the National Olympic Committee; to change relations between sports federations and sports clubs; to change relations between a person as a subject of physical culture and the sports organisations that are meant to serve the human.
- To return national content to Ukrainian sport. The sport can only be truly popular and therefore comprehensive when it is based on its own historical, cultural, linguistic and economic basis.
- To view the theory and practice of physical culture, based on the new realities of modern life in Ukraine, taking into account the state tasks facing the physical culture and the sports movement.
- To improve the personnel situation in the sports structures of Ukraine, attracting specialists with an appropriate level of training and with a public and national consciousness.
- In the process of restructuring the physical culture and sports movement, it is important to maintain the level of sports achievements, and prevent a decline in performance in various sports. If possible, it is recommended to maintain or even expand physical and human resources.
- Sports should become an important psychological, economical and organisational factor in each person’s life and not remain only a topic of governmental structures. Only a conscious person with an active life position can preserve and increase their health and physical perfection.

References


Conclusions of the Working Groups
1. Which are the main differences between ancient and modern Olympic Games?

- Participants (gender): Boys/men > gender equality
- International character
- No marketing / broadcasting / symbolic price
- Concept of performance > no measure; records
- Peace / truce
- Sport programming: fixed / moving according to the trend
- Complete athletes > specialised athletes
- Military influences > decreased
- New technologies and knowledge (use of scientific knowledge)
- Competition between Cities > Competition between nations
- Motivation: intrinsic motivation (ancient time + modern time) and extrinsic motivation (has changed: from symbolic to professional rewards)

2. Do you believe that the ancient Olympic Games inspired modern athletics and in which ways?

Ancient Olympic Games provided inspiration by allowing the Games to come into existence:

- role model
- name and concept

Furthermore, the truce period has become a symbol of peace and still inspires nations around the world.
On the other hand, at the same time there are some differences which should be considered:

- Pierre de Coubertin did not take the ancient Olympics completely into account (reference to Professor Clastres’ article).
- The functioning of sports organisation has changed in its very sense.

In conclusion, we do not believe that the modern athletics are fully inspired by the ancient Olympic Games. They also have new inspirations: breaking their personal record, continuous development of sport sciences and technologies.

3. Can we invent a new utopia for the Olympics?

Following are some utopias which could be considered.

- Mixed (gender) Olympics
- Parity (equal number of Males & Females)
- Rules about Human Rights
- More transparency in governance
- IOC supporting the costs (so that all countries can organise the OG)
- Sharing the financial benefits with the athletes
- Lower impact on the environment
- Co-hosting of the Olympics
- IOC owning the temporary facilities (and renting to the hosting cities)

4. How can national governmental bodies promote increased participation in physical activities?

National governments can promote increased participation in physical activities in the following ways:

- Make PE courses more attractive. Develop sporting habits amongst children.
- Create a new game to increase the attractiveness of sport. For example, a game combined with music.
- Development of social project. Create a special place to organise a fantasy sports event to attract children’s attention.
• From the policy perspective, make a budget available for promoting PE activities and engaging the stakeholders (From central government)
• Consider appointing an athlete as a role model or promote the national Olympian to motivate children to participate in sport.
• Cooperate with the city government to promote the walkable city
• School-based programmes as an important tool in increasing PE – students, parents
• The new generation are attracted by new sport. The government can help schools to build sports facilities for the new sport.
• Partnership with private company organising activity camps to bring the children out for sport.
• The government could establish different campaigns to make society more active. For example, creating campaigns for inclusion and respecting diversity.

5. “Together we can change the world.” Is that real or symbolic?

In some cases, it is real.

Examples:
• Society of the sport is a new global phenomenon
• Changing the world starts with changing yourself. It starts with the person who wants to change the world.
• Sport brings people to develop respect and empathy, so we can hope it helps humans to better understand each other.
• Sport is a common language which can bring us together.

Derek Radmond being helped by his father to finish the race shows empathy and sends out a strong message to the world. (https://www.youtube.com/watch?v=t2G8KVzTwfw and https://www.youtube.com/watch?v=liCRRheKlOI
https://www.youtube.com/watch?v=t2G8KVzTwfw)

In some cases, it is symbolic:
• It is not easy for the value of sport to reach everyone in the world.
• Lack of free time for activities you like. Apart from official job.
6. What is Olympism for you?

- Olympism is a way of life which includes addressing social and cultural issues.
- Olympism is a means to create a better life and spread peace in the world. It could also be considered as a hope for ending conflicts between the countries and sometimes even a way to stop wars (example – Unification of South and North Korea marching together at the Opening Ceremony).
- Olympism is a way to eradicate all forms of discrimination and develop a culture of respect amongst individuals from diverse backgrounds.
- Olympism is a fundamental basis which reflects and combines sports life (body) spiritual, culture (mind) and education (spirit).
- Olympism is creating friendships through the Olympic Movement.
- Olympism is a platform to unite sportsmen and sportswomen around the world. It is a universal culture and could be disseminated to different cultures via media and other available channels.
- Olympism is a philosophy of life which tends to address inequality in society and helps to create a level playing field.
- Olympism is a way to raise awareness about human rights and to make sure that every individual in the world (children and adults) have the right to practise sport.
- Olympism develops the idea of continuous and consistent practice which will lead to the understanding of a value of excellence.
- Olympism is a heritage of principles which are still valid for the current generations as well as for generations to come.

7. Could you imagine new ways of dividing (or not dividing) participants during the Olympic Games other than sex/gender division?

- By age (example - > 25 and younger; 26 and older; but also depending on the sport)
- By height (example -> in gymnastics)
- By level (2 different levels of professional)
- By classification of a disability (example - > Paralympic Games)
- By size (somatotype)
• By weight
• Mix competitions by gender (exact number of male and female)
• Dividing people regarding intellectual disabilities
• By body dominant (right or left)

8. How can we speak in one sport voice?

• From emotions
• From technology
• From signs
• From achievements
• From showing the passion for sport in each country, how the country celebrates athletes
• Wearing traditional clothes
• Traditional dance (example -> Hakka)
• Traditional badges
• From nonverbal understanding

9. What is sport?

• Not only physical, but a combination of cognitive and physical aspects;
• The ratio of both aspects is dependent on the type of sports;
• An activity with an outcome that can be measured;
• A result oriented activity;
• The idea of having an institution to recognise the sport;
• It is correlated with a training system/programme;
• It is a competition;
• It is a challengeable activity;
• Reaching excellence → Being better than others.

10. What are the values of sport?

• When you reach higher values by practicing a sport like that of martial arts, such as sense of teamwork, Humility, Respect, Trust, Loyalty → moral values!
• Righteousness (morally correct behaviour, or a feeling that you are behaving in a morally correct way);
• Education;
• Unity;
• Friendship / Fraternity;
• Fair play;
• Commitment;
• Equity.

11. Are there any non-instrumental practices in our lives?

Listening to music, reading, meditation, hiking, yoga practice, recreational skiing, singing, painting, drawing etc.

12. What are they and what are their values?

• Non-instrumental practices are activities that people do because they have intrinsic motivation, and not due to furthering a goal that should be achieved.
• Values are feel-good factor, pleasure, enjoyment, happiness etc.

13. What aspects of sport can be easily instrumentalised?

• Everyday training to achieve better results.
• Using better equipment.
• Implementing better training programmes.
• Everything that will bring a result is an instrumentalised aspect!

14. How do you imagine the Tokyo Olympics in 2021 in a time of COVID-19 pandemic? Think of solutions that will allow the Games to exist in these circumstances

Event impacts (on track)

• More uses of technologic structure/approach (equipment, broadcasting, virtual reality, social media);
• A high standard of monitoring those spectators attending the events (cer-
Certificates to enter the country/tests to attend the daily events);

- Intense rules for athletes during the training sessions and before the competition;
- Healthy and hygienic rules/protocols to monitor the venues/facilities/accommodations/transport;
- To pay special attention to/monitor people (spectators/athletes) from abroad that maybe could have been in quarantine in their countries;
- Make the participating countries’ NOCs more involved in the COVID-19-related “safeguarding programme” subject to reporting to the Tokyo Organising Committee which will report to the Japanese Government;
- Volunteers plan reformulation/Promotion to attract new volunteer crew.

Non-event impacts (off track)

- Economic impact (whole plan reformulation);
- Temporary structures that will not be available anymore in 2021;
- Olympic Village Accommodations (Tokyo citizens will need to wait one more year to “own their houses”);
- Reduced interest of countries/cities in hosting the Olympic Games in future;
- Reduced ticket selling/income;
- Possibility of tax increase in future for the residents of the city (ex: Sochi 2014 is a case (increases the tax after Olympic Games));
- Decrease in the tourism industry/sector in Japan.
1. What are the main differences between ancient and modern Olympic Games?

- Modern day commercialism; moved away from the original “philosophy” (also gambling, doping, corruption etc.)
- Prizes; fame and an olive wreath vs medals (and perhaps other incentives)
- Individual participation vs representing your nation
- Only individual events vs now team events
- Location; Ancient Olympics always in Olympia and modern Games are hosted all over the world; number of participants is significantly higher
- Open to participants from all over the world vs only being open to Greeks/Romans in some examples
- Women participate in the modern Games
- Philosophy of individualisation; athletes have more pressure from their country; spectators; sponsors etc.
- Ancient Olympics were a reason to call “truce” in times of War whereas the Modern Olympics are cancelled in certain times of War (WW1 and WW2)

2. Do you believe that the ancient Olympic Games inspired modern athletics and in which ways?

- The Olympic Movement holds tight to the notion of being built on something from antiquity and is inspired by the romanticism of it rather than necessarily interrogating how they are replicating what took place in the ancient Games.
- Cultural and educational ethos from the original Games; Ancient Games
passed from generation to generation. Athletes come to the Games inspired by and looking to follow in the footsteps of the athletes who came before them.

- Sports from track and field are inspired by the events that took place in the Ancient Games.
- There are elements which sport would like to believe it takes from the Ancient Games, like the notion of ekecheiria (truce), whereby once we step onto the pitch, we are mere competitors and all other “judgements” fade away; but the cynics among us might find that this actually is not the reality of modern sport.

**Prof. Dr Patrick CLASTRES (FRA)**

1. **Can you invent a new utopia for the Olympic Games?**

   - New system: with the help of National Federations and make criteria like top 10/20 players qualify; merit-based selections rather than quotas by countries. Participants represent themselves rather than their nations. Qualifications under the purview of the IFs, but managed in the first instance by the National Federations.
   - The term of being an Olympian: not only qualifying for the Games, but also being a good person; living and breathing the Olympic values, contributing to a world of positive change in society through sport and being good role models.
   - The “pro-team” model: as seen in cycling, International Swimming League, eSports, motor racing; athletes represent their teams or clubs rather than their nations.

Day 2: Tuesday, September 22

**Prof. Dr Yannis THEODORAKIS (GRE)**

1. **How can national governmental bodies promote increased participation in physical activities?**

   - Include physical activity in schools, International Federations should introduce sports to schools, by launching “children specific” programming that
helps schools introduce these sports to their students (e.g. IAAF Kids’ Athletics).

- Finding ways to address the barriers to various ages in participation in physical activities; target policy interventions at the areas where participation ceases. Monitoring/counter measures for the increased screen time of young people.

- Active Cities certification - cross-departmental cooperation between different levels of government and different government departments to ensure that cities support their citizens’ physical activity pursuits (e.g. public sports facilities, bike paths for cycling etc.) http://activewellbeing.org/global-active-city/

- After school sports activities and programmes. Incentivise participation by giving them participation goals. Stay focused on developing new ways of practicing physical exercises, inventing new games and activities anchored on present times.

- Government or NOCs certification of sport for students, award prizes for participation.

- Government funding towards certain sports to reduce the cost for people to participate, but always promote the values and benefits of sport.

- Involve and educate parents about the benefits of physical activity. If parents are also healthy and active, they will pass these habits to their kids.

- Fitness activity tracking and “challenges” like a step counting challenge (10 000 per day) to encourage people to move more and motivate via gentle competition.

- Adult population: government and business can incorporate exercise/physical activity into working days; provide facilities in workplaces to support these activities and/or subsidise gym passes etc.

- Use computer games, online settings to share information about sports and Olympic Games; use gamification to encourage physical activity.

- Nurturing/creating communities that are born of shared interest in esports and computer games can encourage other kinds of activities if these groups then socialise in active ways.

2. “Together we can change the world.” Is that real or symbolic?

- We have to back this philosophy with concrete actions. Our collective action has changed the world in the past to bring us to where we are
today and will determine where we go in the future. But when used as a mere label, it will not actually enact the change we say we are pursuing.

- The slogan needs to be supported with financing, policy commitments and fortitude.
- We need leadership, we need positive examples/role models to create a movement (i.e. inclusion) but this process at the moment is more superficial (it is just scratching the surface) we need to go deeper if we want to make meaningful change.
- There is focus on performance and forget about the rest. The focus for the next decade needs to be on the other side; those who may not perform; do not have the elite skills, but they need to take part anyway.
- There is a focus on athletes being great athletes and no thought as to whether they are good people. The means of measurement is always against the elite rather than giving consideration for our own levels of achievement. This also causes people to become discouraged.
- Sport for development and peace initiatives can promote positive change in communities.
- What is our definition of world? What change do we want to see? Start with changing yourself and then move onto the world.
- Sport has a transformative power; we speak an identical language when we are playing sport and competing. It permits inclusion (but is not always inclusive).
- Sport has boundaries; rules to abide by, respect for your opponents, seeking self-improvement and development, leadership, teamwork and communication skills.
- Symbolically speaking, together we can be a chain linked together. As individuals we are weaker and things can slip through the cracks. So together we are more powerful and can take more collective action.
- Sport is a fragment of society; we cannot necessarily infiltrate all other sections of society even if we can use sport to improve the world in our own corner. “Together we can make a better world.” BUT by being a good role model, good citizens in our sports world, we may be able to encourage other fragments of society to join us or to follow our lead.
Day 3: Wednesday, September 23
Prof. Dr Konstantinos GEORGIADIS (GRE)

1. What is Olympism for you?

- An ideal and an ideal world, a focus, something to work towards or act as a guide
- A philosophy that goes beyond sport; the values learned through sports can extend into your life and your relationships
- A tool for education; a way to connect the Games with the public
- Linked with humanism, one of the highest expressions of humanism
- Universal ethical principles to follow
- A way of imbuing sports with a sense of nobility; fair play, tolerance, accepting the rules
- A force that unites people
- An ideology for self-development and to educate young people to help them to have a better body, mind and soul so that they can be responsible citizens and contribute to a peaceful society
- The values of Olympism stem from friendship, mutual understanding and respect, equality, solidarity, fair play.
- To inspire a better and more peaceful society
- Can be a predictor of the Human Development Index.

Day 4: Thursday, September 24
Prof. Dr Patrick CLASTRES (FRA)

1. Could you imagine new ways of dividing (or not dividing) participants during the Olympic Games other than sex/gender division?

- Gender
- Disability
- Weight, size and age (these already exist in certain disciplines)
- Mixed teams (men and women) (4x400m mixed relay, equestrian events etc.)
CONCLUSIONS OF THE WORKING GROUPS

- Developing variations in rules that impact competitors differently to allow for varying capacity levels
- Create an additional category for transgender athletes; or an open category into which anyone can nominate themselves
- The levels of categories; A, B, C and perhaps in the C category of men, women could participate and compete against men. Limit the numbers in each of the categories.
- Setting a standard; certain limits are not questioned.

Prof. Dr Bianca GAMA PEN~A (BRA)

1. How can we speak in one sport voice? How can you spread your sport’s culture in Brazil and everywhere in one sport voice?

- Encourage more sports museums to join in with the eMuseum approach
- Engage with NOCs via embassies to participate in the project
- Incorporate the work of the IOA museums into the eMuseum project
- Landing page with all the nations’ flags, which you select to determine where you want to go
- Incorporate films, documentaries into the database of the museum to help us learn more about sports culture around the world
- World contests of knowledge, with ideas from all over the world. An Olympic Games on culture that addresses some of the thematic issues we have discussed and others. Olympic maths or chemistry
- Accessibility is important, ensuring access in multiple languages will ensure the platform can reach more people.

Day 5: Friday, September 25

Prof. Dr Jim PARRY (GBR)

1. What is sport?

- A tool for human development
- Sport can be categorised into elite, school, social and mass-participation sport
A competitive activity regulated with international institution that involved physical development and skills

Sport is a rule-governed contest of human physical skills. Being institutionalised is not a prerequisite to being a sport even if it is necessary to be involved in international multi-sport competitions.

Sport is also for the self-concept; defining our own objectives and milestones, measuring performance against our own metrics

Possibility to split into two terms: as a competition or as a practice. Participating in a marathon versus going for a run with someone.

Sport as a performance activity or sport at a social level. Sport involving a competition or sport as developmental practice.

Philosophical question; it can be what you want and how you define it to yourself as well.

2. What are the internal values of sport?

- Gives a different perspective and a deeper understanding about winning and losing and through that an understanding of yourself and your behaviour based on winning or losing.

- A laboratory for real life; when you are in a sports competition you explore your potential and you exceed your abilities and you use these to follow rules with fair play. A place to learn about yourself and about life.

- A self-analysis; respect of rules; capacity to respond to rules and to events beyond your control. Capacity to relate to other people.

- Sport to improve yourself, not to win but to make yourself better, your skills and abilities without thought to winning.

- Development of your personality.

- Capacity to interact with a group, accept hierarchy, accept peoples’ strengths and weaknesses; we are only as strong as our weakest link and we accept that. Emotional intelligence.

- Finding a sense of flow; melding of the conscious and subconscious, “in the zone” and how that can improve your concentration.

- Emotional balance, endorphins, improved mental and physical health and the feelings that come alongside it.

- Patience and persistence; building towards something long term, sustained effort/commitment over a period of time.
Day 6: Saturday, September 26
Prof. Dr Irena MARTINKOVA (CZE)

1. Review existing sports as to their potential to be unisex, suggest changes to selected sports.
   - Divide events into different classes that address other classifications than just gender.
   - Some mixed team sports are decent candidates for a unisex approach; volleyball, beach volleyball, tennis (mixed doubles), netball/korfball, touch football, ultimate frisbee.
   - Change the scoring systems so that they are judged on a relative basis and then men and women could compete in the same category (e.g. long jump – certain distances score a certain number of points where the standards differ for men and women).
   - Parasports are already subject to classifications, so these could be a good testing ground for different kinds of classifications which allow for unisex or mixed gender approaches.

2 - Are there any non-instrumental practices in our lives?
   - No

3. - What are they and what are their values?
   - Charitable and philanthropic activities could sometimes be classed as non-instrumental, however there is the question of signalling whereby we expect to have some “return” for our positive activity in future (e.g. Companies CSR programmes are good marketing tools).

4. - What aspects of sport can be easily instrumentalised?
   - Training improves skill level, body composition, performance, mind and mental health.
• Involvement in sport contributes to personality development, confidence and leadership skills, capacity to relate to others, respect for rules and opponents, capacity to digest setbacks, identity formation.
• Elite sports becoming a profession which is the instrument to fame and fortune in some cases.
• Sport competitions act as entertainment.
• Sport clubs and athletes become commercial entities when they achieve fame and success.
• Sport as a driver for personal identification, societal standing or recognition.
• Sport as a tool and means for insertion in society and inclusion.
• Sport adds meaning to life; to give direction or to pass leisure time.

Extra question: How do we imagine the Tokyo 2020 Olympics? What solutions will allow the Games to exist under these circumstances?

• Only feasible with less fans than has ever happened before; will not be possible with full stadiums (many leagues still playing to empty stadiums).
• Media and technology will play an enormous role in the Games; broadcasting and media consumption by spectators will be the predominant way to view the Games.
• Biosecurity protocol – the biggest and most tenuous bubble we have seen in the pandemic. Guaranteeing the health of athletes and the workforce.
• Less-even playing field than ever before – athletes have all had vastly different preparation protocols. How many anti-doping controls have been taking place during lockdown? Are other governance mechanisms weakened by the lockdown and continuing periods of social distancing?
• The bubbles are not infallible and the number of people required for the Tokyo 2020 bubble will make it difficult to secure and is certainly not without risk.
• Possibly reduce the period of contests?
• Cocom – reduction of stakeholders attending; streamlining transportation; pre-Games meetings held online.
• No matter what happens, the Games will need to go ahead (according to TOCOG and TMG) Opening and Closing Ceremonies to remain. How many people can/will attend?
In an optimistic perspective; if there is a vaccine, then if you want to take part in the Games you need to be vaccinated. How do you manage the anti-vaxxers in that case? What are the ethical considerations with prioritising people to receive the vaccine?
Closing
CLOSING ADDRESS
on behalf of the Seminar’s Participants
by Abhishek DESHPANDE (IND)

It fills my heart with joy unspeakable to rise for this incredible opportunity you have afforded us of attending the 27th International Seminar on Olympic Studies for Postgraduate Students this year. I would like to thank you wholeheartedly on behalf of all my fellow participants from 17 different nationalities, in the name of all those who have played their part in establishing and preserving the Spirit of Olympism and the Olympic Movement.

On 11 March 2020, the World Health Organization declared Coronavirus as a Pandemic. In this unprecedented situation which has put us in this position we are in today, together without really being together, we need Olympic education more than ever. I must mention that these trying times vest in us the responsibility to act with respect and develop friendship. This will certainly take us through this pandemic.

We may not have had a chance to visit and see the sacred place where the heart of the father of the modern Olympic Games Baron, Pierre de Coubertin rests, but I am sure we certainly felt the heartbeats.

I take this opportunity to express our sincere gratitude for a chance to learn from the excellent lecturers, experts as they are in their respective fields, where we were able to touch the soul of Olympism through knowledge of the ancient Olympic Games including the purpose and values they represented. Through our exploration of the concept of sport we were able to proceed to comprehending the internal values of sport. Furthermore, we were given a chance to understand the significance of international relations and governance in the Olympic Games which is the need of the hour in the modern Olympic era. The lectures during the seminar encouraged us to think broadly and allowed us to examine the main topic for the seminar “The Olympic Games and the Olympic Movement: Past, Present and Future - An Analysis from the Historical, Philosophical and Social
Perspectives.” The importance of reflecting on the past in order to embrace the future is a lesson we will all take from this Seminar.

The special topic “Mega-Sport Events and Human rights” asked us to consider how respect for human rights interacts with the continuously developing and innovating world of sport. It is important to note on this occasion the principle of the Olympic Charter which states that “Practice of sport is a human right. Every individual must have the possibility of practicing sport, without discrimination of any kind and in the Olympic Spirit which requires mutual understanding with a spirit of friendship, solidarity and fair play.”

Further, the United Nations General Assembly Final report of the Human Rights Council Advisory Committee in paragraph 6 mentions that sport plays a significant role in promoting human rights and represents an expanding portion of humankind engaging in sporting activity. It stands for a strong will to overcome the limitations of human abilities, a desire for self-realisation aimed at cultivating our fullest potential and a way of learning communication and harmonisation through fair play, among other things. It is a multidimensional cultural activity for all and a physical group and leisure activity, which enriches our lives. As with any other human activity, sport is governed by human rights. The core human rights instruments therefore apply to sport like all other fields of human activity.

As we say our goodbyes to each other while the world chases this elusive notion of going “back to normal”, we must close our eyes for a minute and reflect on how we can better adopt and implement human rights into sport. How we could spread the Olympic values and make this world a better place to live. And in so doing, it is incumbent upon us to remember that “The important thing in life is not to triumph but to compete.”

Today on this occasion we must pledge ourselves to play an active role in spreading the values of Olympism and respecting the Olympic spirit in its very sense. We all are torch bearers for the values of Olympism, and we must play our role. At the same time, we must remember the place where it originates, in Olympia.

On behalf of all the participants of the 27th International Seminar on Olympic Studies for Postgraduate Students, let me take this opportunity to say thank you to everyone involved in making this seminar a once in a lifetime experience.

As we part ways, I would like my final word not to be my own in full but taking inspiration from the Olympic Gold Medallist Abhinav Bindra. Remember, “Olympic Games are every four years, but Olympism is everyday.”
There is only one place in world
which connects between people without saying any word
even while we are far from each other
its spirit is so strong to make it matter

To this place I call home
not in a tangible sense, in my feeling and much beyond
while I am physically in Hod Hasharon [my city]
my mind and heart are in Olympia where I feel shalom [peace]

This is the place where I long to be
where I experience respect and dignity
this home is the place for me
this home is the International Olympic Academy

[At this home] over the last week we have discussed a lot
what is Olympism and what is sport?
there is no one answer, right or wrong
it’s a human right to express ideas all along

In this place, not only talking about human rights
this is the place where those are honestly realised
everyone can feel freedom without any fears
make friendships that seem possible sometimes in our dreams
In this place I have learned that sport
has the power to make a change and be a transport
to days where peace and solidarity are a state of mind
not only in a COVID-19 pandemic, but always for the humankind

Olympism means education and education is a challenge
which must be a top priority in every nation without mismanage
to be an athlete is first of all to be a human
who has the ability to influence others, no matter if you are a man or a woman

To finish my poem, I would like to say
it is not only my pleasure, it’s my passion, it’s in my DNA
despite being far away from Olympia
I have never felt closer to the IOA, durante toda mi vida [during all my life].

As you see, this is not a classic address. It is one which comes from my deep heart and soul. This is what I truly feel towards the IOA family.

I am particularly moved by the great honour of joining this seminar and experiencing a special occasion that will remain in everyone’s memory for a while.

Dear President Mr Kouvelos, Honorary Dean Prof. Georgiadis, Prof. Gangas and the Ephoria of the IOA: Thank you for keeping the heritage of the International Olympic Academy and for the huge effort in ensuring that the students live the philosophy of Olympism, especially under these circumstances.

To you, Dear Dean Kostas, after we – together – went through three Sessions in a row, I would like to say sincerely: Thank you for trusting me. Thank you for showing me the right path and brightening my mind. Thank you for giving me the privilege to continue this unique journey.

Dear Gina Tsiotra, Konstantinos Karadimas and all IOA staff: Thank you very much for your responsible work and an outstanding collaboration that made this Seminar well organised and enjoyable.

Dear Supervising Professors: Thank you for the patience, the sharing and the guidance. The theme of "Human Rights" is a very complex and consequently extremely interesting one. Your inspiration and impact on the students generated very passionate discussions.
CLOSING

Dear Dimitris Regalos: Thank you for a wonderful co-ordination in the extracurricular activities. Our partnership created added value to the programme.

And now I come to you, Dear Students: Thank you for your curiosity and high participation, which set the tone of this Seminar. You have all contributed to its success, not only by your great presentations, but also by expressing humanity, mutual understanding and a good example to each other. You all arrived as individuals and now you leave as members of the IOA family.

As Juan Antonio Samaranch said: “It has always seemed especially important for our Olympic Movement not to forget its roots.” So, I really hope and extremely wish that we all meet next year in Olympia.

Ευχαριστώ πολύ!
I am proud to address mainly the students at this closing ceremony on behalf of all the lecturers. Indeed, as a lecturer, I find it a privilege to be here and do this work with such a group as this. It is not the first time that I have been asked to do this job over the years. The last time was over 10 years ago at the 17th Postgraduate Seminar. On that occasion I was able to give voice to the usual references to your having been together for an unforgettable month in Olympia – what a beautiful site it is and how well things work – such wonderful conditions of life at the IOA that provide the background and context for collegial and productive activity. Well, as we all know, during these unusual times none of this has been possible – your presence in Olympia, and close contact between students, and between students and professors. Nevertheless, I do hope that you manage to establish and maintain future links with people you have “met” distantly this week.

So, let me look back ten years and say a few words about just a few of those 39 people who were together in Olympia for the 17th Seminar. I looked through the list this morning and I just picked out a few people whose names fly out at me, although they have kept together since then with a Facebook group. They interact all the time and I’m still in touch with many of these people. So, let me just tell you about a few.

Yann Hafner PhD is now an academic in the Law Department at the University of Neuchâtel in Switzerland, and he is a Statutory & Regulatory Expert with UEFA. Daniel de la Cueva from Argentina, is President of the Argentinian Pierre de Coubertin Committee, and still working with his wrestling groups. Eva Prokesova PhD is now my colleague at FTVS, Charles University, Prague, working in Adapted Physical Activity. I see her often, and we work together on projects. Ömür Dugan from Turkey is a professor of Sport Management at
Pamukkale University. I spoke at a conference in Antalya, and her students were my guinea-pigs, helping me to illustrate methods of teaching philosophy. I wouldn’t have done that with such a group if I hadn’t known her, and been able to talk to her in advance. Raphaëlle Peltier is a sports journalist with Agence France-Presse. Steffie Lucidarme from Belgium made the first presentation in that year’s Postgraduate Seminar – on the Youth Olympic Games. Belgium, of course, is a leader in Youth Olympic Games matters because Jacques Rogge, then the President of the IOC, very strongly promoted Youth Olympic Work over a 20-year period before the Youth Olympic Games began. So she knew all about this, and I didn’t know anything in 2009. What came directly from her presentation at the IOA was a co-authored journal article in 2012, three years later, called “Challenges for the Youth Olympic Games”. And I was motivated to develop the philosophical and ethical dimensions in another article, “The Youth Olympic Games – Some Ethical Issues” which examined the Singapore YOG 2010. Jepthah Ogunsanya from Nigeria is a Lecturer in the College of Education in Lagos, Nigeria. Louis Henrique Rolim Silva from Brazil was a young student in 2009. He got his PhD, then he got a job in Qatar helping with the Museum of Sports History for 5 or 6 years. He is now back in Porto Alegre in Brazil and is a permanent Professor in PUCRS, the Catholic University in Porto Alegre, a city of 4 million people. I have only mentioned a few, but I can’t finish without talking about Joca Zurc from Slovenia. She was doing a PhD in 2009 and now she’s got two PhDs. She is in Japan, working on her third PhD on Japanese Literature.

So I look back at the 2009 Seminar and I think “My God! Who were these guys? Was I teaching them? Look who these guys are! Look who they have become in ten years! What fantastic achievements! What fantastic career development and personal development!” And I can’t help thinking that this has something to do with their reasons for attending the Postgraduate Seminar – they were all seeking to develop themselves and their careers, and the PG Seminar is a part of their overall trajectory.

Now it’s your time. What are your plans for the next five years? What will Kostas and I be saying about you in ten years’ time? In my mind, I have no doubt that this 27th Postgraduate Seminar group will be just as impressive as the 17th. So, go for it!

I would like to express our appreciation of you and your talents and your enthusiasm, your contribution and your abilities and we would like to encour-
age you to remain a productive group of friends who know each other from
around the world. I am sure you will all be taking home vivid and lasting
impressions and memories of the Seminar, although unfortunately not really
memories of Olympia. None of you or not many of you have ever been to
Olympia. So, let me read you one of my favourite quotes of de Coubertin. He
is talking about his visits to Olympia, and he says:

*I therefore invite you … to come and sit on the wooded slopes of Mount
Kronion at the hour when beyond the Alfeios River the rising sun begins
to touch the swelling hills with gold and to lighten the green meadows at
their feet.*

Kostas and I went more than once with groups of students onto the Kronion hill
to stand on the top and watch the sun rise over the hills at 5.45 in the morning.
This was glorious. De Coubertin is talking about his doing this very thing twice.
He writes:

*I have drunk in this spectacle twice in an interval of thirty-three years. On
a morning in November 1894 I became aware in this sacred place of the
enormity of the task which I had undertaken in proclaiming five months
earlier the restoration of the Olympic Games after an interruption of fifteen
hundred years; … On a morning in April 1927 I waited there in a kind of
devout contemplation for the hour when the hand of the minister of edu-
cation would draw back the Greek and French flags veiling the dazzling
marble erected to attest success.*

And then he talks a bit about his second visit in 1927:

*From this lovely pine forest which climbs Mount Kronion … it is possible to
recreate in imagination the long avenues of plane trees along which there
once came all the athletes and pilgrims, the embassies and the commerce,
all the traffic and all the ambition, all the appetites and all the vainglories of
a civilisation both more complex and more strictly defined than any which
have followed it. Altis – the sacred precinct - immediately reveals itself as
a religious focus, the centre of a cult. Among this people and above all at
this time it is difficult to imagine a religion not based upon a positive phil-
osophical conception.

Let us therefore look for this basis. And if there really was a religion of ath-
etics … let us find out why it is in Greece that it took shape, and whether
the Greek ideal … is still suited to the rest of humanity.*
What de Coubertin meant by ‘religion of athletics’ wasn’t a religion like a religious cult – he meant the internal values of athletics, he meant the morality of athletics, the hidden moral basis of sport. And this is what we tried to explore a bit in this week of philosophical study. It is a question for all of us: “Is this conception of sport still suited to the rest of humanity today?”

So, I am really pleased that you all had this opportunity to spend some time in front of your screen thinking about these things a little, in the company of likeminded people who are striving after the same goals as you are. And I really do hope we get a chance to see you next year in Olympia.
Dear Friends in Olympism,

I will begin with a stoic quotation: «Ουδέν κακόν αμιγές καλού».

This is the well-known quotation that the IOC President used in his first letter to the Olympic Movement members about the COVID-19 pandemic, “with every crisis comes an opportunity”, meaning that every event no matter how negative it may seem, always has a positive side.

Let us look towards the future seeking the positive elements of this crisis that put us into a new learning procedure and towards personal, collective or even institutional improvement.

The new technologies allowed us to communicate smoothly despite the distance. Never before in the past had we been so far from each other but at the same time so close as in our online meetings.

The difference in time, day, place or season could not be an obstacle to the human knowledge that created all those conditions for a substantial, warm communication among people living in various places on earth, having different customs, traditions, convictions ideologies and habits.

Our love for sports, the Olympic Games and education brings us closer. The loss of experiencing Olympism in Olympia has been replaced, up to a certain extent, by the feeling of direct and close contact created by watching the faces of the participants within our screen from our home.

The level of the discussions after the Professors’ lectures has also been remarkable. The dialogue and the pursuit of scientific truth and excellence were of a high level and were not at all affected by the online organisation of the Seminar.

New technologies keep being improved and therefore allow us to save time,
protect the environment and communicate with each other through a safe environment.

On the other hand, the characteristics of the agon are absent from similar contacts-communications.

We missed the environment in which the principles and values of universality are shaped through the simulation and converge in the field of game and life.

Dear friends,

With these words I would like to say goodbye to you on behalf of the IOA Ephoria and its President, Isidoros Kouvelos.

We would like to thank each one of you wholeheartedly for your participation in the first online Seminar on Olympic Studies for Postgraduate Students, both for the research papers you presented and for your fruitful participation in the discussions, the working groups and the social and cultural meetings of this Seminar. We would also like to sincerely thank the Supervising Professors, namely Prof. Dr Evangelos Albanidis (GRE), Prof. Dr Patrick Clastres (FRA), Dr Bianca Gama Pena (BRA), Prof. Dr Irena Martinkova (CZE), Prof. Dr Jim Parry (GBR) and Prof. Dr Yannis Theodorakis (GRE) for their precious work and their support to the works of the IOA.

I would also like to thank Kostas Antonopoulos for the museum virtual tour. Moreover, I would like to cordially thank Jordan and Dimitris for the coordination of the extracurricular activities. Special thanks to my colleague Gina Tsiotra and Kostas Karadimas, to whom we owe the coordinated organisation of the Seminar. I would also like to thank all the IOA colleagues who are always ready to assist us, Christos Skaliarakis, Alexandra Karaiskou, Stella Tachtara, Marilena Katsadoraki.

Finally, I would like to thank the IOC and IOC Olympic Solidarity, the IOA President Mr Isidoros Kouvelos and Dr Dionyssis Gangas. They do not only support us morally, but they also provide us with the means for good and successful organisation.
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