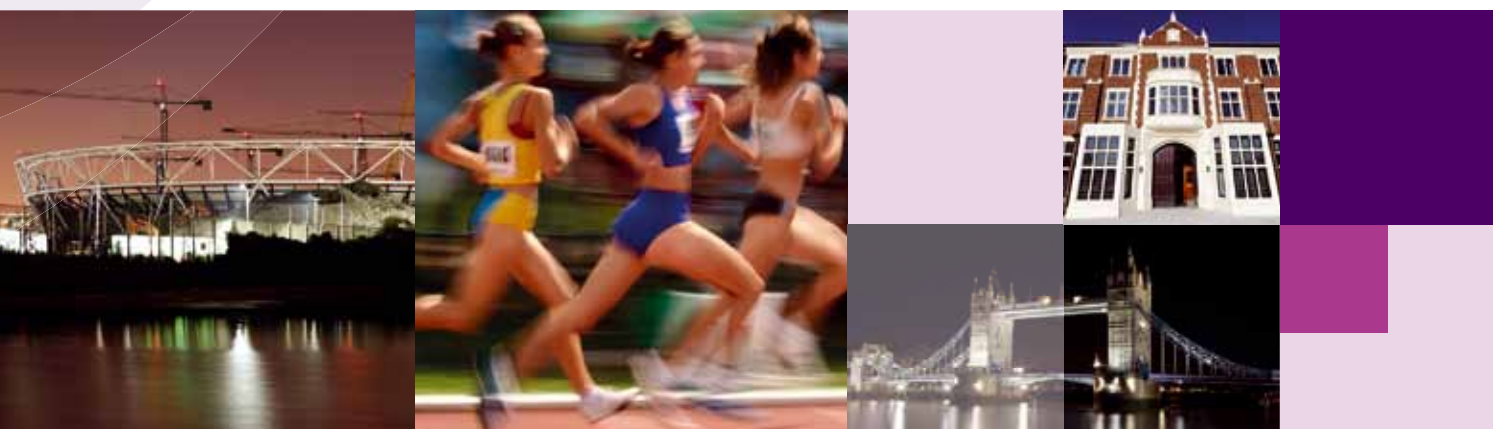


WELCOME TO

THE FIRST INTERNATIONAL COLLOQUIUM OF

OLYMPIC STUDIES AND RESEARCH CENTRES (OSCS)

25-26 JULY 2012, LOUGHBOROUGH UNIVERSITY, UK.



The Centre for Olympic Studies and Research (COS&R) at Loughborough University and the British Olympic Foundation are pleased to host the first Colloquium of OSCS.

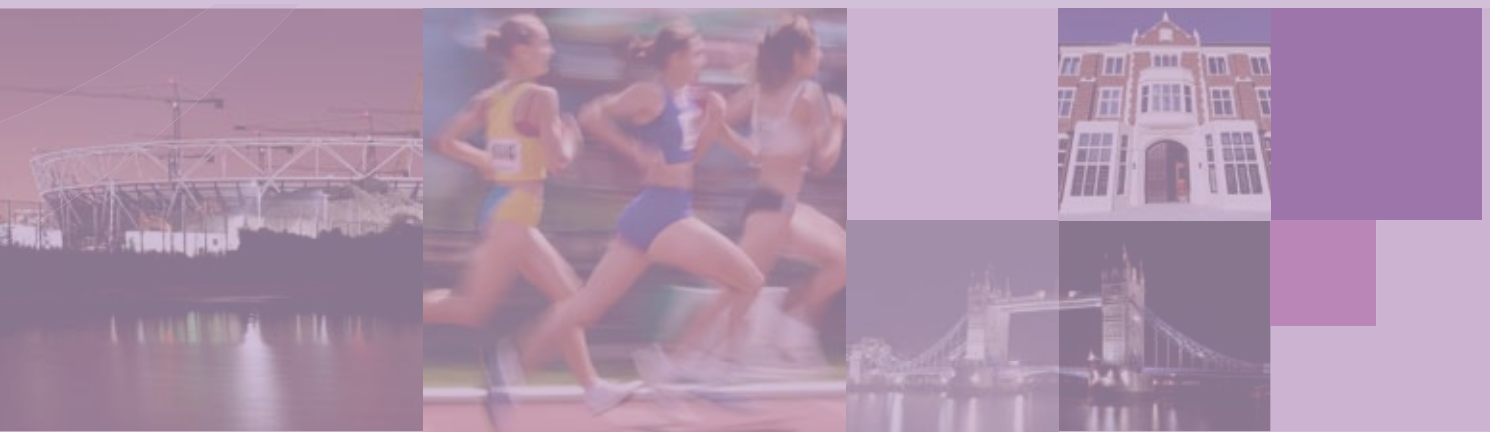
- To disseminate the nature of current OSCs research and education activities
- To increase the level of networking activities between centres and Olympic scholars
- To host live dialogue on on-going and prospective activities

The target audience for this inaugural event are researchers and educators based at Olympic Studies and Research Centres, and scholars specialising in Olympic studies.



 Loughborough University

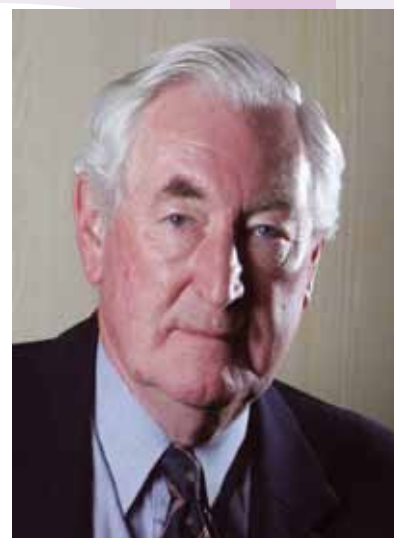
Centre for Olympic Studies and Research



OLYMPIC STUDIES AND RESEARCH CENTRES (OSCS)

Welcome

I am delighted on behalf of the British Olympic Foundation as co-owners of the Centre for Olympic Studies and Research here at Loughborough to welcome you to the university for this First International Colloquium of Centres for Olympic Studies and Research. I am sure that the Colloquium will provide an important forum for discussion between Centres and other stakeholders about how Centres might cooperate, building on each other's strengths to better serve the Olympic movement.



Richard Palmer CBE, Board Member, British Olympic Foundation

Keynote Speaker - Dr Jim Parry



Dr Jim Parry has been the Head of Department of Philosophy at the University of Leeds. His work specialises in Applied Ethics and Political Philosophy. He was formerly a high school teacher of PE and English, and worked for many years in teacher training. He is a former professional footballer, has a book series in Ethics and Sport, and is Founding Director of the British Olympic Academy. He has been an International Professor of Olympic Studies at the University of Ghent, Belgium and is currently a Visiting Professor at Charles University Prague.

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The Aims of the Colloquium

When London was awarded the Games we had a discussion about the range of outcomes COS&R would like to achieve – without encroaching on or duplicating the research activities of other public agencies – but making a distinctive contribution in line with our mission. We identified three areas of activity which the Centre might prioritise in terms of facilitating positive outcomes. The first related to development of a contribution to research on the Games and its longer term legacy, and in particular to contribute to the development of methodological advancement in this area. The second was to promote an understanding of the relationship of the 2012 Olympic experience with the multicultural audience both local and international for the Games. The third priority was to make a contribution to harnessing the potential of Olympic Studies and Research Centres (OSRCs) to contribute to knowledge about the Olympic movement more broadly, and to addressing the key questions which currently, and which may in future, preoccupy the Olympic family.

This Colloquium is about addressing this third aim by bringing Centres together to engage in dialogue about the nature of their current and prospective priorities, and to consider how these relate to the needs and priorities of the Olympic movement. Such an exercise raises a number of fundamental questions about the nature of OSRCs such as:

- What should be the roles of an OSRC?
- What should be the relationship of an OSRC to its National Olympic Committee and to the IOC?
- What are the implications for academic freedom of any such arrangements?
- How should the governance arrangements for OSRCs reflect the competing and complementary interests suggested by the answers to the above questions?

These are important issues which, because of the lack of a forum for live or face-to-face dialogue between Centres remain either unasked or at least the different perspectives on these issues remain unarticulated.

The aim of the Colloquium is thus to address these matters and to identify the full range of perspectives with a view in particular to identifying the range of ways in which, as Centres, we engage or would wish to engage with the Olympic movement; but also to identify ways in which we may collaborate to ensure that research synergies and complementary strengths can be realised through collective working.

The structure of this Colloquium is designed to foster achievement of these goals in a number of ways. The first is the focus of Colloquium presentations on illustrating the range of topics and approaches adopted by the various OSRCs. The second way is the promotion of dialogue between all OSRCs by designing all sessions as plenary. The third is the use of one of the sessions to identify gaps in the research priorities listed by the Centres in their presentation. Finally, we have two sessions, one dedicated to mapping out our domain, and the other identifying potential research opportunities for the future. The first of these sessions at the end of day one focuses on identification of the various types of OSRC and their missions, including relationships with their NOCs, the IOC and the Olympic movement. The second of these sessions at the end of day two will address the potential to enhance our impact through establishing research collaborations within the frame of a quadrennial plan. This will form the final session of the Colloquium and is intended to result in a quadrennial work plan to be revisited in two years' time at the Second International Colloquium of Olympic Studies and Research Centres (OSRCs), to be hosted by the Russian International Olympic University in Sochi in 2014, and again at the end of the quadrennial at the Third Colloquium in Rio in 2016.

The benefits of collective activity, are perhaps obvious but worth restating – it maximises the potential for positive interaction with the Olympic movement to ensure that research addresses key policy issues (as well as other agendas); it enhances the potential to address issues at a global or at least international level; and it pools expertise drawing on the different strengths of the various parties. In short the cooperation across centres is intended to ensure that the product of the group of cooperating OSRCs is greater than the sum of its parts in volume, in policy salience for the Olympic world, and in the rigour of research and the quality of argument and conclusions generated.

We are pleased to add our welcome to you as delegates at this First Colloquium which we hope that you will not only enjoy, but will feel can make a contribution to the quality and relevance of the work of our organisations.



Ian Henry

Director, Centre for Olympic Studies and Research, Loughborough University



Programme

Day 1 – Wednesday 25 July

- 9.30–10.15** **Registration**
- 10.15** **Opening and Welcome:**
Richard Palmer CBE (the British Olympic Foundation)
- 10.30** **The rationale and aims of the Colloquium:**
Professor Ian Henry (Centre for Olympic Studies and Research, Loughborough University)
- 10.45–11.30** **Keynote:**
Dr. Jim Parry, Visiting Professor at the Faculty of Physical Education and Sport, Charles University, Prague 'Olympic Research – The State of Play'
- 11.30–12.00** **The IOC Olympic Studies Centre & IOC Related Research – Plans and Prospects'**, by Maria Bogner (Head of the IOC Olympic Studies Centre) and Nuria Puig (Head of University Relations, IOC Olympic Studies Centre)
- 12.30** **LUNCH**
- 13.30–15.15** **Centre Presentations – Theme: Research on Olympism and Olympic Educations**
- 1. Pedagogy – a new discipline of research and teaching at Olympic Study Centres?**
Roland Naul, Director of the Willibald Gebhardt Research Institute and Professor for sport science and sport pedagogy at the University of Duisburg-Essen, Germany.
 - 2. Research Initiatives in Olympic Education at the New Zealand Centre for Olympic Studies**
Associate Professor Ian Culpan, New Zealand Centre for Olympic Studies, University of Canterbury, New Zealand.
 - 3. The New Olympic Education initiative in Japan**
Ms Akiyo MIYAZAKI, Centre for Olympic Research & Education (CORE), University of Tsukuba, Mr Toshiyuki OKEYA, Centre for Olympic Research & Education (CORE)/ Jigoro Kano Memorial Int'l Sport Institute, Prof. Hisashi SANADA, Director, Centre for Olympic Research & Education, University of Tsukuba.
 - 4. Educating Copacabana: a critical analysis of the 'Second Half', an Olympic education Program of Rio 2016**
Jorge Knijnik School of Education, University of Western Sydney (Australia); Prof. Otávio Tavares, Universidade Federal do Espírito Santo – Brasil, ARETE – Centre for Olympic Studies.

Day 1 – Wednesday 25 July

15.15–15.45

COFFEE/TEA

15.45–17.15

Centre Presentations – Theme: Youth, Olympism and the Olympics

5. The Innsbruck 2012 Youth Olympic Games Laboratory for Youth and Innovation

Martin Schnitzer, Youth Olympic Games Laboratory for Youth and Innovation (YOGINN 2012), Department of Sport Science, University of Innsbruck.

6. The IOC Youth Strategy

Maria Bogner, Head of the IOC Olympic Studies Centre.

7. Olympism in the Ivy League – Olympism and Development Center at Brown University.

Eli A. Wolff, Brown University, Cesar Torres, SUNY-Brockport, Ted Fay, SUNY-Cortland, Mary A. Hums, University of Louisville.

17.15–18.45

Plenary Session – What should be the role of Olympic Studies Centres?

Chair: Ian Henry, COS&R

This session (which will incorporate only one presentation) is principally dedicated to an open discussion of how the system of Olympic Studies Centres might be developed in ways which would enhance the quality of research and education in this field, promote ethically progressive programmes in these fields which would address the needs of the Olympic Movement and increase impact.

8. Proposed Research Directions for the Russian International Olympic University, Sochi

Professor Lev Belousov, Dimitri Bosschman, Russian International Olympic University

18.45–19.30

DRINKS RECEPTION, POSTER SESSION and NETWORKING

19.30

CONFERENCE DINNER

Poster Session

- i. **French Centre for Olympic Studies: Aims and Perspectives**
Dr. Yoan Grosset, Dr. Arnaud Richard, Dr. Nicolas Chanavat, Dr. Yohan Blonde Centre d'Études Olympiques Français.
- ii. **The Development of Research on the Olympics and Youth**
Toshiyuki OKEYA, Jigoro Kano Memorial International Sport Institute, Tokyo, Japan.
- iii. **Olympic Education in Australia: A Focus on the Victorian Olympic Council: "A Grass Roots Approach"**
Richard Baka (Ph.D.), Institute for Sport, Exercise and Active Living and the School of Sport & Exercise Science, Victoria University, Melbourne, Australia, and Associate of Australian Centre for Olympic Studies Centre & Janet Cahill, University of Technology Sydney (UTS), Australian Centre for Olympic Studies Centre (Associate).
- iv. **Olympic education activities and resources: an international survey**
Berta Cerezuela & Angelica Sha, Olympic Studies Centre, Autonomous University of Barcelona.
- v. **A Realist Approach to Policy Evaluation for London 2012 Olympic Legacies in a Non-Hosting Region: A Pilot Study - An Evaluation of the Workplace Challenge Programme**
Shushu Chen, Centre of Olympic Studies and Research, Loughborough University
- vi. **Olympic Solidarity: Evaluating Equity in Olympic Funding Programmes**
Marie Therese Zammit, Centre for Olympic Studies and Research, Loughborough University.

Day 2 – Thursday 26 July

08.30–10.30 Centre Presentations – Theme: Developments in Olympic Governance and Policy

9. Developments in Public Support Regarding Dutch Olympic Ambitions.

Drs. Paul Hover, Dr. Agnes Elling, Fleur van Rens MSc., Mulier Institute.

10. Governing Olympic Sport Organisations, a matter of policies and stakeholders involvement.

Thierry Zintz, UC Louvain.

11. Three research foci of COS&R: the Olympics in the Arab and Muslim Worlds; Olympic image recognition, social representation and young people; and Leadership and Management in Elite Sport.

Dr. Mahfoud Amara, Dr. Guillaume Bodet and Dr. David Fletcher, Centre for Olympic Studies & Research, Loughborough University.

12. The role of old and new media in the construction of the Olympics.

Dr. Emilio Fernández Peña, Centre d'Estudis Olímpics, Universitat l'Autònoma de Barcelona.

10.30 COFFEE/TEA

11.00–11.30 Gareth Smith, Director of Podium 'PODIUM and the Relationship between Educational Institutions and the 2012 Games'.

11.30–13.00 Plenary Discussion of Additional Research Themes.

Discussion of Olympic Research Themes – Legacy, Athlete Welfare, Universality and Multiculturalism. Chaired by Jim Parry.

This session is dedicated to the discussion of themes identified by stakeholders as being of core significance to the Olympic movement in addition to those raised in individual papers.

13.00–14.00 LUNCH

14.00–15.30 Centre Presentations – Theme: Olympic Histories.

13. The 1968 Oral History Project.

Thomas M. Hunt and Jan Todd, the Institute for Olympic Studies at the Stark Center, University of Texas, Austin.

14. Olympic Museums and the Practical Uses of Research.

Luis Henrique ROLIM SILVA, Head of Research – Qatar Olympic and Sports Museum.

15. Olympic History and Olympic Education at the Olympic Studies Centre at the German Sport University Cologne.

Stephan Wassong, Jürgen Buschmann, Jörg Krieger, Ansgar Molzberger, German Sport University Cologne.

15.30 COFFEE/TEA

16.00–17.30 Future Actions.

Chaired by Prof. Stephen Wassong, German Sport University.

Abstracts of Papers and Posters

The IOC Olympic Studies Centre & IOC Related Research –Plans and Prospects

Maria Bogner (Head of the IOC Olympic Studies Centre) and NuriaPuig (Head of the Universities Relations / OSC)

For the last 30 years, the IOC Olympic Studies Centre (OSC) has facilitated contact between the academic world and the IOC.

During the first few years, the OSC focused its activities on providing an information service based on the written and audiovisual patrimony of the IOC to the administration and Olympic Movement (OM) representatives.

Since then, the OSC has evolved enormously: the collections have grown exponentially and have been opened to researchers, journalists and general public; the facilities have changed; new media have appeared; the team has grown and become specialised; and the active promotion of the collaboration between the academic community and the IOC is one of the today's OSC main missions.

The impact of the digital age has also long reached the OSC. Facilitating access to the collections to all those not being able to visit the OSC facilities is a continuing priority. Large efforts and investments have been (and continue to be) made, to digitalise the IOC audiovisual and written patrimony. Important official publications such as the Olympic Charter, the Olympic Review, and official reports of the Olympic Games are being digitised and made available online successively. The most relevant historical archives documents (1,000 to date) as well as 10,000 objects and artefacts and most importantly 250,000 photos and 8,000 hours of video footage will be accessible in the next few months for research and educational purposes via the online Olympic Multimedia Library.

In regards to the collaboration with the academic community, it is worth noting the postgraduate research grant programme, which supports Olympic-related research since 1999. . During the last years, the identification of priority fields of research has greatly contributed to linking IOC interests and academic contributions.

At the same time, the Olympic Studies Monitoring Project and the OSC communication and network activities are putting emphasize in capturing the expertise and interests of professors and researchers and facilitating the link between them and the direct needs and interests of the IOC and the OM. The promotion and support of this important collaboration between the academic and the Olympic world is one of the most apparent and important shifts in the activities of the IOC OSC and sets the grounds for giving increasing weight to academic contributions to the OM in the future.

Research Initiatives at the New Zealand centre for Olympic Studies

Ian Culpan, New Zealand Centre for Olympic Studies, University of Canterbury, New Zealand

A number of New Zealand Centre for Olympic Studies research initiatives have explored the contextualisation of specific pedagogies to better address the socio-moral and educative positioning of Olympism. The research suggests, if structured in a coherent pedagogical manner, the acknowledged contested philosophy of Olympism can provide significant educative and social value and relevance. The initiatives support scholarly arguments that present Olympic education programmes may have negligible worth and that a greater focus needs to be placed on Olympism itself with a corresponding name change to Olympism education. The clear difference argued is that Olympism education locates Olympism central to the learning process and the Olympic Movement becomes more tangential. This is the reverse of most Olympic education programmes around the world.

These initiatives suggest that Olympism education needs to adopt a more discernible pedagogy and have specifically suggested pedagogies of a constructivist kind may be educationally enhancing. In drawing on the constructivist position it is argued that synthesising psychological, social and critical constructivist positions provides a framework of 'best possible worlds'. This synthesis is ideally suited to individual meaning making, developing virtuous human behaviours, examining the educative and social nature of sport, understanding the humanist positioning of Olympism and fostering a strong critical tradition. It gives licence to Olympism educators within PE to explore hegemonic social relationships, developing understandings of the influences on the production of knowledge and meaning in sport and is potentially transformative. By utilising pedagogy commensurate with socio-critical constructivism, it is argued that learners will have opportunities to holistically critique physical activity, sport and Olympism. It will foster a critical consciousness that will encourage social action against injustices, inequalities, rampant consumerism and non-ethical and non-virtuous behaviours.

The initiatives acknowledge that Olympism education within a PE context drawing on constructivist pedagogies is a complex arrangement. In particular the need to bridge the praxis nexus gap is identified and some pedagogical sequences are suggested in order to give guidance to Olympism educators.

The role of old and new media in the construction of the Olympics

Dr. Emilio Fernández Peña

The presentation will deal with the role of communication research in shaping the Olympics as a global phenomenon and its traditional multidisciplinary approach open to other disciplines methods and theories which enrich our field of research. Therefore, we will discuss on communication research as an integrated and cross-disciplinary approach that, when focusing on Olympic Studies, results on a very fruitful field of interest. Media reflects, constructs and interprets a reality such as the Olympics which is rich and complex. Television and new Social Networking websites construct the reality of the Games in a coordinated way in which Social Media play a complementary role. For this purpose, Social Media and the Olympics have established a new alliance that could change how the Olympic Family communicates with their fans and followers. Even though, it requires a change of mentality as new media deserve a new register of communication: more sincere and direct in which the participation of the public plays a crucial role.

Developments in Public Support Regarding Dutch Olympic Ambitions

Drs. Paul Hover, Dr. Agnes Elling, Fleur van RensMsc. Mulier Institute

Aim of abstract

The goal of the Dutch Olympic Plan 2028 is twofold. On the one hand to bring the Netherlands as a whole up to Olympic level. The Olympic level is a metaphor for a country where the population is healthy and fit and where individuals can improve their skills. A nation where efficient infrastructure and leisure facilities, economic growth and social coherence go hand in hand (Ministry of Health, Welfare and Sport 2009). The other - ultimate - goal is to host the Olympic and Paralympic Games of 2028 in the Netherlands.

The level of public support for the organization of the Olympic and Paralympic Games is a criterion of the IOC in the selection process of the host city (e.g. IOC 2000, IOC 2004). The purpose of this paper is to determine the developments between 2010 and 2011 regarding this level of public support in the Netherlands. It also defines the extent to which the national population is familiar with the ambition to organise the Games. In addition it explores the degree to which the Dutch population is willing to pay for the Games and whether Rotterdam or Amsterdam would be the best host city. The project is commissioned by the Ministry of Health, Welfare and Sport.

Methodology

The national Consumer Jury Panel of GfK Panelservices were consulted by means of an online questionnaire in November 2010 and October 2011. The target group consists of a representative sample of the Dutch population aged 15-80 years. 2.610 questionnaires were completed in 2010 and 981 in 2011. In both years the data were weighted by age, sex, educational level and ethnicity.

Results

The data show that the national population became more familiar with the ambition to organise the Games (69% in 2010 to 73% in 2011). An analysis of the data also revealed that the public support decreased from 41 percent in 2010 to 30 percent in 2011. An explanation for the reduction is the influence of the media in 2011. The combination of two goals in the Olympic Plan and the recession may also have influenced the level of public support negatively. Moreover, the willingness to pay for the Games decreased from 31 percent in 2010 to 26 percent in 2011. Amsterdam is regarded as most favourite Olympic host city by the Dutch, which has not changed between 2010 and 2011.

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The 1968 Oral History Project and the Institute for Olympic Studies at the Stark Centre

Thomas M. Hunt and Jan Todd

The Institute for Olympic Studies within the H.J. Lutcher Stark Centre for Physical Culture and Sports at the University of Texas at Austin

This presentation focuses on the activities conducted by the Institute for Olympic Studies within the H.J. Lutcher Stark Centre for Physical Culture and Sports at the University of Texas at Austin. The Institute generates journal articles, sponsors lectures, and holds symposia on Olympic topics. In addition to those activities, the Institute is currently involved in a major research project pertaining to the 1968 U.S. Olympic Team. In September 2010, members of that team approached the Institute to explore forming a partnership with the idea of preserving their legacy. It was determined that the first step in securing this legacy would be to create a repository of oral histories. To that end, Dr. Thomas M. Hunt, who coordinates Olympic Studies at the Institute, and a team of graduate students began conducting interviews of those 1968 U.S. Olympic Team members who wished to contribute their memories to a permanent archive. The central goals of this ongoing effort are to: 1) Record the words of each participating team member as a service to that individual and his or her family and descendants; 2) Accumulate material for historical research and teaching; 3) Provide members of the general public a prism through which to contemplate the Olympic Movement at a nuanced, personal level; and 4) Inspire the youth of the world by exploring Olympism, a philosophy that places sport in service to peace, promotes the harmonious development of humankind, and champions the preservation of human dignity. More than 50 interviews have now been conducted and the members of the 1968 team's alumni association are planning a reunion for the fall of 2012 at the Stark Centre where a symposium will be held and additional oral histories collected. The results of this project will be made available through an on-line exhibition on the Institute's website at <http://www.starkcenter.org/about/institute/1968/>.

Olympic Museums and the Practical Uses of Research

Luis Henrique ROLIM SILVA, Head of Research - Qatar Olympic & Sports Museum

Based on the guidelines of the International Council of Museums (ICOM) (Desvallées&Mairesse, 2010), the Qatar Olympic & Sports Museum (QOSM) is structured for "acquisition, conservation and research" to "communicate and exhibit" the sport heritage. Thus, the uses of scientific research in the QOSM aim to develop knowledge in the Olympic and sport field based on the collection of the museum for the activities it carries out.

Since Vamplew (1998) wrote about the relation among sport historians and museums, many things have changed. The question 'Are museums a place for scientific researchers?' was answered, but 'how to put in practice?' is still being discussed. Thus, this article aims to examine the practical use of the research in museums based on the "Arab Games Exhibition" (AGE), which was developed by the QOSM.

The AGE showcased the history of these Regional Games from their first edition until its last. To realize this exhibition it was necessary to develop an extensive research project to find written and oral sources, and then objects to exhibit.

The few studies available (Henry, Amara & Al-Tauqi, 2003; Bell, 2003) gave us the starting point of the research. The documents and objects available in the Egyptian Olympic Committee, the secondary written sources (newspapers, magazines) and the oral histories, completed the sources of the study. Thus, the findings of the research were the base for creation of the exhibition concept as well as the selection of the objects, the audio-visual materials and the educational program.

The establishment of the Arab Games and their role were published in a paper (Silva & Gerber, 2011) later on. The primary sources of it were the documents displayed in the exhibition. The use of these documents reinforces the idea that the museum's collection functions as a primary source for research. The sports museum's collections are mainly sport artefacts and memorabilia created to document the phenomenon. Thus, research sources and museum's collections are interconnected.

A variety of Olympians took part at the Arab Games, especially as a preparation for the Olympics. "The Arab Games gave me confidence to participate in the Olympic Games" says Rania Elwani, Egyptian Olympian. Therefore, recording their memories, it was possible to contextualize the role of these Regional Games. Further, it gave the opportunity for non-top Olympians to 'have voice' (Portelli, 1997) in the exhibition. The interviews became part of the museum collection, as part of an oral history project that aims to preserve and make these memories accessible for research.

The example of the AGE illustrates that it is possible to identify the uses of research in museums. The museum's collections can be considered as 'archives' of primary and secondary sources for socio-cultural research such as the study of practices and representations (Chartier, 2000), memory (Le Goff, 1992), ethical or national identity (Smith, 1991; Anderson, 2006), etc. Furthermore, the exhibitions and the educational programs can be considered the 'space' where the knowledge developed through research is reinterpreted to present the complexity of the sport phenomenon to the public.

The new Olympic Education initiative in Japan: CORE's Olympic education programme introduced at 'laboratory schools' and at University of Tsukuba

Ms Akiyo MIYAZAKI, Centre for Olympic Research & Education (CORE), University of Tsukuba

Mr Toshiyuki OKEYA, Centre for Olympic Research & Education (CORE)/ Jigoro Kano Memorial Int'l Sport Institute

Prof. Hisashi SANADA, Director, Centre for Olympic Research & Education, University of Tsukuba

The Olympic Education based on the Olympic values is an important aspect of the Olympic Movement. A number of academic works related to the Olympic Education are available around the world. However, it is possible to highlight that we can find little research on how the idea of Olympic Education is promoted and implemented in schools and the society in order to meet the policy agenda or national interests. Moreover, the salience of Olympic Education is still difficult to make school teachers understood due to a heavy workload in school curriculum. Consequently, given the momentum is often gathered with hosting or bidding for the Olympic Games, it is quite rare to find an Olympic Education continuously delivered in schools. This presentation focuses on a possible way of continuously delivering Olympic Education by introducing Japan's new Olympic Studies Centre and its concept.

The Centre for Olympic Research & Education (CORE) was established at the University of Tsukuba in December 2010 as the first IOC-recognised OSC in Japan. This University has 11 laboratory (attached) schools, from primary school, junior high school to high school, including 5 schools for children with special needs. These schools are under the umbrella of the university and have been developed for training teachers in the future and for educational research and development of curriculum. The university has more than 100 years in tradition of developing Olympians, Paralympians and sports officials as well as school teachers since Prof. Jigoro Kano, the founder of Judo and the first Asian IOC member, served as its principal.

CORE hence has the following aims:

- 1) to develop a model of Olympic Education which is implemented and applied at the practical level in schools and university curricula; it is developed in collaboration with the school teachers, university researchers and active/retired (elite) athletes as well as in partnership with the NOC, NPC, NOA and NADO (National Anti-Doping Agency);
- 2) to promote and deliver Olympic Education at the lessons of the laboratory schools, at the modules of the university (in particular for the teacher training students) and at the athletes' lecture;
- 3) to share and disseminate the good practice of Olympic Education through domestic and international conferences organised by CORE and through annual education forum at the laboratory schools where a large number of teachers participate from across Japan.

In the last part of the presentation, it is expected to present some CORE's best practice in Olympic Education delivered at the laboratory high school.

Olympic Pedagogy – a new discipline of research and teaching at Olympic Study Centres?

Prof. Dr. Roland Naul, The Willibald Gebhardt Research Institute, Essen, Germany

This paper reviews the roots of Olympism in the context of the most essential writings of Pierre de Coubertin and will refer to his concerns about the lacking of the modern revival of the "antique gymnasium" as a permanent place of a balanced educational development of body, will and mind for youth, which should have been established parallel to the re-invention of the modern Olympic Games by the IOC. Coubertin's concerns about this lacking of the Olympic movement, expressed in one of his "Olympic letters" and his famous book on "La Pédagogie Sportive" (1922) are both frequently assessed as the real historical source of modern Olympic education worldwide which main ideas and ideals have been copied for the different versions of the IOC Olympic Charter up to today (cf. Naul,

2009). However, the term of "Olympic education" was only established in the mid-1970s, when promotion of Olympic education attracts more support from IOA seminars for teachers, coaches and students and more supported by education programmes of the newly established National Olympic Academies (NOAs), particularly across Europe since the end of the 1980s (cf. Naul, 2010).

The Centennial Olympic Congress at Paris (1994) became a breakpoint for a stronger promotion of Olympic education by the IOC, particularly as a part of the bidding process of cities to host Olympic Games (for Olympic Games since 2002) as well as for funding research of children and youth sports and young people's assessment of Olympic ideals (Telama, et al. 2002). Another turning point of the IOC is seen in the inauguration of the Youth Olympic Games (2007) with the promotion of Olympic Values to young athletes and the promotion of physical activity and a healthy lifestyle for all young people to counteract the ongoing development of sedentariness and overweight, particularly since the Copenhagen Olympic Congress (cf. IOC, 2010; Bogner&Sebastini, 2009).

The paper will finish with a third part on the analysis of the state of the art of Olympic education teaching concepts and respective items of evaluation research.

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Educating Copacabana: a critical analysis of the 'Second Half', an Olympic Education Program of Rio 2016

Jorge Knijnik, School of Education, University of Western Sydney (Australia)

Otávio Tavares, Universidade Federal do Espírito Santo (Brazil), ARETE - Centre for Olympic Studies

The Second Half Program (SHP) is an educational sports program running in Brazil. It began in 2003 and was one of the Olympic educational proposals described in the Rio 2016 Olympic bid. Using sport as a tool, the SHP aims to deliver moral education and to promote citizenship in order to counteract 'social exclusion' and 'social vulnerability'. Our analysis of official SHP documents and interviews with key actors in several SHP reveals that the SHP illustrates the view that merely participating in sport will instill moral and Olympic values. Thus, although it represents a clear advance in government sports education policies, both its organizational methods and the lack of a clear pedagogy seem to limit the scope of the SHP program to sports teaching. It thus fails to reach the broader scope that should be approached in an Olympic educational program.

The Innsbruck 2012 Youth Olympic Games Laboratory for Youth and Innovation (YOGINN 2012).

Martin Schnitzer - project leader

Madeleine Lang (research assistant)

Christoph Fröhle (research assistant)

Introduction:

Innsbruck hosted the first ever Winter Youth Olympic Games (WYOG) in January 2012. As the WYOG are a new event product of the International Olympic Committee (IOC) also scholarly research so far is poor (Diegl, 2008; Altenberger & Hoffmann, 2012; Schnitzer, 2012). For this reason the Innsbruck 2012 Organising Committee (Innsbruck 2012) established the Innsbruck 2012 Youth Olympic Games Laboratory for Youth and Innovation (YOGINN 2012).

Tasks:

The idea of the YOGINN 2012 is to act between Innsbruck 2012 the scientific community facilitating research in this new field, focusing especially on the impacts of the WYOG.

The YOGINN 2012 has its headquarters at the Department of Sport Science at the University of Innsbruck. Furthermore it supports Innsbruck 2012 in the following areas: development of Games-related sustainable initiatives, the establishment of a regional transfer of knowledge programme and the setup of the official Observers programme. Due the Observer Programme a transfer of knowledge for future delegations was guaranteed.

Impact studies:

With regard to the research the initiated impact studies are taking into account different stakeholders. Considering the athletes, several surveys were conducted in this field such as assessing the quality of life of athletes, their psychological well-being and their experience during the Games in Innsbruck. Additionally research was carried out to assess the relative age effect of the athletes and the injuries and illnesses during Games-Time. Since the volunteers are another relevant stakeholder group, surveys dealing with experiences, expectation and motivation to support the WYOG had been carried out. The spectators were asked to express their opinion on the innovative elements of the WYOG sports programme as well as their satisfaction and their consumer behaviour. Media representatives also were asked to evaluate to the innovative elements of the WYOG sports programme. The WYOG were also analysed from a perspective of the

hospitality industry as well aspects on how Innsbruck's brand was influenced by the WYOG. The Sustainable Sport Event Toolkit was tested in order to assess the WYOG on environmental aspects. Finally a student developed methods how the transfer of knowledge of the WYOG can be transferred to other events.

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The Olympic Studies Centre at the German Sport University Cologne

Stephan Wassong

Jürgen Buschmann

Jörg Krieger

Ansgar Molzberger

With the German Sport University Cologne being the largest centre of teaching and research in physical education and sport sciences in Germany, the Olympic Studies Centre Cologne (OSC) occupies a central role in the transmission of Olympic Studies. Thus, the presentation will briefly outline the historical development of the centre and situate it in the present infrastructure of the university.

Furthermore, the presentation is aimed to outline the different activities of the OSC in the fields of Olympic education and Olympic history. In the course of this, the main educational project of the OSC, the Master of Arts Olympic Studies, will be presented. The internationality of the M.A. programme, reflected in the involvement of five European OSCs and the participation of students from all over the world, make it a unique study programme. The structure of the programme, which is organized and coordinated at the OSC Cologne, intends to enhance the subject-specific knowledge of the students which are already employed in the Olympic and/or sport world. In this way, the OSC Cologne tries to transfer the interdisciplinary nature of Olympic Studies, addressing Olympic history, Olympic education, Olympic policies, the commercialization of the Olympic Movement and Olympic governance.

The OSC Cologne is currently working on several research projects related to Olympic history, reaching from modern readings of Pierre de Coubertin to the history of the Youth Olympic Games. An overview of the different fields of research will be given. As part of this, two specific research projects will be addressed in more detail in order to display the variety of research and projects at the OSC. Firstly, a study dealing with the establishment of an institutional network for the global anti-doping fight will be presented. It is demonstrated how scientists and doping laboratories created a network to support the International Olympic Committee's (IOC) efforts to stop doping in high-performance sport, and it is argued that the World Anti-Doping Agency (WADA) still relies on the very same network today. Secondly, the structure of the newly implemented research project to create an "International Digital Photo Archive for the History of Sport" with close reference to the exceptional archival material at the OSC Cologne will be outlined.

Olympism in the Ivy League -- Olympism and Development Center at Brown University

Eli A. Wolff, Brown University

Cesar Torres, SUNY-Brockport

Ted Fay, SUNY-Cortland

Mary A. Hums, University of Louisville

The Olympism and Development Centre at Brown University is committed to furthering an understanding and awareness of the intersection between Olympism, development, peace and human rights. The Olympism and Development Centre engages in research, education and training to bring critical thinking, engaged dialogue and scholarship to the study and teaching of Olympism and social change. The Olympism and Development Centre is a part of the Sport and Development Project at Brown University. The Sport and Development Project is an interdisciplinary collaboration between the Swearer Centre for Public Service, the Watson Institute for International Studies, and the Athletic Department.

This presentation will discuss the courses, projects, events, and activities that have been delivered through the Olympism and Development Centre in the last year, and will focus on and highlight a student-directed course addressing Olympism in society and a media project exploring the relationship between the Olympics and the Paralympics. The presentation will also address the work of the Olympism and Development Centre to foster community collaborations and to work closely with colleagues in Olympism throughout the United States and globally. Also discussed will be a specific collaboration with the Olympism Project, an educational and social media initiative to inspire and empower individuals and groups to learn about Olympism and take responsibility for increasing world peace through sport

Governing Olympic Sport Organisations, a matter of policies and stakeholders involvement. A framework for Financial Performance Measurement of Sport Governing Bodies

Thierry Zintz 1 & 2, Jeroen Scheerder 3 & Mathieu Winand 4

1 Faculté des Sciences de la Motricité, Université catholique de Louvain, Belgium

2 Chaire Olympique en Management des Organisations Sportives, Université catholique de Louvain, Belgium

3 Research Unit of Social Kinesiology & Sport Management, KU Leuven, Belgium

4 School of Sport, University of Stirling, Scotland, UK

This paper was first presented at the 2011 EURAM Conference

The non-profit sector faces an essential issue practitioners still deal with in the sports movement. On the one hand, sporting organizations need financial support from public and private institutions, but on the other hand, they wish independence in organizing sporting activities. Therefore, they are willing to receive support, but not to be controlled (Norberg, 1997; Winand, Zintz, Bayle and Robinson, 2010).

In this context, financial performance is of interest for sport governing bodies' long-term sustainability. However, little research has been done which gives a clear overview of their financial performance. Therefore, we aim to develop a tool to manage financial performance of sport federations. It stimulates thinking about the necessity for non-profit sport organisations to develop financial performance measures and management to survive and/or to grow.

Adapting the Ritchie and Kolodinsky (2003) model of factor analysis through financial ratios in the sport federation context, we develop a framework for financial performance measurement of all the 56 sport governing bodies in the French speaking Community of Belgium from 2001 to 2006.

Based on a Principal Component Analysis, six financial performance-related categories were constructed, i.e.: (1) public funds dependence; (2) financial balance; (3) attraction of resources; (4) financial budget; (5) member services investment; and (6) elite services investment. They form the basis of a dynamic strategic management tool where financial categories are related to each other. The 2004 Olympic year shows particular financial interests regarding public support and elite investment.

This financial performance framework provides researchers and practitioners in the field of non-profit sport organizations with a viable model for analysing financial performance of their organizations, such as sport governing bodies. It helps to select strategic orientations in the long term. The positioning of each organization could be analysed which might highlight weaknesses they could change.

Managerial implication of the study results in the identification of key financial performance categories and the way to measure them. It provides managers with a tool to measure their financial performance and communicate with their stakeholders.

The categories and the financial ratios used help a better understanding of what financial performance refers to in the context of non-profit sport organization. The financial performance-related categories highlighted can be a starting point for further organizational (performance) research. Furthermore, further research could confirm the relevant categories highlighted using a case study analysis of a non-profit sport organization.

Two main limitations need to be considered. First, sport governing bodies are not universally the same despite their similar structures (Hums & MacLean, 2008). Indeed, different operating models exist according to countries (e.g. the North American sport model compared with the European sport model) which may considerably influence their financial performance. Secondly, data from the years 2000 and 2008, years of Summer Olympic Games, is not (yet) available which could strengthen the findings on the year 2004.

Keywords: financial performance, financial ratios, non-profit sport financial performance, sport governing bodies

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THREE RESEARCH FOCI OF COS&R: THE OLYMPICS IN THE ARAB AND MUSLIM WORLDS; OLYMPIC IMAGE RECOGNITION, SOCIAL REPRESENTATION AND YOUNG PEOPLE; AND LEADERSHIP AND MANAGEMENT IN ELITE SPORT.

Dr. Mahfoud Amara, Dr. Guillaume Bodet and Dr. David Fletcher,

Centre for Olympic Studies & Research, Loughborough University.

In this presentation we use three sets of examples to highlight aspects of the work of COS&R which we regard as innovative. In each case the emphasis is on research foci which are underrepresented in Olympic studies but which reflect issues which are of considerable significance.

THE OLYMPICS IN THE ARAB AND MUSLIM WORLDS

In the aftermath of independence, the appropriation of the dominant model of sport by newly independent countries in the Arab World was seen as inevitable, taking into account the multiple uses of sport as an element for political, social and cultural recognition. Sport has played an important role in the Arab World

for nation-state building and mobilisation of the masses around states' ideologies, as well as a measure for cooperation, integration and unification between Arab populations. As for today, sport is an ingredient for the general strategy of transition toward market economy and integration (negotiation) of global sporting values as exemplified in the increasing interest and competition in the Arab World for hosting regional and international sports competitions. This is particularly true in the Arabian Peninsula (e.g. Qatar will be the first country in the Middle East to stage the FIFA World Cup, in 2004, and is also bidding to host the 2028 Summer Olympic Games).

Considering the above context and the history of the Arab World's encounter with the Olympic movement, Mahfoud Amara's research explores the following issues:

1-Value systems, the Olympics and the political/cultural contexts in the Arab World – Analysis of the zones of tension and reconciliation/ or consensus between Olympism, the Olympic Movement and the Arab and Muslim Worlds; and the Olympic movement and the Olympic Games as arenas for international (as well as intra-Arab) relations or conflict

2-The strategy for bidding, organisation of mega events (including the Olympics), in the Arab and Muslim World –The focus incorporates questions of planned legacy, and specifically the issues of sport for development and development of sport in the Arab and the Muslim Worlds.

OLYMPIC IMAGE RECOGNITION, SOCIAL REPRESENTATION AND YOUNG PEOPLE

In work undertaken on the impact of sporting events and in particular the Olympics, little research has focused on the recursive impact of image on the event and its city location. Guillaume Bodet's work aims to evaluate the image-impact which hosting the Olympic Games, and the 2012 London Olympics in particular, has on the image(s) of both place (i.e. London) and the sporting event (i.e. the Olympic Games). Using Social Representation Theory to assess images, the project is longitudinal and aims to measure both pre-Games and post-Games social representations to accurately assess the impact of the Games. Different population targets are considered in collaboration with non-UK-based partners: the British population (James Kenyon and Guillaume Bodet), the Hong Kong Chinese population (GiosHo), the French population (Marie-Françoise Lacassagne) and the American population (Nicolas Lorgnier). A significant aspect of the approach adopted will focus on youth perceptions and social representations since this is a key target group for the Olympic movement.

LEADERSHIP AND MANAGEMENT IN ELITE SPORT

Work led by David Fletcher has sought to address the nature and importance of performance leadership and management in elite sport. A recently completed project (Fletcher, Arnold and Molyneux 2012) investigated the work of thirteen national performance directors of Olympic sports. This project significantly advances understanding of not only an underrepresented population in research, but also a minority group in comparison to athletes, coaches, and officials in sport. The first part of the project went beyond merely identifying the characteristics of effective leaders to explaining how they create, optimize, and maintain a high performance environment. The second part of the project elicited recommendations, advice, and suggestions that can be used to enhance performance leadership and management in elite sport. The third part of the project investigated the competencies required by national performance directors operating in elite sport. It is anticipated that the findings of this project will enable leaders, managers, and sport organizations to more effectively address issues accompanying the leadership and management and thus the effective delivery of Olympic programmes.

IOC youth strategy

Maria Bogner – Head of the IOC Olympic Studies Centre

In October 2009, the IOC held the 13th Olympic Congress in Copenhagen and drew up recommendations targeting young people, among which was recommendation 50, which called for the establishment of a youth strategy within the IOC and the Olympic Movement, aimed at young people aged from five to 24 years old:

“To pursue the interests and aspirations of young people, it is proposed that the IOC design a comprehensive strategy to promote and respond to the needs and challenges faced by young people of all social background worldwide. In pursuit of this objective, it is recommended that the IOC consider establishing the most appropriate forms of institutionalised and interactive dialogue.”

In January 2011, the IOC Executive Board laid down the five following strategic objectives of a youth strategy:

1. Attract young people to and retain them in competitive sport
2. Contribute to actively engaging young people in sport and physical activity as a way to help reduce sedentary behaviour
3. Promote the benefits of Olympism as a philosophy of life among young people
4. Identify a way to put young people's aspirations at the heart of the organisation
5. Develop young people's interest in the broadcast of the Olympic Games

In general, sport is either practised or viewed. As such, the IOC seeks two fundamental objectives:

- to increase sports practice
- to increase the Olympic audience.

These objectives are fulfilling three other objectives:

- to educate about the Olympic values
- to entertain through practising or viewing
- to foster health and well-being.

A concrete action plan, including 12 initiatives in the areas of Advocacy, Education, Operation, Monitoring as well as some multidimensional projects, touching all of these areas, have thus been developed.

Olympic Education in Australia: A Focus On The Victorian Olympic Council: “A Grass Roots Approach”

Richard Baka (Ph.D.) - Institute for Sport, Exercise and Active Living and the School of Sport & Exercise Science

Victoria University, Melbourne, Australia - University of Technology Sydney (UTS), Australian Centre for Olympic Studies Centre (Associate)

and Janet Cahill - University of Technology Sydney (UTS), Australian Centre for Olympic Studies Centre (Associate)

The intent of this paper is to identify and trace the development of Olympic education programs of the Australian Olympic movement. This includes studying the education-based programs of the AOC such as the Pierre de Coubertin Awards program for school children, the web-based ASPIRE school program (Talk to a Champ, Olympic Role Model, etc.), national and international Olympic Youth Academies, youth celebrations of Olympic Day, the Australian Youth Olympic Festival, the National Sports Museum and other specialised services. In light of the IOC's decision to commence Youth Olympic Games starting in 2010, it is timely to examine what Australia has done to promote and market itself to a younger-aged target group. Specifically, the history and role of the AOC and other organisations in implementing youth-targeted programs in Australia is documented. The focus will be on the Victorian Olympic Council and the State of Victoria.

Using a variety of sources including annual reports, journal sources, personal interviews and first-hand participant-observation experience, the study concludes that Australia has been at the forefront in developing a range of quite successful programs and services that have affected the Olympic movement positively in both Australia and internationally. In addition to demonstrating leadership, the AOC has been adept at borrowing certain youth-oriented programs from the broader Olympic movement and importing them directly into Australia – the concept of Olympic Youth Academies being the best example. The fact that the AOC is also flush with cash following the very successful 2000 Sydney Summer Olympics is a major reason why this organisation has been able to target the youth market as a means of promoting the Olympic movement. The ability of Australia to tap into IOC funding of education programs by way of Olympic Solidarity grants has been another important development.

Australia has also been a very pro-active initiator with respect to Olympic education. A key characteristic to the successful Australian Olympic education program is the decentralisation of the Australian Olympic structure. There are very active Education Committees within their state bodies - the Victorian Olympic Council being one example - thereby making it easier to develop “grass roots” programs. Another important feature is the ability of the parent body - the AOC - and its state chapters to partner up with key outside groups such as state government education departments, tertiary institutions, national sporting bodies, corporate sponsors and bodies such as the Melbourne Cricket Ground and the National Sports Museum. The ability to tap into effectively using current and former Olympic athletes as role models has been an important reason for the success of several Olympic education programmes.

FRENCH CENTRE FOR OLYMPIC STUDIES: AIMS AND PERSPECTIVES

Dr. Yoan Grosset, Dr. Arnaud Richard, Dr. Nicolas Chanavat, Dr. YohanBlondel - French Centre for Olympic Studies

Founded in June 2011, the French Centre for Olympic Studies (Centre d'Études Olympiques Français - CEOF) is part of the French National Olympic Academy (Académie Nationale Olympique Française - ANOF) related to the French National Olympic and Sports Committee (Comité National Olympique et Sportif Français - CNOSF). The main objective of the Centre is to promote research on sport, the Olympic Games and Olympics with involvement from members with backgrounds or jobs related to Higher Education or the Sport Movement. In recent years, the missions related to the Centre brought it to develop many different initiatives in collaboration with the scientific community.

Three different domains are represented in this Centre. The first is focused on the programme MéMoS, which is related to the Archive Centre of the World of Work (Centre des Archives du Monde du Travail) in Roubaix (Northern France). Its role is to collect and preserve the memory of the world of sport. The second domain is helping to promote different scientific studies based on actors of the sport movement. This action can be particularly expressed thanks to a yearly program for four grants (5'000 EUROS each) dedicated to graduate students or young researchers in management and humanities and social sciences. Finally, the third domain is willing to develop an Observatory of the French Olympic Studies (Observatoire des études olympiques francophones). This last objective is to collect and help to spread scientific productions in French about the Olympic Movement thanks to IT technologies.

Olympic Education as Liberal Arts Education in Taiwan

Li-Hong (Leo) Hsu, International Olympic and Multicultural Studies Centre

The purpose of this paper is to exhibit and share a potential Olympic Education curriculum as Liberal Arts Education (i.e. general education) in Taiwan. This paper advances previous research on Olympic pedagogy that argued that it is possible to justify Olympism (and hence Olympic Education) from a global perspective (Hsu, 2009). Based on previous two semesters teaching at Da-Yeh University (Taiwan), I propose five educational themes around which an Olympic Education curriculum might be constructed. These are: Peace; Multiculturalism; Global sensibilities; Morality and Aesthetics. Taking direction from current trends toward critical education and moral pedagogy, it is suggested that the task of promoting Olympic Education needs more critical attention and not only from the hosting city or nation, but from the global community of educationalists.

Keywords: Olympic Education, Liberal Arts Education (General Education), Olympism, Taiwan

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A REALIST APPROACH TO POLICY EVALUATION FOR LONDON 2012 OLYMPIC LEGACIES IN A NON-HOSTING REGION: A PILOT STUDY - AN EVALUATION OF THE WORKPLACE CHALLENGE PROGRAMME

Shushu Chen, *Centre for Olympic Studies & Research*
Loughborough University

Corresponding Email: s.chen@lboro.ac.uk

Hosting the Olympics has been seen as a catalyst that would bring about positive changes in the host city and country. As a result, there has been a burgeoning set of studies that addresses the issues and legacies generated by the Olympics, with a particular focus on the host city. However, in the literature, there is a dearth of materials that specifically tackle the Olympic legacies for non-hosting regions. Furthermore, there has been a growing concern to evaluate the impacts of programmes / initiatives for many aspects of social policy (see e.g. Sallis, Bauman & Pratt, 1998; Rossi, Freemant, & Lipsey, 1999), and this has been more recently reflected in sport policy (such as Cavill, Foster, Oja, & Martin, 2006). The critical question for policy analysis that remains is why an initiative/programme has 'worked' in one particular context but not another. "What works for whom in what circumstances" is the central notion of the Realist Evaluation (RE) developed by Pawson and Tilley (1997). So far, as a promising contribution to the literature on theory-driven evaluation, the RE approach has not yet been widely applied in sport policy.

This study aims to evaluate and monitor the legacies of the London 2012 Games for a non-hosting region, i.e. Leicestershire (located 100 miles north of London). A number of legacy programmes/initiatives have been implemented to deliver the legacy vision across Leicestershire, and evaluated in this research. A pilot case study – an evaluation of the Workplace Challenge Programme (WCP) – had been completed at this early stage. It assessed the impacts of this intervention on regional sport and physical activity (PA) participation. In particular, it also aimed to tease out to what extent outcomes are additional to that which would have happened anyway, if the Games had not come to the UK.

The WCP is an intervention developed by the LeicesterShire-Rutland County Sport Partnership to increase participation in sport and PA to staff in Leicestershire workplaces. The design and delivery of the WCP in 2011 was largely a product of concern that obesity levels were rising across Leicestershire and that insufficient numbers of population were participating in the recommended 150 minutes a week of sport and PA.

The first phase of the research analysis was to develop a thorough understanding of the WCP approach and its intended outcomes, by developing an analytic logic model which spelled out the anticipated relationships between inputs, throughputs, outputs and outcomes, and the causal logic which underpins those anticipated relationships. Preliminary discussion with key policy actors about the extent to which the existence of the programme could be directly attributed to the Games has suggested that it was not an Olympics 2012 related initiative. Therefore, the focus of the evaluation in terms of assessing additionality of the London 2012 Games had shifted to whether the Games boosted interest and thus the level of outputs. Using a range of techniques, including qualitative semi-structured interviews, a quantitative survey, documentary analysis, and key stakeholder consultation, evidence emerging from the programme-level evaluation was then employed to help to identify the mechanisms producing desired changes in behaviours and related policy outcomes, and thus to assess the additionally.

The evaluation results demonstrated that the WCP represented a successful approach to encourage engagement with a regular sport and PA, as there was a significant increase in the percentage of participants achieving the recommended amount of participation in sport and PA from 34% at registration to 47% by those who completed the post survey evaluation. It was also evident from survey studies and reinforced in interviewees' responses that the WCP helped to develop social and psychological benefits, such as fostering social conversation between colleagues, meeting new people, feeling 'fitter' and 'happier' etc. In terms of the element of additionality, the fact that the London Games were coming to the UK had little direct influence on decisions to participate in the programme. Nevertheless, it has been reported that the Games did encourage participants to sustain and try different sports.

These findings are being subjected to analysis employing a classical realist evaluation frame of explanation in terms of specifying critical features of the context (e.g. the nature of the organisations participating and their predisposition to adopt, deliver and modify such programmes of action); mechanisms at play in the process (e.g. the role of organisational champions, group versus individual participation, gender and life stage influences, the motivational aspect of competition), and the nature of outcomes (e.g. the propensity to foster participation among the already active). The conclusions point to some of the lessons learned for future policies, as well as the improvements which might be made to the 2012 WCP, and the implications for outcome-oriented evaluations.

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OLYMPIC SOLIDARITY: EVALUATING EQUITY IN OLYMPIC FUNDING PROGRAMMES

Marie Therese Zammit, Centre for Olympic Studies and Research, Loughborough University. M.Zammit@lboro.ac.uk

INTRODUCTION

According to the Olympic Charter, “the aim of Olympic Solidarity is to organise assistance to NOCs, in particular those which have the greatest need” (IOC 2011, p.17) The aim of this paper is therefore to evaluate the extent to which this redistributive claim is evidenced through an analysis of the distribution of the Olympic Solidarity funding. For five decades Olympic Solidarity (OS) has provided a vehicle through which the Olympic Movement has channelled aid to National Olympic Committees (NOCs), as a means of promoting development, with funding allocated to the NOCs from the sale of Broadcasting Rights for the Olympic Games, through ‘World Programmes’, ‘Continental Programmes’, and ‘Olympic Games Subsidies’. In the 2009-2012 quadrennium it is disbursing \$134m. through its World Programmes (with a further \$122m. distributed by the Continental Associations of NOCs).

LITERATURE REVIEW

Changes in distribution policy of Olympic Solidarity as a result of global political issues, and changes in the organisation itself, are reflected in its funding opportunities. There has been little work that addresses OS policy change, notable exceptions include (Housfi, 2002; Al Tauqi 2003; Henry, 2008; and Chameriois, 2006), and that which does focus on OS undertakes no analysis of funding policy. The current study thus addresses a gap in the literature, and one which has significant relevance for Olympic policy. Through a statistical analysis of patterns of grant aid, the study seeks to identify the nature and extent of funding, and in particular the extent to which funding remains ‘progressive’, supporting those NOCs most in need.

Statistical analysis undertaken incorporates

- Descriptive analysis of the Programme Grant and Olympic Games Subsidy on a quadrennial basis – in effect an account of ‘who gets what’;
- Analysis of correlation between grant size and selected variables of GDP per capita (a measure of affluence, and thus an indicator of financial need), Full-Time Employees (indicating the level of professionalisation of NOCs applying for funding); Internet Users per capita (indicating level of technological development); NOC years in operation (experience); and Population (size);
- Standard Multiple Regression to identify any contribution of the selected variables to explanations of variance in the dependent variables of size of grants received.

RESULTS AND DISCUSSION

Descriptive Statistical analysis indicates a non-linear increasing level of funding for the Programme Grant from 1985 to 2008, with large disparities in range between individual NOCs, even in the same continent. Olympic Games Subsidy data (which funds participation in the Games and is linked to team size) follows a similar pattern; the disparity also evident between continents.

Correlational analysis illustrates a statistically significant ($p < 0.01$) negative Pearson correlation of .288 to .404, between the GDP per capita and the OS Programme Grant, indicating that starting from the quadrennium 1989-1992, NOCs with a lower GDP per capita had access to more Programme Grant funding than NOCs from more affluent countries. Expenditure patterns up to the period 1997-2000 reflect the re-distribution philosophy of Olympic Solidarity, after which the correlation, while still significant and negative, decreases, possibly due to a change in policy opening up programmes formerly reserved for the less affluent to the more developed NOCs. A statistically significant ($p < 0.01$) positive Pearson correlation between Olympic Games subsidies and GDP per capita, of .282 to .379, suggests that higher subsidies were disbursed to NOCs from more affluent countries to support participation in the Games (principally because they send larger teams).

Regression Analysis highlights the population size and NOC experience as the main unique contributors to the explanation of variance in the Programme Grant during the first two quadrennia, later replaced by the GDP per capita, increasingly making the highest statistically significant ($p < 0.01$) unique contribution. Although NOC experience made a minor contribution, the NOC level of professionalism and communication, made the highest statistically significant ($p < 0.01$) unique contribution to the explanation of variance for the Olympic Games Subsidy, during all quadrennia.

CONCLUSION

The data presented in this paper highlights a ‘progressive pattern of disbursement of the Programme Grant, consistent with Olympic Solidarity aims. This is increasingly evident (though trailing off in the last two quadrennia). This progressive trend however, is, to some extent, neutralised by the pattern of Olympic Games subsidy, benefiting NOCs primarily from the more ‘affluent’ countries. Inequalities between core and periphery in the Olympic world are thus addressed by the pattern of funding evident in the Olympic Solidarity, but in programme rather than in overall funding patterns.

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Description of Centres



INTERNATIONAL
OLYMPIC
COMMITTEE

IOC Olympic Studies Centre, Lausanne, Switzerland

Description and activities

Created in 1982, the Olympic Studies Centre (OSC) is today one of the world's leading centres for written information on the Olympic Movement and the Olympic Games. It includes the services of the Historical Archives, Library, Research and Reference Service and University Relations, and is the entry point for the research, work or publications which contribute to education and the dissemination of the Olympic patrimony and its values.

Since the creation of The Olympic Museum in Lausanne in 1993, the OSC has been situated on the same site in Lausanne, Ouchy. In May 2012, the OSC took over the "Villa du Centenaire", a prestigious building, only two minutes from the museum, as its permanent new home. Following the idea of creating a real Olympic campus, by keeping the Olympic Museum and the OSC on the same grounds, the teams and researchers now enjoy the closeness to the museum, while at the same time benefitting from the a dedicated and quiet space for research.

In its facilities researchers have access to close to one kilometre of paper archives, 30,000 books and a wide selection of reviews and electronic resources linked to sport and Olympism. Furthermore, the valuable images archive with an important selection of 250,000 images and 8,000 hours of visual and audio material and the most relevant historical archives (1,000 documents) and over 10,000 objects and artefacts will be accessible in the next few months online for research and educational purposes via the Olympic Multimedia Library.

The OSC's missions

The OSC have the following main missions:

- To ensure ongoing acquisition, preservation, description and dissemination of Olympic patrimony,
- To promote and facilitate access to the IOC's archives,
- To provide research, analysis and content creation services,
- To promote academic activities related to Olympism and stimulate synergies and collaboration between Olympic studies centres and researchers,
- To encourage and promote collaboration with the Olympic Movement to ensure that global Olympic patrimony is preserved and made available.

The services offered by the IOC's OSC

The OSC's team provide services not only to the IOC administration and the Olympic Movement members but also to researchers from around the world requesting information and access to the OSC collections.

The IOC Historical Archives

The IOC Historical Archives provide access to the IOC's written archival patrimony, which constitute a unique and valuable witness to the history of the IOC and Olympic Movement comprising mainly decision making documents, correspondence, contracts and reports, from 1886 to 1992.

The access to the archives collections is done in accordance with the IOC archives access rules, respecting in general a 20-year embargo.

The IOC library

The IOC library manages the bibliographic heritage of the IOC and offers researchers access to more than 20,000 monograph titles, 420 review titles (including 50 electronic reviews), and 500 DVDs and CD-ROMs. It provides access to the official publications of the IOC and the Organising Committees for the Olympic Games. Offering a vast collection on Olympic sports and sport sciences, it is specifically proud of its valuable collection of rare or antique work.

Digitisation efforts are ongoing and besides the full collection of Olympic Charters, which are already available online, the IOC library is planning to give online access to all Official reports and Olympic Reviews facilitating the access and use of these important collections at the latest in 2014.

Research and Reference Service

This service provides factual information on the history of the Olympic Movement and the Olympic Games. Its activities include research and analysis services, content creation, games results & participation figures, historical context as well as quality and fact control. Its key documents include information on all Summer and Winter Olympic Games as well as all other frequently requested topics on the Olympic Movement and IOC activities in general.

Research possibilities at the OSC facilities

In line with the objective of encouraging research into themes linked to the Olympic Movement, visitors and researchers are welcomed at the OSC facilities. Of the 5,000 visitors from around the world who came to the OSC in Lausanne in 2011, more than 600 received a personalised welcome and advisory service to support them with their specific research needs. The OSC facilities in Lausanne offer a dedicated reading space and study room in which the historical archive documents can be consulted and studied. Computers with internet access as well as photocopy machines are also made available for researchers.

Programmes to encourage collaboration between IOC and the academic community

Research on an academic level is promoted by the programmes of the University Relations Section, which facilitates exchanges and collaboration between universities and the IOC. The main objectives of this section are to win, maintain and promote the interest on Olympism by the universities and to get from them high level analysis on key topics related with the Olympic Movement and its evolution. In order to meet these objectives, a particular attention is given to the following key projects: the IOC OSC Postgraduate Research Grant Programme, the Applied Research Projects, the Olympic Studies Monitoring project and the network and communication activities. For the 2013 edition of the grant programme, 16 IOC priority fields of research (covering a great diversity of subjects such as the Youth Olympic Games, the elite athlete's entourage, the governance of sports organisations or the sport-for-development programmes) are being proposed to the researchers.

For further information: www.olympic.org/studies.



Maria Bogner (Head of the IOC Olympic Studies Centre) and Nuria Puig (Head of the Universities Relations / OSC)

Australian Centre for Olympic Studies (ACOS), University of Technology, Sydney (UTS)

Establishment:

ACOS was launched in 2005, to provide a national focus for Olympic studies and to continue the work of the centre based at the University of New South Wales, which operated from 1996 to 2004. Helen Brownlee, a member of the Australian Olympic Committee, formally launched the Centre. The University Librarian opened the Olympic Studies Room in the University Library, at the same event. ACOS is located in the School of Management in the Faculty of Business at UTS.

Objectives:

- to promote research on the Olympic Games and other large-scale sporting events
- to undertake teaching and postgraduate research on the above issues
- to disseminate information through publications and public events
- to provide documentation of the such events

Staff:

Director: Adjunct Professor Richard Cashman
Associate Director: Associate Professor Daryl Adair
Executive Officer: Dr Stephen Frawley

Other members (of the Management Committee) include: Associate Professor Simon Darcy, Dr Robert Harris (Director of the Australian Centre for Event Management), Associate Professor Paul Jonson, Deputy Head of School, Adjunct Professor A.J. (Tony) Veal, Jackie Edwards (University Library), Angela Powell (Secretary)

Associates:

In order to help co-ordinate Olympic studies in Australia ACOS has appointed a number of Olympic experts around the country who meet from time to time to discuss topics, such as Olympic agendas. They include: Dr Richard Baka (Victoria University), Professor Graham Brown (University of South Australia), Janet Cahill (Sydney), Bruce Coe (Canberra), Dr Tracey Dickson (University of Canberra), Associate Professor Ian Jobling (University of Queensland), Robin Poke (Canberra), Professor David Rowe (University of Western Sydney), David Studham (Melbourne Cricket Club Library), Professor Kristine Toohey and Dr Dwight Zakus (Griffith University).

Partnerships:

To enhance its objectives ACOS has established partnerships with the following:

The Australian Olympic Committee (anMoU was signed initially in 2005 and has been renewed subsequently)

- The Australian Paralympic Committee
- The Australian International Sporting Events Secretariat
- Sydney Olympic Park Authority
- ACOS continues to work closely and collaborate with its companion centre at UTS, the Australian Centre for Event Management) University and Postgraduate Fellows: ACOS has hosted a number of visiting Fellows that have been based at the Centre for periods from two to four months: these include Professor John Horne, Eva Kassens, Rebecca Leopkey, Hiromasa Shirai and Katharine Hughes.

Research and publications:

ACOS publications are listed on its website and include publications for the former UNSW Centre for Olympic Studies which can be accessed on the LA84 website (and downloaded at no cost). A central focus of the past decade have been legacy studies and studies on sport, community and disability issues. The legacy studies include:

- *The Bitter-Sweet Awakening* (Sydney's Olympic legacy) (2006)
- *Benchmark Games* (Sydney's Paralympic legacy) (2008)
- *History and Legacy of the Sydney 2009 World Masters Games* (2010)
- *Sydney Olympic Park 2000 to 2010* (2011)
- *Sydney Olympic Caravan 2000 to 2010* (A Unique Export Industry) (July 2011)

Teaching:

- undergraduate courses on a regular basis on topics such as the Olympic Games and on sports globalisation
- Recent PhDs have been completed by Robert Harris (environmental issues at the Sydney 2000 Olympic and the Melbourne 2006 Commonwealth Games) and Stephen Frawley on the delivery of the Olympic sports program at Sydney.

Events and conferences:

- ACOS has stage NSW Olympic Academies in partnership with the AOC
- ACOS has held a number of events and public forums on topics such as the Olympic brand, the Olympic Games and Gen Y, the legacy of the Sydney 2000 Olympic Games and Sydney Olympic Park.

Documentation:

The Centre's collection includes documents from the former UNSW Centre for Olympic Studies and the Sydney Organising Committee for the Olympic Games.

Website: www.olympic.uts.edu.au



*Director Adjunct
Professor Richard Cashman*

Innsbruck 2012 – Youth Olympic Games Laboratory for Youth and Innovation

Brief history of the centre:

Range of activities:

The idea of the "Youth Olympic Games Laboratory for Youth and Innovation (YOGINN 2012)" is to be a link between the Innsbruck 2012 Organising Committee for the Winter Youth Olympic Games and the academic world. The YOGINN 2012 has its headquarters at the Department of Sport Science at the University of Innsbruck. It supports the Organising Committee in the following areas: scientific research work, the development of Games-related sustainable initiatives, the establishment of a regional transfer of knowledge programme and the set up of the official Observers programme. Due the Observer Programme a transfer of knowledge for future Delegations is guaranteed.

Research activities

- Quality of life of athletes, psychological well-being and experience during the games in Innsbruck 2012
- Relative age effect of the Athletes and the Injuries during Games-Time
- Experiences, expectation and motivation of Athletes
- Evaluation of the innovative elements of the WYOG 2012 sport program with particular emphasis on spectators and media
- Impact of the YOG 2012 on hospitality industry
- Brand influence on Innsbruck as Tourist destination/Image effects.
- The ecological impact of the YOG/impulse to regional development
- Transfer of knowledge at major sport events.

Example of publications

- Evaluation of the CEP of YOG 2012 with focus on the "World Mile Project"
- Transfer of Knowledge at Major Sport Events in the case of the Youth Olympic Games Innsbruck 2012
- How to measure the impact of an international sport event on the brand value of a city. The Youth Olympic Games 2012 and their influences on the city branding of Innsbruck
- Resident perceptions and expectations of the 2012 Innsbruck Youth Olympic Games
- Sports- and Culture Events - Synergies and barriers on the example YOG 2012
- Organisation development (change Management - Venuization) at sports events on the example YOG 2012
- Social Impacts of sporting events on the example YOG 2012
- Comparison of major sports events in the Tyrol, the examples Handball EURO 2010 and YOG 2012
- Cost effective marketing strategies on the example YOG 2012
- Quality of life and psychological well-being and national elite sport development systems in the YOG 2012 participants
- Coach-athlete interaction, competitive anxiety and performance in YOG 2012 participants
- Evaluation of the innovative elements of the WYOG 2012 sports programme with particular emphasis on the media.
- Evaluation of the innovative elements of the WYOG 2012 sports programme with particular emphasis on spectators
- Customer satisfaction Analysis of the YOG 2012
- Athletes experience at the YOG 2012
- Sport injuries and illness during the YOG 2012
- Evaluation of the innovative elements of the YOG in general and the innovative sporting elements of the YOG 2012 held in Innsbruck in particular, from the International Winter Sport Federations' point of view."
- The influence of relative age on participation in the YOG 2012
- Attitudes, expectations and job satisfaction of volunteers on the example of the YOG 2012
- YOG 2012 - an impulse to regional development?
- Analysis of the Aims and Vision of the YOG on the example YOG 2012
- Impact der YOG 2012 auf die Touristischen Betriebe

Key personnel/ associate researchers

Martin Schnitzer, Elisabeth Brandstetter, Madeleine Lang, Christoph Fröhle

Contact details of the centre

University of Innsbruck
Department for Sport Science
YOGINN 2012
Fürstenweg 185
A-6020 Innsbruck

martin.schnitzer@uibk.ac.at
+43 512 507 4465



Director: Martin Schnitzer

Olympic Studies Centre – Autonomous University of Barcelona

Brief history of the centre

The Olympic Studies Centre at the Autonomous University of Barcelona (CEO-UAB) is a university research centre promoted by the UAB in 1989, with an interdepartmental nature within the UAB, and with an interuniversity projection, and integrated into the UAB Research Park. The Autonomous University of Barcelona is one of the five Spanish universities recognised as International Excellence Campus. The Centre is governed by the Catalan government (regional level), the Barcelona City Council (local level), the Barcelona County Council (provincial level), the Spanish Olympic Committee and the UAB. Since 1995, CEO-UAB also maintains a stable collaboration agreement with the IOC through the International Chair in Olympism (IOC-UAB).

Range of activities

CEO-UAB was created for the purposes of research, documentation, training and dissemination of information on Olympism and sport and has promoted and participated as key partner in research, training and transfer projects with an international scope.

Research activities

- Research projects undertaken by the CEO-UAB cover a number of different areas of sport and the Olympic Games, particularly from a social sciences perspective. Its main long term research lines are in the areas of: Communication, sport and the Olympic Games; Impact and legacy of the Olympic Games, in particular Barcelona'92; and Sport in a multicultural context
- CEO-UAB provides a program to support PhD students undertaking post-graduate studies at the UAB in the field of Olympic studies, and particularly in the priority lines of research of the CEO-UAB. The program is open to all PhD students that have officially registered their research at a UAB department.
- CEO-UAB offers researchers the chance to undertake research periods at the UAB through inter-university cooperation programmes or at an individual's request.
- Manages the International Chair in Olympism programme (17 holders since 1995)
- Partner institution in two European-funded Leonardo DaVinci projects.
- Consultant in the design of sport policy in the city of Barcelona.

Education

- CEO-UAB has organised a wide range of graduate and postgraduate activities on sport and Olympism. These include a graduate subject on sport and the Olympic Games, training programmes for sports managers, university seminars given by the visiting professors of the International Chair in Olympism (IOC-UAB) and dissemination seminars on the legacy of the Barcelona'92 Olympic Games. In addition, the CEO-UAB promotes a training programme to host interns
- Promoter or collaborating partner in international postgraduate training activities (E.g. Master of Arts on Olympic Studies, Master on Sport Administration)

Dissemination

- CEO-UAB organises academic dissemination activities, both locally and internationally, on various aspects of sport and the Olympic phenomenon. It has been an IOC partner in organising academic symposia and congresses: Olympic Ceremonies (1995), Olympic Villages (1996), Television (1998), Sport for All (1998), Volunteers (1999) and the Legacy of the Olympic Games (2002)
- CEO-UAB has had an extensive programme of publications, including academic books, conference proceedings, research results and many other kinds of documents. A selection is provided below:

CEREZUELA, Berta [et al]: *Olympic Education Database*. Bellaterra (Barcelona): Universitat Autònoma de Barcelona, Centre d'Estudis Olímpics. Final research report submitted to the International Olympic Committee.



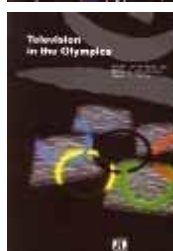
Fernández Peña, Emilio; Berta Cerezuela; Miquel Gómez Benosa; Chris Kennett; Miquel de Moragas Spà (2011): *An Olympic Mosaic: Multidisciplinary Research and Dissemination of Olympic Studies*. CEO-UAB: 20 Years. Barcelona: Centre d'Estudis Olímpics, Universitat Autònoma de Barcelona; Ajuntament de Barcelona.



FERNÁNDEZ PEÑA, Emilio; Mari ARAUZ; Angelica SHA; Sandro GARCIA (2011): *Social networking and the Olympic Movement: Social Media Analysis, Opportunities and Trends*. Bellaterra (Barcelona): Universitat Autònoma de Barcelona, Centre d'Estudis Olímpics. Final research report submitted to the International Olympic Committee.



Moragas i Spà, Miquel; Chris Kennett; Nuria Puig (eds.) (2002): *The Legacy of the Olympic Games 1984-2000: International Symposium Lausanne, 14th, 15th and 16th November 2002*. Lausanne: International Olympic Committee.



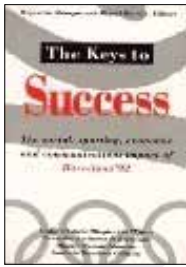
Moragas i Spà, Miquel de; Nancy K. Rivenburgh; James F. Larson (1995): *Television in the Olympics*. London: John Libbey.



Centre d'Estudis Olímpics
Universitat Autònoma de Barcelona



Director: Dr. Emilio Fernández Peña
Emilio.fernandez@uab.es



Moragas i Spà, Miquel; MiquelBotella (eds) (1995): *The Keys to success: the social, sporting, economic and communications impact of Barcelona'92*. Bellaterra: Centre d'Estudis Olímpics, Universitat Autònoma de Barcelona, 1995.

Documentation

- Promoter, designer and manager of the first Internet portal in Olympic Studies in 1995.
- Partner and manager of sport and Olympic information systems: Barcelona Olímpica, Observatory of Catalan Sport, Olympicstudies Net, OVEP database.
- Management of the legacy and knowledge transfer of sporting events in Barcelona.

Key personnel/ associate researchers

CEO-UAB counts with its own technical and management staff, a programme of international internships and research stages, and a programme to support doctoral studies in sport and the Olympics. It has developed an international network of relations with academic institutions and collaborators, Olympic experts, in particular in host cities, to be involved in the development of projects.

2012 Team

Direction and management	Research team		Research team assistance
Emilio Fernández Peña Director	Ferran Brunet Lecturer at the Department of Applied Economics, UAB	Nelson Schneider Todt 2012 Research associate	Ramón G. Sedó Web projects
Miquel de Moragas Honorary Director	Xavi Ginesta Associate lecturer at the University of Vic Department of Communication	Maria Antònia Tarrazón Lecturer at the Department of Business Economy, UAB	Pablo Santcovsky i Reschini Web projects
Miquel Gómez Benosa General coordinator	Chris Kennett Lecturer at the Business Engineering School (LaSalle-URL)	Itxasne Sagarzazu Research fellow	Berta Miarons Documentation
Berta Cerezuela Head of projects and the documentation service	Francesc Muñoz Lecturer at the Department of Geography, UAB	Angelica Sha Research fellow	Josep Vilardaga Documentation
Victòria Pla Manager	Josep Maria Puig Journalist in TV3 and associated lecturer at the Department of Mass Media and Culture, UAB	Miquel Àngel Hernández PhD student	Raúl Antonio Miranda Internship
	Natividad Ramajo Lecturer at the Department of Audiovisual Communication I, UAB	Anna Laura Rezende PhD student	Raquel Gómez Administration
		Maria Arauz PhD student	
		Zivadin Katanic PhD student	

Contact details

Centre d'Estudis Olímpics i de l'Esport
Universitat Autònoma de Barcelona
Campus de la UAB. Edifici N
08193 Bellaterra (Cerdanyol del Vallès)
Spain

Tel. +349358111992
Fax. +34935812139
E-mail: ceoie@uab.cat
Internet: <http://ceo.uab.cat>
Facebook: <http://ceo.uab.cat/facebook>

Chaire Olympique Henri de Baillet Latour & Jacques Rogge en Management des Organisations Sportives Université catholique de Louvain, Belgium

Range of activities

The Chair has **3 main research goals**:

- 1) To provide the main stakeholders of the sports organisations with analysis, reflecting and prospecting tools in order to improve their strategic, managerial and operational interventions.
- 2) To provide the public authorities – in charge of organised sport (state, communities, regional, provincial and local) - with analysis, reflecting and prospecting tools in order to improve their strategic, managerial and operational interventions.
- 3) Ensure the continuity of the Chair, with the financial support of the InBev – BailletLatour Research Fund, in order to develop applied research linked to management, health and epidemiology in the context of sport and physical activity, and support to athletes.

These researches focus on

- 1) The development of structures and tools dedicated to the mutualisation of services for sports leaders and public authorities. In this framework, the Chair works as a consultant or research centre.
- 2) The development of internal auditing tools for sports leaders: an adapted evaluation of the way a sport federation is conducting its missions and of the sports system is needed in order to warranty the efficiency of the global sports system.
- 3) The development of adapted tools in order to manage the implementation of the axes (French speaking Community) or goals (Dutch speaking Community) of the sport decrees, in order to sustain the public authorities.
- 4) The development of measuring, analysing, reflecting and prospecting tools for sport leaders

Through our activities, master theses and doctoral dissertations we aim to cover these goals and focus.

Exemples of publications

- CHELLADURAI Packianathan, **ZINTZ** Thierry (submitted), "Functions of National Sport Governing Bodies: A Network Perspective", European Sport Management Quarterly
- **ZINTZ** Thierry, Malikova Elena (forthcoming), "Management stratégique de l'éducation olympique. Une perspective internationale", Les Cahiers Européens des Sciences Sociales - Peer reviewed
- WINAND Mathieu, **ZINTZ** Thierry, SCHEERDER Jeroen (forthcoming) "A Financial Management Tool for Sport Federations", Sport, Business and Management: an International Journal - Peer reviewed
- WINAND Mathieu, VOS Steven **ZINTZ** Thierry, SCHEERDER Jeroen (forthcoming) "Determinants of Service Innovation: a Typology of Sport Federations", International Journal of Sport Management and Marketing - Peer reviewed - Best Paper Award 'Sport as a Business' track EURAM 2012
- WINAND Mathieu, **ZINTZ** Thierry, RIHOUX Benoît and QUALIZZA David (forthcoming) "Pathways to high performance: a Qualitative Comparative Analysis (QCA) of sport governing bodies", Non-profit and Voluntary Sector Quarterly - Peer reviewed
- WINAND Mathieu, RIHOUX Benoît, QUALIZZA David, **ZINTZ** Thierry, "Combination of Key Determinants of Performance in Sport Governing Bodies", Sport, Business and Management: an International Journal, Vol 1 – issue 3

Key personnel/ associate researchers

Chair	Prof. Dr. Thierry Zintz	Organisational change, governance of OSOs, social responsibility
PhD Students	Emilie Malcourant	Neo-institutionalism, acceptance and implementation of new paradigm in the management of OSOs
	David Qualizza	Relational governance of national Olympic committees in Europe
	Simon Gérard	Olympic Movement and Paralympic Movement: Inclusion versus integration
Associate member	Dr. Mathieu Winand, Lecturer at the School of Sport, University of Stirling (UK)	Organisational and financial performances of OSOs

Contact details of the centre

Chaire Olympique Henri de Baillet Latour et Jacques Rogge en Management des Organisations Sportive
c/o Prof. Thierry Zintz
Faculté des Sciences de la Motricité, Place Pierre de Coubertin 1 – Bt L0.08
B-1348 Louvain-la-Neuve, Belgium

Thierry.zintz@uclouvain.be
www.uclouvain.be/chaire-olympique
Tel: +32-10-47.22.99



Director: Prof. Dr. Thierry Zintz

ARETE – Centre for Olympic Studies Federal University of Espírito Santo – Vitória, Brazil

Brief history of the centre:

The activities of the centre started in 2006 as a research group on Olympic studies within the Centre of Sociology of Sport and Olympic Studies at the Federal University of Espírito Santo in Vitória, Brazil. The ARETE – Centre for Olympic Studies was established at the same university in 2011. It has as its aims the development of academic research and knowledge production on the socio-cultural aspects of the Olympic Movement and its influences on sport and society in general.

Range of activities:

Research activities

1. Narratives of national identity within Olympic Games
2. Olympic education as values education
3. Legacies and impacts of Olympic Games

Mastertheses

1. Doiara Silva dos Santos (2011). National Narratives at the Winter Olympic Games Vancouver 2010.
2. Guilherme Ferreira Santos (2012). One world, One dream. An Utopia? Media narratives of Olympic values and sport values in the opening ceremony of the Beijing Olympic Games (2008).
3. Ana Gabriela Alves Medeiros (2012). Values at Play: Sporting ceremonies as rituals of emulation of values.
4. Fabiano Basso dos Santos (2012) Values at Play: Possibilities of an Olympic Education at the School Physical Education.

Example of publications

1. J. Knijnik; **Otávio Tavares** (2012). Educating Copacabana: a critical analysis of the "Second Half", an Olympic education program of Rio 2016. **Educational Review**, v. 64, issue 3, 353-368.
2. Fabiano Basso dos Santos; **Otávio Tavares** (2012). O Enquadramento Axiológico do Ensino dos Esportes: Problemas e Perspectivas [Axiological Framing of Teaching Sports: Problems and perspectives]. **Revista da ALESDE** (Latin American Association of Sociocultural Studies of Sport), v. 2 (1), 96-106.
3. **Otávio Tavares** (2011). Beijing 2008: Os jogos, a cidade e os espaços [Beijing 2008: The Games, the city and the spaces]. **Revista Brasileira de Ciências do Esporte**, v. 33 (2), 357-373.
4. **Otávio Tavares** (2011). Megaeventos Esportivos [Sport Mega-events]. **Movimento**. V. 17 (3), 11-35.
5. Thaise Varnier; Fernanda Rios; Etyelle Ribeiro; Ana Gabriela Medeiros; **Otávio Tavares** (2011). Rituais Escolares: Os jogos e 'olimpíadas' sob o olhar dos alunos [School rituals: Games and 'olympics' according students' perspectives]. **Coleção Pesquisa em Educação Física**. V. 10 (4), 159-166.
6. **Otávio Tavares**; Antonio Soares; Thiago Bartholo (2007). 'Frozen Bananas': esporte, mídia e identidade de brasileiros nos Jogos Olímpicos de inverno ['Frozen Bananas': Sport, media and Brazilian identity in the Winter Olympic Games]. **Revista Brasileira de Ciências do Esporte**, v. 29 (2), 193-208.

Key personnel / Associate researchers

Prof. Dr. Jorge Dorfman Knijnik – University of Western Sydney (Australia)

Prof. Dr. Nelson Todt – Pontifícia Universidade Católica do Rio Grande do Sul (Brasil)

Fabiano Basso dos Santos – Federal University of Espírito Santo

Contact details of the centre

UFES / CEFD / ARETE

Av. Fernando Ferrari, 514. Vitória, ES, Brazil – 29075-910

E-mail: otaviotavares@pq.cnpq.br

Web page : <http://dgp.cnpq.br/buscaoperacional/detalhegrupo.jsp?grupo=03924097E0IRZ8>



Director: Prof. Dr. Otávio Tavares

French Centre for Olympic Studies

Brief history of the centre:

Founded in June 2011, the French Centre for Olympic Studies (Centre d'Études Olympiques Français - CEOF) is part of the French National Olympic Academy (Académie Nationale Olympique Française - ANOF) related to the French National Olympic and Sports Committee (Comité National Olympique et Sportif Français - CNOSF). The main objective of the Centre is to promote research on sport, Olympic Games and Olympics with involvement from members with backgrounds or jobs related to Higher Education or the Sport Movement. Through the last years, the missions related to the Centre brought it to develop many different initiatives in collaboration with the scientific community.

Range of activities:

Three different domains are represented in this Centre. The first is focused on the program MéMoS, which is related to the Archive Centre of the World of Work (Centre des Archives du Monde du Travail) in Roubaix (Northern France). Its role is to collect and preserve the memory of the world of sport. The second domain is helping to promote different scientific studies based on actors of the sport movement. This action can be particularly expressed thanks to a yearly program for four grants (5'000 EUROS each) dedicated to graduate students or young researchers in management and humanities and social sciences. Finally, the third domain is willing to develop an Observatory of the French Olympic Studies (Observatoire des études olympiques francophones). This last objective is to collect and help to spread scientific productions in French about the Olympic Movement thanks to IT technologies.

Key personnel/ associate researchers

Director of Research Grants: Dr. Nicolas CHANAVAT

Director of MéMoS' program: Dr.Yoann GROSSET

Director of Observatory of the French Olympic Studies: Dr. Arnaud RICHARD

Contact details of the centre

YohanBlondel : yohan.blondel@wanadoo.fr

Nicolas Chanavat : Nicolas.chanavat@u-psud.fr

Arnaud Richard :arnaud.richard@univ-montp3.fr



Director:
Dr.Yohan BLONDEL

Centro Italiano Studi Olimpici Sportivi University of Genoa

Brief history of the centre:

The CISOS was established in 1998 in collaboration of City of Genoa with the help of the Mayor of Genoa Pericu and the University of Genoa on the occasion of creation of first Italian Sport Lyceum dedicated to the figure of Pierre de Coubertin. The CISOS started its activities by creating a cultural sport base for the Genoa 2004 (European Capital of Culture). The first partners were the Genoa Sport Museum (Amici Museodello Sport) and the Italian Pierre De Coubertin Committee. The activities of CISOS not only included research but the creation of a cultural sport platform for sport events and international competition. Some of International events which CISOS has taken part in: World Regatta U23, World Cup of Gymnastics, Forum Pierre De Coubertin, European Championships Judo, Ju-Jitsu, Taekwondo. A strong point for the centre is its collaboration with public institutions and many Municipalities around Italy, Province of Genoa, Region Liguria and the Ministry of Sport. The centre has dedicated 14 years to the dissemination of the "Olympism" not only in academic terms but also in a practical and active way.

Range of activities and research activities

- Sport Marketing
- Sport Training High Performance
- Sport & Multiculturalism
- Sport Development in Africa
- Peace & Sport Project (Rock no War)
- Doctoral Theses
- University of Motor Science Genoa
- 147 theses on Olympism from 2001 until 2010

Example of publications

Internal publication CISOS-Coubertin Books. Publisher CSEN : Centro SportivoEducativoNazionale -- ROMA (ITA)

Key personnel/Associate Researchers

Rinzivillo Francesco, Sara Parodi, Simona Bozzini, Paolo Focà, Andrea Ronchi, Gueye Ousseinou, Gianluca Lazzari, Marco Costantino

Contact details of the centre

CISOS Centro Italiano StudiOlimpiciSportivi
Via 18 Fanciulli 13R
16156 Genova-Pegli ITALY

Email: Igor.Lanzoni@regione.liguria.it



Director: Dr. Igor Lanzoni



オリンピック教育プラットフォーム

Centre for Olympic Research & Education

Brief history of the centre:

The Centre for Olympic Research & Education (CORE) was established at the University of Tsukuba in 2010. The CORE was launched as the commemoration of the 150th anniversary of the birth of Prof. Jigoro Kano, first Asian IOC member and the former principal of the University. The mission of CORE is to promote, facilitate and conduct Olympic Education from primary school to postgraduate degree and to disseminate and contribute to international understanding and world peace through the values of Olympism. In partnership with 11 laboratory schools attached to the University*, CORE aims to develop models of Olympic Education which are refined at the practical level for school and university curricula. This approach is also enhanced with the research into the Olympic Movement undertaken at CORE.

* Note - "Laboratory schools", from primary school, junior high school to high school, including schools for children with special needs, are affiliated the University. These schools are under the umbrella of the University of Tsukuba, although they have developed specific curriculum at each level.

Range of activities:

Research activities

1. Comparative research on (Coubertin's) Olympism and Jigoro Kano's philosophy
2. Curriculum development of Olympic Education
3. Field study on sport activities in the devastated areas in Tohoku, Japan

Doctoral Theses

1. Chanu Lee: Historical study on the organization of Korean traditional archery. University of Tsukuba, 2012.
2. Mizuho Takemura: A study on Anti-Doping from the viewpoint of applied ethics. University of Tsukuba, 2012.
3. Hisashi Sanada: A study on the Greek Olympia Games in the 19th Century. University of Waseda, 2010.

Example of publications

1. Hisashi Sanada: The Olympia Festivals in the 19 century. Tokyo, 2011. [Japanese]
2. Committee of the commemorative publication for 150 years anniversary of Prof. Kano's birth: Jigoro Kano: the educator with passion and deeds. Tsukuba, 2011. [Japanese]
3. Hisashi Sanada and Naoki Murata: 100-Year Legacy of Jigoro Kano. University of Tsukuba, 6ps. 2009. [Japanese]
4. Hisashi Sanada, Yoshinori Okade and Junko Tahara: Uniting our Worlds. Tokyo Metropolitan Government, Japanese Olympic Committee, Tokyo 2016 Bid Committee. 48ps. 2008. [Japanese]
5. Hisashi Sanada : 'The Most Polite Savages' -The Participation of Ainu in the 1904 St. Louis Olympic Games-. In: Andreas Niehaus and Max Seinsch (Eds.) Olympic Japan: Ideals and Realities of (Inter)Nationalism, Würzburg: ErgonVerlag, pp.133-149, 2007.

Key personnel/ associate researchers

- Prof. Satoshi Shimizu, Sociology of Sport
- Associate Prof. Akiyo Miyazaki, Sport Education, Pedagogy
- Associate Prof. Toshinobu Kawai, Coaching, Elite Sport (Olympic medalist in speed skating)
- Assistant Prof. Kazuya Naruse, Sport Policy
- Dr. Lee Chanu, Sport History
- Mr. Toshiyuki Okeya, Advisor to the Director and visiting researcher of Jigoro Kano Memorial Int'l Sport Institute (History of Sport, Olympic Studies)
- Dr. Mayumi Ya-Ya Yamamoto, Visiting researcher of Jigoro Kano Memorial Int'l Sport Institute

Contact details of the centre

307 Project Room, SPEC Building, University of Tsukuba,
1-1-1, Tennodai, Tsukuba City, 305-8574 Ibaraki Prefecture, Japan

info@core.taiiku.tsukuba.ac.jp

<http://core.taiiku.tsukuba.ac.jp/>



Director: Prof. Hisashi SANADA

The Olympic Studies Centre at the German Sport, University Cologne

History

The Olympic Studies Centre Cologne (OSC) looks back to a long history which started with the implementation of the Carl-Diem Institute to promote and intensify research on the Olympic Idea on 12th December 1964. Named after the German sport official and founder of the German Sport University Cologne, Carl Diem, it was his wife Liselott Diem who managed the Institute until 1989. After her death in 1992 and on initiative of Professor Dietrich Quanz, the by now Carl und Liselott Diem-Archiv (CuLDA) was integrated under the name Olympische Forschungsstätte der Deutschen Sporthochschule Köln (Olympic Research Centre of the German Sport University Cologne) into the German Sport University Cologne. As Carl and Liselott Diem did not only act theoretically and practically within the world of sport but also collected documents related to sport and in particular the Olympic Movement, it was the main aim of the Centre to analyse the documents and make them available for public and university use. Consequently, more than 500 publications – most of them related to Olympic history – have been published by the staff and students from the OSC until today.

Teaching

The Centre is very much involved in the taught courses at the German Sport University and its staff teaches in all forms of degrees, which can be studied at the university. In the P.E. teacher education, sport historic lectures with an emphasis on the Olympic Games are held by Prof. Stephan Wassong and Dr. Ansgar Molzberger. Furthermore, Jörg Krieger is the coordinator of the P.E. teacher education courses. Within the B.A. studies, Prof. Wassong has created the module "Olympic Studies", in which the students attend six seminar hours per week in order to learn about the basics of the Olympic Movement. Their final assessment is the creation of a possible application of a city of their choice for the Olympic Games, a task which is very much enjoyed by the students. From October 2012 the academic staff of the OSC will take charge of the coordination and implementation of the compulsory module "Olympic Studies" within the English-taught M.Sc. Sport Management. Within the seminars, the students are introduced to the management of the Olympic Games and the political, social and economic influences leading to the processes of continuity and transformation within the Olympic Movement are discussed.

Olympic Master

The main project of the OSC Cologne is the organisation and coordination of the M.A. Olympic Studies, which has been created on initiative of Prof. Stephan Wassong and Prof. Jürgen Buschmann. The programme, which has started in September 2010, is designed for part-time students, which already work in fields related to the Olympic Movement, with seminars spread over the course of two years. The seminar weeks are held in cooperation with Loughborough University, Johannes-Gutenberg Universität Mainz, Universität des Saarlandes, Universitat Autònoma de Barcelona and the Université Claude Bernard Lyon. Its main objective is to provide the students with an interdisciplinary knowledge about the Olympic Movement and the international teaching teams from the different cooperating universities teach seminars in sport history, sport pedagogy, ethics, international relations, media/commercialization and sport governance, all closely linked to Olympic Studies. The students of the first intake, which are currently working on their M.A. thesis, will graduate in spring 2013. The increasing interest in the programme is reflected in the student numbers of the second intake, which has started in March 2012 with the first seminar week held at the OSC in Cologne. Furthermore, the programme has recently been officially recognised by the International Olympic Committee and its president Jacques Rogge.

Research

The staff of the OSC Cologne is also very much active in various fields of research and is currently working on several research projects related to Olympic history, reaching from modern readings of Pierre de Coubertin to the history of the Youth Olympic Games.

Recently, research on the history of the scientific establishment of an anti-doping network to support the IOC in its fight against doping has begun. This research project is unique in the sense that it does not single out anti doping politics as topic under investigation but rather focuses on the historical analysis of scientific institutional networks involved in the anti doping fight and discusses the influence of these institutions on anti doping politics. Thus, the interplay between science and politics regarding anti doping will be analysed, aiming to shed light into the immense influence the world of science had on the IOC rather than the other way around. The individual and institutional levels within science and in sport politics on which the individual actors communicated with each other will be identified and their communication with each other is one of the main areas of research. However, rather than looking at the different incidents in the single institutions, this will allow to draw a broader international picture of how the international network came into being.

Furthermore, within the context of another research project, the OSC is aiming to establish a university archive with the goal to systematize the millions of documents at the university and make them available to the public. Over the last years, the foundation for an archive has been laid when the complete stock of different involved institutions such as the stock of the CuLDA, the Institute of Sport History, the German Golf Archive, the library and the press archive has been taken. In a second step it is the aim of the research team to exhibit some of the documents and objects within the university in order to display the history of the sport university and its many links to the Olympic Movement.



Director : Prof. Stephan Wassong

Examples of Publications:

Krieger, J. (2012) Fastest, Highest, Youngest – A hermeneutical analysis of the Youth Olympic Games (web publishing: LA84 Foundation, formerly: Amateur Athletic Foundation of Los Angeles).

Krieger, J. (2012). Cotswold, Much Wenlock, Morpeth – “Olympic Games” before Pierre de Coubertin. In K. Lennartz, S. Wassong & J. Buschmann (Eds.), Olympia. Deutschland – Großbritannien (pp. 23-37). Köln: Carl und Liselott Diem-Archiv.

Lennartz, K., Wassong, S. & Buschmann, J. (2012). (Eds.), Olympia. Deutschland – Großbritannien Köln: Carl und Liselott Diem-Archiv.

Molzberger, A. (2012) Die Olympischen Spiele 1912 in Stockholm: Zwischen Patriotismus und Internationalität. St. Augustin: Academia Verlag.

Molzberger, A. (2012) Olympiskaspelen 1912 i Stockholm – „Fosterländska” spelsomgenombrott för den internationella olympiskarörelsen. In H. Bolling & L. Yttergren (Eds.), Stockholmsolympiaden 1912: tävlingarna – människorna – staden (pp. 389-413). Stockholm: Stockholmia Verlag.

Wassong, S. (2012). Intercultural Education for Student Youth: A Fundamental Idea of Pierre de Coubertin. Nikephoros. Zeitschrift für Sport und Kultur im Altertum (Special Issue 2012: Youth - Sports - Olympic Games), 199-212.

Wassong, S. (2010). The United Nations' attitude to Olympic Peace. In R.K. Barney, M.K. Heine & J. Forsyth (Eds.), Rethinking Matters Olympic: Investigations into the Socio Cultural Study of the Olympic Movement. Tenth International Symposium (pp. 448-459). London (Ontario): International Centre for Olympic Studies.

Wassong, S. (2007). Playgrounds und Spielplätze. Die Spielbewegung in den USA und Deutschland 1870 – 1930. Aachen: Meyer und Meyer Sport.

Key Personnel:

Prof. Dr. Stephan Wassong (Academic Director)

Prof. Dr. Jürgen Buschmann (Managing Director)

Dr. Ansgar Molzberger (Senior Lecturer)

Jörg Krieger, M.A. (Lecturer)

Contact Details:

German Sport University Cologne

Olympic Studies Centre

Am Sportpark Müngersdorf 6

50933 Köln

Institutsgebäude IV, 2. Etage

Phone: 0221/4982-2040 or -3840 (for M.A. Olympic Studies)

E-Mail: osc@dshs-koeln.de

Centre for Olympic Studies & Research, Loughborough University

Director: Professor Ian Henry, **Deputy Director:** Dr. Mahfoud Amara



Brief history of the centre:

COS&R was founded in July 2004 (one year before London was awarded the right to host the 2012 Games). It is a joint Centre of the University and the British Olympic Foundation, with the Board made up of two representatives of the BOF (Jan Paterson and Richard Palmer CBE) and two from the University (Professors Ian Henry and Barrie Houlihan).

The Mission of COS&R is:

- To promote, facilitate and conduct academic research into Olympism and the Olympic Movement; and
- To generate / disseminate an understanding of, and appreciation for, the ideals and values expressed through Olympism.

Research themes:

OLYMPISM, OLYMPIC VALUES, THE OLYMPIC MOVEMENT AND INTERCULTURALISM

- **Value systems, the Olympics and the political/cultural contexts in the Arab World - Dr. Mahfoud Amara**

Analysis of the zones of tension and reconciliation/ or consensus between Olympism, the Olympic movement, and the Olympic movement and the Olympic Games as arenas for international (as well as intra-Arab) relations or conflict

- **The strategy for bidding, organisation of mega events (including the Olympics), in the Arab and Muslim World - Dr. M. Amara**

The focus incorporates questions of planned legacy, and specifically the issues of sport for development and development of sport in the Arab and the Muslim Worlds.

- **Olympism and Olympic Values in Multicultural contexts – Dr. Dikaia Chatziefstathiou (Canterbury Christchurch University) and Professor Ian Henry.**

This study focuses on the difficulties of the construction of universal values across time and in differing cultural contexts. Recent output has taken the form of published book on Olympism from the Sorbonne 1894 to London 2012 (Chatziefstathiou and Henry 2012).

EVALUATING IMPACT AND LEGACY EVALUATION OF THE OLYMPIC GAMES AND MOVEMENT

- **Meta-Evaluation of the Impacts and Legacy of the London 2012 Olympic Games and Paralympic Games – Professor Ian Henry and Dr. Paul Downward**

The UK Government Department of Culture, Media and Sport has commissioned a consortium led by Grant Thornton, including Ecorys and the Centre for Olympic Studies and Research, Loughborough University, to undertake a comprehensive meta-evaluation of the impacts and legacy of the Games. The meta-evaluation is believed to be the largest ever study of Games impacts and legacies. The study is designed to enable Government to understand and demonstrate the long-term impact of the Games to help ensure current and future programmes provide value for money. Reports 1-3 (of the five which will be published) can be accessed via the DCMS CASE Website (http://www.culture.gov.uk/what_we_do/research_and_statistics/7605.aspx)

- **Evaluation of the Impact of the London 2012 Games in a Non-hosting region of the UK: the case of Leicestershire – Shushu Chen and Professor Ian Henry**

A study funded by Leicestershire Legacy and the County Sports Partnership evaluates the region's attempts to leverage legacy as a non-hosting region.

- **Evaluation of Phase 1 of the International Inspiration Programme – Professor Ian Henry Dr. Ling Mei Ko**

This is a study commissioned by UK Sport on behalf of the International Inspiration Board from a Loughborough Partnership (COS&R and the Institute of Youth Sport) of the delivery of the International Inspiration Programme in Azerbaijan, Brazil, India, Palau and Zambia

SUPPORT FOR THE DEVELOPMENT OF THE ELITE ATHLETE AND THE ELITE SPORT SUPPORT SYSTEM.

- **Psychological Resilience in Olympic Champions: Dr David Fletcher and Mustafa Sarkar**

This project sought to explore and explain the relationship between psychological resilience and optimal sport performance. Twelve Olympic champions (8 men and 4 women) from a range of sports were interviewed regarding their experiences of withstanding pressure during their sporting careers. A grounded theory approach was employed throughout the data collection and analysis, and interview transcripts were analysed using open, axial and selective coding. This novel study presents a theoretical model, grounded in original data, which explains the psychological-related phenomena in Olympic gold medalists.

- **Performance Lifestyle of Olympic and Paralympic Athletes: Dr David Fletcher, Professor Ian Henry, Dr Charlotte Woodcock and Caley Parnell**

In 2009 UK Sport made a significant investment to support the future delivery of Performance Lifestyle (PL) support to its athletes through the EIS. An evaluation of PL support was conducted with the view to enhance future PL delivery and encourage athletes' continued sport participation for the 2012-2016 Olympic and Paralympic cycle. Thirty-eight interviews were conducted with sport directors, coaches, support staff, and athletes across six sports of athletics, boxing, disability swimming, gymnastics, hockey, and rowing. Findings point towards key contributors of effective performance lifestyle management and its impact for enhancing athletes' performance, professional development, and quality of life. The research allows recommendations for enhancing future delivery of PL at the highest echelon of sport performance to be made as well as exploring the potential development of applied materials for PL advisers.

GOVERNANCE, MANAGEMENT AND LEADERSHIP IN THE OLYMPIC MOVEMENT

- **Place Branding, Social Representation and the Image of the 2012 Games – Dr Guillaume Bodet**

This project aims to evaluate the image impact hosting Olympic Games, and the 2012 London Olympics in particular, has on the image(s) of both place (i.e. London) and the sporting event (i.e. the Olympic Games). Using Social Representation Theory to assess images, the project is longitudinal and aims to measure both pre-Games and post-Games social representations to accurately assess the impact of the Games. Different population targets are considered in collaboration with non-UK-based partners: the British population (James Kenyon and Guillaume Bodet), the Hong Kong Chinese population (GlosHo), the French population (Marie-Françoise Lacassagne) and the American population (Nicolas Lorgnier). In particular the approach adopted will focus on youth perceptions and social representations since this is a key target group for the Olympic movement.



Prof. Ian Henry

- **Performance Leadership and Management in Elite Sport: Dr David Fletcher and Rachel Arnold**

This project investigates performance leadership and management in elite sport. By interviewing thirteen national performance directors of Olympic sports, this project significantly advances understanding of not only an underrepresented population in research, but also a minority group in comparison to athletes, coaches, and officials in sport. The first part of the project goes beyond merely identifying the characteristics of effective leaders to explaining how they create, optimize, and maintain a high performance environment. The second part of the project elicits recommendations, advice, and suggestions that can be used to enhance performance leadership and management in elite sport. The third part of the project investigates the competencies required by national performance directors operating in elite sport. Overall, it is anticipated that the findings of this project will enable leaders, managers, and sport organizations to more effectively address issues accompanying the leadership and management of Olympic programmes.

- **Women and Leadership in the Olympic Movement: an analysis of electoral systems and the electoral experiences of women in leadership positions in National Olympic Committees and International Federations (2009-2010) – Professor Ian Henry & Dr. Leigh Robinson**

This project was commissioned from COS&R by the IOC (2009-2011) and is a follow-on study from an earlier project which addressed progress in meeting the IOC's targets in respect of women recruited to National Executive Committees of NOCs. The second study focuses on the issue of women's experience of election to the leading posts on those Executives, and includes women in key roles in IFs as well as NOCs. It identifies barriers to electoral success and tactics and strategies which can address them. The report (Henry and Robinson 2010) was presented to, and adopted by, the Women and Sport Commission in 2011 and the World Conference on Women and Sport in Los Angeles in 2012.

PhD Studies

Examples of on-going PhD studies on Olympic related research supervised by staff affiliated with COS&R

- James Kenyon Image impact and the social representation of the 2012 London Olympics.
- ShuShu Chen The Legacy of the 2012 Olympics in a non-hosting region: A Case Study of Leicestershire.
- Richard Hu Elite Sport Policy Change in China: the impact of the 2008 Beijing Games.
- Donna De Haan Analysing the Olympic Experience: Equine Sports in the Olympic and Paralympic Games.
- Paul Salisbury An analysis of the decision-making process in the bids for three mega sports events.
- Marie Therese Zammit An Evaluation of the Impact of Olympic Solidarity 1980 - 2012.
- Sarah Melville The Impact of the UK School Games on the Competition Structure of Eight Sports.
- Kyungsu Jung The Governance of Olympic Sport Organisations.
- Hyunjo Cho The Olympics and Divided Nations: North and South Korea.
- Moran Betzer-Tayar The Role of Women in Decision-making Positions in Olympic Sport: the Case of the Israeli Volley-Ball Association.

Examples of Recent Publications by COS&R Team Relating to Research Themes

Amara, M (2011) Olympic Sport and Internationalism Debates in the Arab-Muslim World Between 'Modernity' and 'Authenticity', 'Globalisation' and 'Localisation'. In Preuss, HVH and eds, KL (ed) Internationalism in the Olympic Movement, Idea and Reality between Nations, Cultures, and People, School of Government and International Affairs, VS Verlag, pp.37-52,

Amara, M (2012) Sport, Politics and Society in the Arab World, Palgrave MacMillan.

Amara, M (2012) Veiled Women Athletes in the 2008 Beijing Olympics: Media Accounts, The International Journal of the History of Sport, 29(4), pp.638-651

Bodet, G&Lacassagne, F (2012) 'International Place Branding through Sporting Events: a British perspective of the 2008 Beijing Olympics' European Sport Management Quarterly, Vol. 12, No. 4 (forthcoming)

Chatziefstathiou, D&Henry, I (2012) Discourses of Olympism: From the Sorbonne 1894 to London 2012, Palgrave MacMillan.

Downward, PM, Lera Lopez, F, Rasciute, S (2011) The Zero-Inflated ordered probit approach to modelling sports participation, Economic Modelling, 28(6), pp.2469-2477

Fletcher, D and Arnold, RS (2011) A qualitative study of performance leadership and management in elite sport, Journal of Applied Sport Psychology, 23, pp.223-242.

Henry, I., & Robinson, L. (2010). Gender Equity and Leadership in Olympic Bodies: Women, Leadership and the Olympic Movement 2010. Lausanne: International Olympic Committee & Centre for Olympic Studies & Research, Loughborough University.

Pawlowski, T, Downward, PM, Rasciute, S (2011) Subjective well-being in European countries: On the age specific impact of physical activity, European Review of Aging and Physical Activity, 8(2), pp.93-102,

Wagstaff, CRD, Fletcher, D, Hanton, S (2012) Positive organizational psychology in sport: An ethnography of organizational functioning in a national governing body, Journal of Applied Sport Psychology, 24, pp.26-47

Key personnel and associated researchers

Dr. Mahfoud Amara, Dr. Guillaume Bodet, Dr. Paul Downward, Dr. David Fletcher, Professor Ian Henry, Professor Barrie Houlihan. External Associates: Dr. Dikaia Chatziefstathiou (Canterbury Christchurch University), Dr. Ling Mei Ko (Southern Taiwan University), Dr Mayumi (Yaya) Yamamoto (Japanese Anti-doping Agency)

Contact details of the centre

Centre for Olympic Studies & Research
School of Sport Exercise and Health Sciences
Loughborough University
Loughborough LE11 3TU, UK

Phone: +44 1509 223263

Email: cosar@lboro.ac.uk

Web page: <http://www.lboro.ac.uk/departments/ssehs/research/social-sciences-and-sport/olympic-studies/>



New Zealand Centre for Olympic Studies

Putahi Akoranga Orimipia o Aotearoa

www.olympicstudies.canterbury.ac.nz

History of the New Zealand Centre for Olympic Studies

The creation of the Olympic Studies programme at the University of Canterbury was inspired by athletics Olympian The Lord Porritt (1900-1994) of New Zealand, who viewed the practice of sport as a means of promoting a culturally relevant experiential process of learning life principles - otherwise known as Olympism. As a member of the IOC Executive Board, Porritt greatly appreciated the pedagogical and socio-cultural significance of using sport as a means to educate young people.

The programme was established on 30 November 2007 as an autonomous and permanent entity attached to the School of Sciences and Physical Education within the College of Education. It maintains academic independence, is supported by an Academic Advisory Committee, managed by a member of the Academic Staff, and occupies dedicated study space at the College of Education. A critical mass of staff with experience, interest and academic credibility in the area, along with strong undergraduate and graduate programmes in physical education and sport coaching were seen as appropriate prerequisites for the creation of an Olympic Studies programme at the University.

The Olympic Studies programme:

- Networks and collaborates with the Olympic Movement (including the IOC Olympic Studies Centre at Lausanne and the International Olympic Academy at Olympia), Centres for Olympic Studies attached to universities around the world, and other scholarly institutions, organizations, research groups and individual experts who have common interests and work in similar fields of endeavour
- Acts as a national hub for New Zealand universities in the creation of multi-disciplinary learning opportunities and studies in relevant fields.
- Maintains a Cooperation Agreement with the New Zealand Olympic Academy.

Mission

To foster the critical understanding of Olympism and the Olympic Movement, particularly as this understanding may contribute to the enrichment of the human experience. This is achieved by promoting, facilitating and generating academic research, teaching and the dissemination of knowledge and information concerning the pedagogical and socio-cultural aspects of Olympism and the Olympic Movement.

Goals

Research

- Completing and participating in national and international research projects;
- Providing overseas visiting scholar opportunities/exchanges with a view to establishing a Chair in Olympic Studies.

Teaching

- Contributing to the teaching and supervision of undergraduate and postgraduate programmes in relevant areas.

Dissemination

- Convening national and international academic forums for critical discussion and debate;
- Organising national and international academic seminars and symposia;
- Presenting at national and international conferences and congresses;
- Conducting an annual lecture series within New Zealand;
- Publishing internationally and working towards the establishment of a peer-reviewed academic journal;
- Developing a documentation unit for students, researchers, educators and other interested parties;
- Producing public exhibitions that explore the work of the Olympic Studies programme;
- Maintaining an interactive website with original contents and links to other network and collaborative partners.

Key Personal/Researchers

UC Staff Members: Judy Bruce, Jackie Cowan, Ian Culpan, Hugh Galvan, Tammi Martin, Sue McBain, Clive Moon Visiting Academic.

Non UC Staff Members: Seth Brown, Massey University; Shane Collins – formerly Durham University (Visiting Academic); Clive Pope University of Waikato

Recent Thesis Students (2010-2011)

Sandy Thorn - *Olympism in Action - the purpose and pedagogy of Olympic Education* (completed Masters); Susie Stevens - *Olympism, Physical Education and Sport* (completed Masters); Samantha Nanayakkara - *Olympism in Practice: An evaluation of the effectiveness of an Olympic Education Programme to resolve conflicts between primary school students in Sri Lanka* (submitted PhD).

Recent Publications – (Sample)

Culpan, I., & McBain, S. (2012). Constructivist pedagogies for Olympism education. *Asia-Pacific Journal of Health, Sport and Physical Education*, 3(2), 95-108.

Culpan, I. & Wigmore, S. (2010) The Delivery of Olympism Education within a Physical Education Context Drawing on Critical Pedagogy. *International Journal of Sport and Health Science* 8: 67-76. <http://dx.doi.org/10.5432/ijshs.20090028>.

Culpan, I., Bruce, J. & Galvan, H. (2008). Toward a bicultural view of Olympism within New Zealand physical education: An emerging journey. In H. Ren, L. DaCosta, A. Miragaya and N. Jing (Ed.), *Olympic Studies Reader: A Multidisciplinary and Multicultural Research Guide. Vol 1: Olympic Studies - Selected Works*: 129-146. Beijing, China: Beijing Sport University Press.



Name of the Director:
Associate Professor Ian Culpan
ian.culpan@canterbury.ac.nz

The Introduction of Olympic Study Centre at National Taiwan Sport University (NTSU)

Introduction of NTSU

Established in 1987, National Taiwan Sport University (NTSU) is a higher education institute with four colleges (Athletic, Health, Physical Education, and Management) which provides professional education and training opportunities in the field of physical education and sport in Taiwan.

Up to today, NTSU has successfully educated international elite athletes, such as gold, silver, and bronze medalists of Olympic Games, Asian Games, World Universiade, and the other world sport championships; the top LPGA golfer in the world (Tseng, Ya-Ni), MLB players, and so on. In addition, NTSU also educates sport related professionals, including P.E. teachers, sport and recreation industry managers, sport event promoters, athletic trainers, and sport science researchers all in undergraduate, master and doctoral degrees. Right now, NTSU has approximately 25,000 alumni who are making contributions to the public.

The Funding of NTSUOSC

Because NTSU provides P.E. and sport oriented professional education and training services to Taiwanese and international students, it has created its niche as a sport university in Taiwan. The NTSU Olympic Study Center (NTSUOSC) was established in 2008. This unit is positioned as the first level within the whole organization chart of NTSU. Assigned by the President of NTSU, the NTSUOSC Director handles all the affairs of this unit. In addition, there are two sub-divisions (Research and Development Division, and Activity Division) under the supervision of NTSUOSC Director.

The Missions of NTSUOSC

The main purpose of NTSUOSC is to raise the level of Taiwan in education, and activities in regard to Olympic Movement, it also provides the opportunities to communicate with international Olympic peers, and advance the development of Olympic activities, education and research in Taiwan. The missions of NTSUOSC are as follows:

1. Holding Olympic workshop or study group regularly.
2. Holding Winter and Summer Olympic camp regularly.
3. Holding academic conferences on Olympic issues.
4. Inviting national and international athletic medalists to share their experiences.
5. Exchanging scholars in the field of Olympic studies.
6. Publishing exclusive books, periodicals and brochures about the Olympic Movement.
7. Collecting Olympic related relics.
8. Holding Olympic related site visit activities.
9. Developing Human resources and volunteers for promotion of the Olympic Movement.
10. Funding the Olympic Movement.

The Implementation of NTSUOSC Strategies

In order to realize the above missions, NTSUOSC has designed its strategic development plan with a 4-year (2009-2013) term. Through this plan, NTSUOSC has efficiently integrated with on and off campus resources and organizations, such as the Chinese Taipei Olympic Committee, National Sport Council, Education Ministry, and other organizations to execute its annual plan. The main events of NTSUOSC are as follows:

1. The Olympic Day of NTSU: In every July, NTSUOSC hosts "The Olympic Day of NTSU" to memorize the achievements of our Olympic Medalist students.
2. The Olympic Spirit Award of NTSU: Every year, NTSUOSC selects outstanding NTSU students, staff, and faculty members to praise their excellent Olympic spirit behaviors.
3. The torch relay of NTSU: The winners of the Yearly Olympic Spirit Award are invited as the NTSU torch carriers to relay torch on campus.
4. The Olympic Movement related events. The NOA and various Olympic Movement training sessions are hosted on NTSU campus by NTSUOSC.
5. Olympic Studies: analysis of ancient Olympic practices and other Olympic Movement academic studies.

Key personnel/Research associate:

Yeh, Kong-Ting Professor and Doctor, Director, Olympic Study Center, National Taiwan Sport University, Taiwan
Research assistant is HSU, Fang-Lan

Contact

Email: tingpower@gmail.com

Website: <http://olympic.ntsuo.edu.tw/front/bin/home.phtml>

Address: 250 Wen Hua 1st. Rd., KweishanYaoyuan, Taiwan



Director: Prof. Dr. Yeh Kong-Ting

The Institute for Olympic Studies at the Stark Centre

Brief history of the centre:

The Institute for Olympic Studies at the Stark Center opened in the fall of 2011. A research unit within the larger H.J. Lutchter Stark Center for Physical Culture and Sports, the Institute sponsors research on the Olympic Movement and works to expand the Stark Center's holdings in the field of Olympic Studies. The Institute received the support of the United States Olympic Committee, which in a series of communications with the Stark Center determined that the Center had the staff and library holdings to make significant contributions to the study of the Olympic movement. "We've wanted for some time to establish a research entity focusing on the Olympic movement," said Stark Center Co-Director Dr. Terry Todd. "When the Stark Center opened on the campus of the University of Texas in 2009, we finally had the staff and space we needed to work with other like-minded entities on campus and beyond to make a significant contribution toward understanding this global sports phenomenon." Founded by scholar-athletes Terry and Jan Todd, the 27,500-square-foot Stark Center is an internationally recognized research facility within the College of Education's Department of Kinesiology and Health Education. It is at the north end of Darrell K Royal-Texas Memorial Stadium and is open, without charge, to scholars for research purposes, as well as to the public.

The efforts of the Institute for Olympic Studies are supported by a core of University of Texas faculty and staff with expertise in the field and include: Center Co-directors Dr. Terry Todd and Dr. Jan Todd; Assistant Director for Academic Affairs, Dr. Thomas Hunt; Associate Editor of the Stark Center's journal "Iron Game History," Dr. Kim Beckwith; and Center associates such as Dr. John Hoberman, professor of Germanic languages; Dr. Laurence Chalip, professor of Sport Management; and Dr. B. Christine Green, associate professor of Sport Management who have researched Olympic and Olympic-related topics extensively. What's more, Cindy Slater, the Stark Center's Associate Director of Library Services, served for more than 20 years as manager of the library and archives for the U.S. Olympic Committee Training Center in Colorado Springs, Colorado.

The Institute for Olympic Studies generates journal articles, sponsors lectures, and holds symposia. Book-length publications on Olympic topics are also encouraged for the Todd book series with UT Press. The first book in that series, released in January 2011, was Thomas Hunt's *Drug Games: The International Olympic Committee and the Politics of Doping: 1960-2008*.

Range of activities:

- Both an undergraduate and graduate level course on Olympic Sport are offered by the Kinesiology Department at the University of Texas at Austin.
- We also hosted a panel discussion with broadcaster and former gold medalist Donna DeVarona and 5 former Olympians in the spring semester.

Research activities:

- 1) The 1968 U.S. Olympic Team Oral History Project. Under the direction of Dr. Thomas Hunt, the oral histories of the members of the 1968 US Olympic Team are being recorded and the full interviews, transcripts and other related media are being posted on a new website. The research group has now interviewed approximately 45 members of the 1968 U.S. Olympic team, including Tom Lough, Jim Moore, Joe Dube, and Doug Russell and a team of graduate students will be continuing the interviews in the coming years. In October of 2012 the US Olympic Team is holding its annual alumni reunion at the H.J. Lutchter Stark Center in Austin, Texas.
- 2) Scottish researcher David P. Webster spent the spring of 2011 and the spring of 2012 at the Institute to complete his research on a world history of wrestling. Webster's encyclopedic manuscript covers wrestling in all its varied forms and, naturally, a considerable portion of the more than 500 page manuscript is devoted to the history of wrestling in the Olympic Games. The book is now being submitted to UT Press for publication.
- 3) Drs. Jan and Terry Todd are currently working on an article related to the changes in the media and academic community's discussion of doping. Beginning with the field of sport philosophy, the Todds trace the evolution of the ethical debate over doping in both academic and mainstream publications such as *Sports Illustrated*. The paper is being presented at the ISCEMIS Congress in Glasgow in 2012.
- 4) Dr. John Fair of Georgia College and State University has spent his spring semester sabbatical at the Institute for Olympic Studies completing a statistical analysis of the world records in weightlifting in an attempt to understand America's decline in performance. The article will be entitled, "USA vs. the World: A Comparative Study of American, World, and Olympic Weightlifting Results, 1969-1992"?

Doctoral Theses:

Desiree Harguess recently completed her masters thesis at UT Austin. Her title was: "Preserving Sports Legacies: A Case Study of the 1968 U.S. Olympic Team Oral History Project"

Example of publications:

Thomas Hunt, *Drug Games: The International Olympic Committee and the Politics of Doping: 1960-2008* (University of Texas Press, 2011).

Key personnel/associate researcher:

Jan Todd, Ph.D.; Terry Todd, Ph.D.; Thomas M. Hunt, Ph.D.; Cindy Slater.

Contact details of the centre:

jan@starkcenter.org; terry@starkcenter.org; thomas_m_hunt@mail.utexas.edu; info@starkcenter.org;
512-471-0993.



Co-Directors: Terry Todd, Ph.D. and Jan Todd, Ph.D.



*Assistant Director of Academic Affairs:
Thomas M. Hunt, J.D., Ph.D.*



RUSSIAN INTERNATIONAL OLYMPIC UNIVERSITY

History

The starting point of creating a unique educational institution – the Russian International Olympic University – is considered to be 8 August 2008, when the Memorandum of Understanding between the International Olympic Committee (IOC), the Organizing Committee “Sochi 2014” and the Russian Olympic Committee was signed. The parties agreed on creating the university in Sochi, which will become an integral part of the educational programme and the legacy programme of XXII Olympic Winter Games and XI Paralympic Winter Games in 2014.

In 2009 the main documents and regulations on creating RIOU were accepted, the Board of trustees and the Supervisory Board were formed. On 7 June 2010 the foundation stone laying ceremony was held. In the university building foundations the symbolic capsule was put with the message of Russian Prime Minister Vladimir Putin and President of the International Olympic Committee Jacques Rogge for next generations and university alumni. Since Autumn 2010 the University has been implementing its educational programmes.

Mission

To create next generation university – the very best in the sphere of sports and Olympic education

- To prepare leaders for Russian and Worldwide industry of sport
- To build modern research facilities for Olympic movement and Russian sport
- To keep and develop Olympic legacy of the Sochi 2014 Olympic Games

Last decades, sports economy and the industry of sport have undergone considerable changes: macroeconomic environment has been radically modified, the industry of sport is transforming fast into an independent, developing business area. The processes of drastic changes in sport have not completed, a lot has to be done to put Russian industry of sport on top positions. Staging a series of large international competitions in Russia, first of all Sochi 2014 Olympic and Paralympic Games, revealed a great demand of next generation sports managers. Russian International Olympic University has become a key instrument in preparing real professionals who will not only take part in organizing the most innovative Olympic and Paralympic Games, but also provide effective management of sports industry in the future

Founders

Ministry of Sport, Tourism and Youth Policy
Russian Olympic Committee
OCOG Sochi 2014
Holding Company INTERROS

Research Activities

Publications:

In 2011 RIOU launched a unique publishing programme which is developing in two directions: a quarterly edition of the popular science magazine “RIOU Vestnik” (reference to the section) and publishing the series of memoirs, archive material, works on Olympic history and philosophy, as well as the best Russian and foreign books on different aspects of sports and Olympic education – within “RIOU library” (reference to the section).

RIOU publishing programme is targeted mostly to the professional audience, people who can get all the information necessary on current economic, judicial, financial and other questions of sports industry development.

Magazine «Vestnik RIOU»: In August 2011 the first issue of “RIOU Vestnik” came out. Among the authors of this science magazine there were renowned Russian and foreign scientists who specialize in sports and Olympic problems and practitioners governing the sports areas of the country. The current issues of Olympic education and legacy as well as the problems of economics and sports industry are considered in the magazine.

Education

In 2010 RIOU started realizing educational programmes (more than 10) by orders of the Organizing Committee “Sochi 2014”. Since 2011 the University has been conducting further training special courses for Russian regional sports leaders, “Olympstroy” staff and Sochi municipal employees. At the moment RIOU offers new educational programmes, including training courses within the workshops “Olympic hospitality”, 72-hour staff development courses for executives and managers of sports industry, the programme “Paralympic sport and barrier-free environment.

Sports managers will begin in 2013 – under MSA (Master of Sport Administration) special programmes, which are being worked out by a group of leading Russian and foreign specialists according to the RIOU concept approved by the International Olympic Committee (IOC).

In the future the University is planning to open Ex SA (Executive Master of Sport Administration) postgraduate studies. The University is designed to have up to 500 students at the same time and the annual amount of graduates – to 2000 people on all forms of education.

Contacts:

Address: 23 Novoslobodskaya Street, Moscow, 127055, Russia
Phone: +7(495)956-24-30 Fax: +7(495)956-24-31
Email: info@olympicuniversity.ru
Filial branch in Sochi
Address: 15 Kubanskaya Street, Sochi, 354000, Russia
Phone: +7(8622)968-758 Fax: +7(8622)968-759

E-mail: info@olympicuniversity.ru



*Prof. Lev Belousov
Chief Executive Officer.*

Willibald Gebhardt Research Institute Essen, Germany 1992 – Twenty Years of WGI – 2012

Main Activities of the WGI

Youth sport

Results of an international study with the purpose to analyse and compare in a cross-sectional study physical activity, leisure lifestyles, physical fitness, psycho-social variables (motivation, self-concept) and Olympic ideals of young people (12 to 15 years old) in six European countries (Belgium, Czech Republic, Estonia, Finland, Germany and Hungary).

Health education

Commissioned study of EC DG Education and Culture on "Young people's lifestyles and sedentariness and the role of sport in the context of education and as a means of restoring the balance". The review was based on international and national studies across Europe from areas of epidemiology, paediatrics, nutrition, psychology, sociology and sport sciences.

Olympic education

The book answers the question, what the term "Olympic" really means in the broader context of the Olympic Games movement. It shows why the Olympic ideals are a modern challenge not only for a new physical and sport education but also for the development of essential life skills. It introduces pedagogical fundamentals for an Olympic education, in order to bring motor abilities, social behavior and moral actions in sports and everyday life back to together again.

T.R.A.D.E. marks of the WGI

T. Teaching

German and European physical education and youth sport for bachelor students at the University of Duisburg-Essen; Olympic education in seminars and workshops for PE teachers on behalf of the National Olympic Academy of Germany; Olympic pedagogy for Olympic master students at the International Olympic Academy at Olympia in collaboration with the University of Peloponnese, Sparta.

R. Research

European studies in physical and psycho-social development of children and youth (EC-DG EAC preparatory actions); comparative studies of Olympic virtues and values in physical activities and sports; evaluation of new types of German all-day schools for ministries of education and sport; evaluation of daily physical activity programmes in Dutch-German primary schools ("Healthy children in sound communities").

A. Advice

Member of the expert group of the Ministry of Sport in the state of North Rhine- Westphalia (NRW-Motor-Test); participation in different expert groups of the German Sport Youth (dsj) and the European Commission at Brussels (EU-Guidelines for Physical Activities, Indicators for Monitoring the EU-Guidelines), adviser for the IOC OVEP programme "Teaching Values. An Olympic Education Toolkit".

D. Development

Development of physical fitness and motor tests (Olympic Ideal Questionnaire, German Football Fitness Test); development of designs, manuals and tools for different evaluation studies (all-day schools, socio-ecological multi level analysis, online-data-bank for physical and psycho-social self-evaluation of children, teachers and coaches).

E. Exchange

Collaboration and contract work with Olympic Academies and Olympic Study Centers (Czech Republic; New Zealand); common research studies with the State Institute of Applied Research "TNO" in the Netherlands, with HEPA Europe, with different university departments in the EU and in Asia; regular bilateral symposia on sport pedagogy and sport science (Czech Republic, Poland, the Netherlands, Japan, China).

Contact

Address: Gladbecker Str. 180, D-45141 Essen
Phone: +49 (0)201-183-76-11/19 – Fax: +49 (0)201-201-183-76-24
Email: mail@wgi.de
www.wgi.de www.hcsc.eu www.gk-gk.eu
www.olympiceducation.net www.globalpeforum2012.org



Willibald Gebhardt (1861-1921) in Athens 1896 (left, beside Pierre de Coubertin). The namesake of the WGI was the founder of the Olympic movement in Germany.



Prof. Dr. Roland Naul
Director



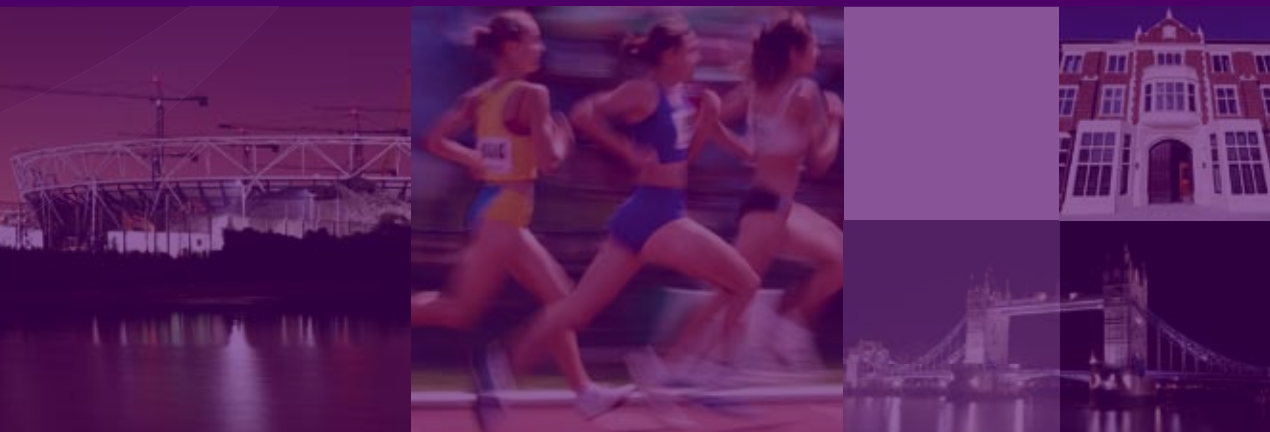
List of Participants

Name(s)	Organisation	Contact details
Dr Ian Culpan	New Zealand Centre for Olympic Studies	University of Canterbury, Christchurch New Zealand www.olympicstudies.canterbury.ac.nz mailto:ian.culpan@canterbury.ac.nz
Dr Emilio Fernández Peña Berta Cerezuela	Centre d'Estudis Olímpics	Centre d'Estudis Olímpics i de l'Esport Universitat Autònoma de Barcelona Campus de la UAB. Edifici N 08193 Bellaterra (Cerdanyola del Vallès) Spain Tel. +349358111992 Fax. +34935812139 E-mail: ceoie@uab.cat Internet: http://ceo.uab.cat Facebook: http://ceo.uab.cat/facebook
Drs. Paul Hover	Mulier Institute	Senior researcher Mulier Institute p.hover@mulierinstituut.nl www.mulierinstituut.nl/
Dr. Thomas M. Hunt Dr. Jan Todd	The Institute for Olympic Studies	The H.J. Lutcher Stark Center for Physical Culture and Sports at the University of Texas at Austin http://www.starkcenter.org/ info@starkcenter.org 512-471-0993
Luis Henrique Rolim Silva	Qatar Olympic & Sports Museum	Qatar Museums Authority P.O.Box: 2777, Doha-Qatar mailto:lsilva@qma.or.qa www.qma.com.qa
Akiyo MIYAZAKI Hisashi SANADA	Centre for Olympic Research & Education (CORE)	307 Project Room, SPEC Building, University of Tsukuba, 1-1-1, Tennodai, Tsukuba City, 305-8574 Ibaraki Prefecture, Japan info@core.taiiku.tsukuba.ac.jp http://core.taiiku.tsukuba.ac.jp/
Toshiyuki OKEYA Dr. Mayumi Ya-Ya Yamamoto (Visiting Researcher at the Centre of Olympic Studies and Research, Loughborough University, UK)	Centre for Olympic Research & Education (CORE)	Jigoro Kano Memorial International Sport Institute c/o Kishi Memorial Hall 1-1-1 Jinnan Shibuya-Ku, Tokyo 150-8050 Japan Tel: +81 (0)3 5790 9656 Fax: +81 (0) 3 57909657 info@100yearlegacy.org http://www.100yearlegacy.org
Prof. Dr.Roland Naul	The Willibald Gebhardt Research Institute, Essen, Germany	Gladbecker Str. 180, D-45141 Essen phone: +49 (0)201-183-76-11/19 fax: +49 (0)201-201-183-76-24 – mail@wgi.de
Prof. Otavio Tavares	ARETE - Centre for Olympic Studies	UFES / CEFD / ARETE Av. Fernando Ferrari, 514. Vitória ES, Brazil – 29075-910 E-mail: otaviotavares@pq.cnpq.br
Martin Schnitzer	The Innsbruck 2012 Youth Olympic Games Laboratory for Youth and Innovation (YOGINN 2012)	University of Innsbruck Department for Sport Science YOGINN 2012 Fürstenweg 185 A-6020 Innsbruck martin.schnitzer@uibk.ac.at +43 512 507 4465

LIST OF PARTICIPANTS

Name(s)	Organisation	Contact details
Prof. Dr Stephan Wassong Prof. Dr. Jürgen Buschmann Dr. Ansgar Molzberger Jörg Krieger	The Olympic Studies Centre	German Sport University Cologne Olympic Studies Centre Am Sportpark Müngersdorf 6 50933 Köln Institutsgebäude IV, 2. Etage Phone: 0221/4982-2040 or -3840 (for M.A. Olympic Studies) Email: osc@dshs-koeln.de
Eli A. Wolff	Brown University	Sport and Development Project Brown University Phone: 401-863-3584 Email: Eli_Wolff@brown.edu
Prof. Thierry Zintz	Chaire Olympique Henri de Baillet Latour et Jacques Rogge en Management des Organisations Sportive	Faculté des Sciences de la Motricité Place Pierre de Coubertin 1 – Bt L0.08 B-1348 Louvain-la-Neuve Belgium Thierry.zintz@uclouvain.be www.uclouvain.be/chaire-olympique Tel: +32-10-47.22.99
Dr Richard Baka University of Victoria	Australian Centre for Olympic Studies Centre	University of Technology Sydney (UTS) P.O. Box 123 Broadway, NSW 2007 Australia www.olympic.uts.edu.au
Prof. Kong-Ting Yeh Fang-Lan Hsu	Olympic Study Centre at National Taiwan Sport University (NTSU)	National Taiwan Sport University (NTSU), Taoyuan, TW Email: tingpower@gmail.com Website: http://olympic.ntsui.edu.tw/front/bin/home.phtml Address: 250 Wen Hua 1st. Rd., Kweishan, Taoyuan, Taiwan
Dr Igor Lanzoni	Centro Italiano Studi Olimpici Sportivi University of Genoa	CISOS Centro Italiano Studi Olimpici Sportivi Via 18 Fanciulli 13R 16156 Genova-Pegli ITALY Igor.Lanzoni@regione.liguria
Dr. Yoan Grosset Dr. Arnaud Richard	French Centre for Olympic Studies	Director of the centre: Dr. Yohan BLONDEL Director of Research Grants : Dr. Nicolas CHANAVAT Nicolas.chanavat@u-psud.fr Director of MéMoS' program : Dr. Yoann GROSSET yoan.grosset@ujf-grenoble.fr Director of Observatory of the French Olympic Studies : Dr. Arnaud RICHARD mailto:arnaud.richard@univ-montp3.fr
Maria Bogner Head of the IOC Olympic Studies Centre Nuria Puig Head of University Relations	IOC Olympic Studies Centre, Lausanne, Switzerland	THE OLYMPIC MUSEUM Villa du Centenaire Quai d'Ouchy 1 1006 Lausanne, Switzerland Tél.: + 41 21 621 6631 Fax.: +41 21 621 6386 Emails: Maria Bogner maria.bogner@olympic.org Nuria Puig, nuria.puig@olympic.org http://www.olympic.org/studies

Name(s)	Organisation	Contact details
Prof. Ian Henry Dr Mahfoud Amara Marie-Therese Zamit Dr Guillaume Bodet Prof. Barrie Houlihan Dr David Fletcher Dr Ling-Mei Ko (Southern Taiwan University)	Centre of Olympic Studies and Research	Centre for Olympic Studies & Research School of Sport, Exercise and Health Sciences Loughborough University, Loughborough Leicestershire LE11 3TU Email: cosar@lboro.ac.uk Webpage: http://www.lboro.ac.uk/departments/ssehs/research/social-sciences-and-sport/olympicstudies/contact.html
Dr. Dikaia Chatziefstathiou (Visiting researcher at the Centre of Olympic Studies and Research, Loughborough University) Helen Curtis	Centre for Sport, Physical Education and Activity Research (SPEAR)	Faculty of Social and Applied Sciences Department of Sport Science, Tourism and Leisure, University of Canterbury, UK Email: dikaia.chatziefstathiou@canterbury.ac.uk
Prof. Lev Belousov Dr. Dmitry Sokolov	Russian International Olympic University	23 Novoslobodskaya Street, Moscow, 127055, Russia Phone: +7(495)956-24-30 Fax: +7(495)956-24-31 E-mail: info@olympicuniversity.ru Filial branch in Sochi 15 Kubanskaya Street, Sochi, 354000, Russia Phone: +7(8622)968-758 Fax: +7(8622)968-759 Email: info@olympicuniversity.ru
Prof. Li Shuwang	Humanistic olympic Study Center, Renmin University of China	Physical Education Department, Renmin University of China Tel: +86(0)13601244498 Email: shuwangli@ruc.edu.cn
Li-Hong (Leo) Hsu	International Olympic and Multicultural Studies Centre	168 Unversity Rd, Da-Tsuen, Chang-hua, Taiwan 515 R.O.C Tel: 04-8511888#3497 Fax 04-8511666 Email: osc@mail.dyu.edu.tw http://osc.dyu.edu.tw/
Ferdi van der Walt	University of Johannesburg	Head of Strategic Research Support Research & Innovation Department University of Johannesburg Email: fvanderwalt@uj.ac.za
Aija Erta Director, The Latvian Olympic Museum	Latvian Olympic Committee	Latvian Olympic Committee Elizabetes Street 49, Riga, LV-1010, Latvia Phone: +371 67282461 Fax: +371 67282123 Email: lok@olimpiade.lv
Prof. Nelson Todt	Olympic Studies and Health Science Research Group	Pontifical Catholic University of Rio Grande Do Sul, Brazil Email: nelson.todt@puocs.br Webpage: http://www3.puocs.br/portal/page/portal/fefiduni/fefidCapa/fefiduniNPAFS/fefiduniGPEO
Prof. Vassil Girginov (Visiting Professor at the Russian International Olympic University)	Brunel University	Brunel University Uxbridge, UB8 3PH United Kingdom Email: vassil.girginov@brunel.ac.uk
Shushu Chen Richard Hu Ren-Shiang Jiang Shane Kerr James Kenyon	Research Students and Conference/ Colloquium staff at Loughborough University	Centre for Olympic Studies & Research, School of Sport, Exercise and Health Sciences, Loughborough University, Loughborough, Leicestershire LE11 3TU



OLYMPIC STUDIES AND RESEARCH CENTRES (OSCS)



Centre for Olympic Studies and Research