

Equity, Diversity and Inclusion in the Olympic Games

Sixteenth International Symposium for Olympic and Paralympic Research

Editors

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Sixteenth International Symposium for Olympic and Paralympic Research

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Keynote Addresses

Opening Keynote: Pierre de Coubertin's vision

JEAN DURRY

BESANCON. L'UNIVERSITÉ DE FRANCHE COMTE. 20TH JULY 2024.

Ladies and Gentlemen, my Dear Friends,

It is of course an honor and a pleasure to have been asked to give the first words of your 16th International Symposium.

Moreover, it happens in BESANCON, less than 80 kilometers from my dad and cherished family house in the PAYS DE MONTBELIARD, and so dear to the roads where I have been training and competing when I was a young cycling racer.

Of course, too, it may seem peculiar to a French man, in its own environment, not to speak in its native language. But this was the rule of the game and I'll try my best to defer to the postulate. Though, I may say it is the first time I'll happen to be translated... in French!

Now... "SEE FAR," the first two words of Pierre de COUBERTIN personal motto - "SEE FAR, SPEAK FRANKLY, ACT FIRMLY" - are the Key to this introduction to the Symposium; as they are the key to COUBERTIN life, thought and work.

That is the reason why the English edition of my pocketbook - this one - "LE VRAI PIERRE DE COUBERTIN," - was entitled: "PIERRE DE COUBERTIN THE VISIONARY."

In the next minutes, preceding your question I'll try honesty to answer to, let us follow if you please three guidelines:

Its EDUCATIONAL	VISION
Its OLYMPIC	VISION
Its TRUE DEMOCRATIC	VISION

Let's go!

PIERRE DE COUBERTIN EDUCATIONAL VISION.

To you all who are in this audience are familiar with "Olympic and Paralympic Research," it is evident that I don't pretend here to bring REVELATIONS.

Modestly, my purpose would be to enlarge, to widen the field as much as possible, and offer you an overview on COUBERTIN under the specific light of this VISIONARY gift in most areas and therefore on his perennial actuality.

As you know, when getting an adult comes the time for this bright young man to choose his way, what would it be? Army, Diplomacy, Politics?

No. Deeply marked, like all his generation, by the disaster and the sorrow of the Franco-Prussian war (1870-1871) and this crushing defeat at the hand of Germany, he wants intensely to help France's recovery. His target will be the French youth, to rebuild its dynamism, its will power, its hopes.

And you know as well that it is on the other bank of the Channel, in England, that in the eighties he does find his inspiration. Here already is he "A VISIONARY," meaning that with an accurate perspicacity, he analyzes and puts in words the concept that the "Muscular Christians" had in fact never properly formulated. So he discovers - famous quotation - "that unforeseen and hidden thing: sports pedagogy [...] a whole plan of moral and social training undercover of school; sports ." That's why to wake up and give vigor and energy to French Youth he decides to fix on SPORT, introduction of sport in Secondary schools: "[...] room has to be found for sport in French education. That is my principal conclusion, it may seem strange." (L'Éducation en ANGLETERRE 1888).

Strong indeed! At that time in France Sport, as we mean it nowadays, is still in fancy - arousing either indifference, either hostility. Here COUBERTIN true and original VISIONARITY was to understand and imagine the potential values of SPORT. Because he himself was, at his level, a practicing sportsman - rowing, fencing, tennis, running, swimming, horse-riding , cycling, even French and might be later on English boxing, and let us not forget winter sports and specifically skiing -, it allowed him to feel as on insides what sport could provide in the way of building on individuality and also a team spirit. He has tested that Sport could produce: "That healthy drunkenness of the word that has been called joie de vivre" (23 Juin 1894); and was able to assert that "sport means the liberty of excess. It is its essence, its reason of being, the secret of its moral value" (PRAGUE. 1925). "SPORT IS PASSION" (B.I.P.S. n-5, 1931).

From now on, at the very beginning of his active life, he has found his way for good: pedagogy, we will rather say today: EDUCATION. To the end of his life and works, it will be the red clue always present in his mind and initiatives.

And there too, he is a VISIONARY. Having started as we saw from a singular and very specific plan - the introduction of sport in secondary schools - , he is going to develop a general approach questioning fundamentally the educational system as a whole. It led him to the revolutionary building and proposing in 1910 "NEW PROGRAMS for SECONDARY SCHOOLS" of great clarity, prepared with the physics Nobel Prize Gabriel LIPPMANN, putting in question all the traditional French schemes. In 60 coherent chapters embracing logically the whole world and human evolution; with the main idea that the vain accumulation of knowledge is an illusion. The method of "SYNTHESIS" has failed. What you must give to the children, and then to any adult is the use of the tool of "ANALYSIS" which will be the overall key.

As soon as 1901, all this was in gestation in the 320 pages of his book "NOTES SUR L'ÉDUCATION PUBLIQUÉ." Let us now insist on Chapter XVII, devoted to "L'ÉDUCATION DES FEMMES."

It gives you and me the right opportunity to deal with one of the main topics of this Symposium: EQUALITY, DIVERSITY AND INCLUSION. And, surprising for many, we shall be able to establish that, here too, COUBERTIN can in a way be considered A VISIONARY.

As one knows there is no doubt that for him "the true Olympic heroes [...] The individual athlete male" [August 4, 1935, Message: THE PHILOSOPHIC FOUNDATION OF MODERN OLYMPISM]. Since 1912, he kept claiming a sharp position on women's

participation in the Olympic Games - though in the 30s he will concede that "At the end, public opinion will decide"; and, in an August 1936 interview: "How not accept [...] women, team sports and all other branches?". Here, and when he affirms: "Personally I do not approve of a woman's participation in public competitions; they should not become the focus of a spectacle. at the Olympic games, their role should be above all to Crown the victors, as was the case in the ancient tournaments." one cannot Deny that on this point he remained marked by his original environment and the epoch when took shape his sensibility - and we cannot follow him.

But it is a profound error to take for granted COUBERTIN as a misogynist. There - as I did in 2006 and 2014 in the French Pierre de Coubertin Committee "GAZETTE COUBERTIN" - we got to come back to the "NOTES SUR L'ÉDUCATION PUBLIQUE. Chapter XVII." As the XXth Century begins, he is undoubtedly AHEAD OF HIS TIME when he writes those crucial lines:

"That laws do protect them, and let them resist, to marital tyranny, nothing more legitimate. To chase, wherever you find them, the inept and immortal arrangements such as those of the French Civil Code, edicting women's perceptual guardianship, nothing more necessary. that one worries, at last, to secure to those who are not married, the means to earn honestly them living, nothing better. One has got to work for sexes equality. Equivalence is already a reality. Woman is [...] Man's companion; but who says companion today means partner."

Isn't that a VISION and a language announcing and joining, one century before, our 2024 feelings about equality?

PIERRE DE COUBERTIN OLYMPIC VISION.

Next to that glimpse on COUBERTIN Educational vision, let us take in hand his OLYMPIC vision. The transition is easy because the link is evident from the very beginning, he saw the games as the instruments of a pedagogy, in education for life. One must understand that his revival to which he would attach his name was just for him a means to propagate the idea of sport, which was an essential aspect of his educational system.

It is a breaking in an open door to say that the extraordinary development of the Olympic games has been his best achievement, his great success. Consequently, this past of his works has been examined and studied in really all aspects; and you all here do possess this knowledge.

At the same time, as we say in French that tree has overshadowed, has hidden the Forest of his numerous and various activities. the danger, the source of deep misunderstanding, lies and narrowing, confining, restricting him, by FOCUSING ONLY ON THE OLYMPICS.

But what I have here to underline is, how in the matter his VISION was innovating, creative; and stay today as will remain in the future fully actual and present.

He is certainly not the first to have had the idea of reviving OLYMPIA. His own GENIOUS - we may use this qualificative - Was to have the synthesis, to have all in mind right away and to conceive a truly international organization and the setting up of a reliable structure founded on principles which gave them a chance of enduring.

By imposing the Sozlrone Congress and thinking to the tiniest detail of the June 16th opening ceremony, Pierre de COUBERTIN proofed to be not a chimeric dreamer, but an IDEALIST IN ACTION.

On the closing session, 23rd of June 1894, The Re-establishment of the Olympic Games was anonymously proclaimed, with the adoption of the four-year cycle; the modern character of the sports to be chosen; the principal of an International Committee; and might be above all the principle of circulating games through the world, this VISIONARY institution history was to justify. VISIONARY too, the co-optation choice system of the committee members, guaranty of the total independency facing the power and pressure of States or any Association - including the refusal of any kind of subvention.

Then, COUBERTIN methodically and gradually established the OLYMPIC PROTOCOL and the SYMBOLS, now familiar to us, which EMBODY the meaning, the breath, and the educational spirituality of the games.

For instance, the FLAG, with the legendary five colored rings representing “the five parts of the world” - that logo he himself conceived, drew, and entrusted on his own pursuit to the Bon Marche stores, that was destined to become the most famous of the planet. The OATH, which may sound naive and obsolete, but whose words are morally uplifting. He did accept the medals and in 1936 the flame torch relay starting from the Attis - have you seen the extraordinary success since 17th of April 2024 more or less 6 million of people enthusiasts along the tour all around France. There are no moments more thrilling. Then the OPENING AND CLOSING CEREMONIES, For the athletes first of all, for all those who participate, for the billions of human beings who watch and live them TOGETHER.

VISIONARY When very early he foresaw all the Problems any organizer would sooner or later have to face.

As soon as 1906, he states: “The modern Olympiad, we had first to create. Now we have to PURIFY it. its clockwork gets too complicated, its celebration is too expensive.”

In June 1910 [REVUE OLYMPIQUE], he thinks of participation quotes “which will become a necessity, for so many athletes by country and by sports family.”

In AMSTERDAM in March 1910, He protested vigorously against: “the expenses often exaggerated, whose part is caused by the edification of useless permanent monuments temporarily should fully suffice.”

In conclusion to this Olympic Visionary part, I would say that what transcends the games even if the spectators and the media are not conscious of it, in 2024 and will in the future if not at all it is COUBERTIN SPIRIT.” Olympism tears down dividing walls. It calls for air and light for all [...]. This is its ideal program.” [GAZETTE DE LAUSANNE. Lettre Olympique du 26 octobre 1918].

PIERRE DE COUBERTIN TRUE DEMOCRATIC VISION.

I would now like to enter upon a third aspect, a third angle.

In 1896, the year of the modern era first games in ATHENS, COUBERTIN drove in the nail: The Olympic games are a “PROJECT OF DEMOCRATIC EDUCATION AND INTERNATIONAL PACIFICATION.”

Same, in his June 1914 Speech for the XX Anniversary of the Re-Established of the games, he kept saying that: “SPORT APPEARS AS A KIND OF INCARNATION OF DEMOCRACY.

If Sport, in the first days, had been the average of privileged classes of society owing free leisure time and money, listen to Pierre de COUBERTIN precursors' voice on January 13th 1919 -[in his OLYMPIC LETTERS SERIES published in the GAZETTE DE LAUSANNÉ]: "All sports for All. That slogan will probably be called madly utopian. I don't care. I have weighted and scanned it at length. I know it is both possible and accurate. All my remaining strength and years shall be devoted to making it triumph."

Once more, he was much ahead. Many years would be needed to make this VISION a reality, as it is today.

Born Baron de COUBERTIN, in an aristocratic family and middle, can we say that he moved in a "TRUE AND SINCERE DEMOCRAT?"

Two words describe him: CONTINUITY, EVOLUTION. Following his path with an indefectible continuity, he never ceased to move forward.

The four years of the great (1st) World War mark a new stage in COUBERTIN widened perception of all phenomena - drawing him further away from his original milieu. For him: "It came about that an irresistible movement that took shape that pushed Democracy towards power." [From Now on] :["..."] nothing will be decided without the content of the people" [LE DIC ÈME. TRIBUNE DE GENÈVE. December 8th, 1919]. "I am waiting] a lot from the working class; it possesses magnificent strength." [ENTRE DEUX BATAILLES. DE L'OLYMPISME → À L'UNIVERSITÉ OUVRIÈRE. LA REVUE DE LA SEMAINE. January 1922].

He discusses: "The proletariat has been systematically denied access to general culture" [MEMOIRE CONCERNANT L'INSTRUCTION SUPERIEURE DES TRAVAILLEURS MANUELS 1923]. And he exhorts: "OPEN THE GATES OF THE TEMPLE! [...] THE FUTURE OF HUMANITY DEMANDS IT" [INSTITUT OLYMPIQUE DE LAUSANNÉ 1918, repris dans L'ANTHOLOGIE 1993]. Has he been followed?

And he even goes to a fundamental criticism of the wealthy classes: "The well-being of the many elevates general morality. The luxury of the few tends on the contrary to lower it." [WHERE GOES EUROPE? 1923].

Do you hear the sound and the echo of such a statement in our blessed 2024 year?

All along this talk, I have focused on "PIERRE DE COUBERTIN THE VISIONARY." But I would much regret it if you could have perceived me as a blissful hagiographer, which I deny.

One does not always walk on the Sunny side of the street. In the picture, we must at least evoke "FAILURES AND DEFEATS."

Because of his character, but also because he was precisely much ahead on many fields, he acted often LONELY.

Many of his projects couldn't be developed, if not achieved, as he would have wanted. We must never forget that, as he settled in the last period of his life, Olympism was for him only half of his works that he called "Une Symphonie inachevée," an unfinished, incomplete symphony.

Mainly, we must admit that on reverse of his originality and independence, he has been considered as a marginal. For instance, when his whole life has been devoted to Pedagogy, did he leave any trace in the evolutions of the French Education system?

Still, it is obvious that in the last decades the intellectual and moral statue of Pierre de COUBERTIN has come back in full light. This incoming man, who became a citizen of the World, has made his mark in history, of Sport and Olympism certainly, but also the history thoughts and endless struggle to improve the human condition.

In his 1st January 2013 Message, Jacques ROGGE lowed, considering: “WHAT AN HERCULEAN TASK COUBERTIN FACED WHEN REVIVING, ALMOST SINGLE HANDEDLY, THE OLYMPIC GAMES AT THE END OF THE 19TH CENTURY.”

It is better and better understood that if the games - even if all the protagonists are not fully aware and though in danger to be perceived mainly as a super-show by the crowd and the protagonist medias -, so if the games do stand apart of all other sporting events in a unique and prominent position, being as he said [B.I.P.S. n-7, LAUSME 1931]: [...] not just World Championships. They are something else, and much more than that,” it is because the wideness of his views, his encyclopedic culture and intelligence as an EDUCATOR, HISTORIAN AND HUMANIST, have put them into orbit.

When Sport in our time inevitably faces all kinds of excess, COUBERTIN got still much to tell us. He is not a man of the past, with an eternal dick white mustache; neither one you should pay homage to as a duty, as visiting a monument. He is ALIVE.

Why can he, today, and in the Future, be a guide, who has much to bring: to us, to Sport, to Olympism, to the Youth of the world?

He got so many features; an accurate analyst, with indomitable energy, obstinate tenacity and perseverance; he was a theorizer and an organizer, also clever in social relations; he was as we saw A VISIONARY, looking and being for an ENLIGHTER, who defined himself as “A SCOUT.” He keeps on walking in front, some steps ahead.

He is, and will stay, by our side.

Chers Amis, je vous remercie de tout toute l’attention dont vous avez fait preuve, très sincèrement à vous tous



Keynote #2: Transgender inclusion at the Olympic Games: What does the science tell us?¹

DR. JOANNA HARPER

LOUGHBOROUGH UNIVERSITY

Abstract

The International Olympic Committee first allowed transgender athletes to compete in the Olympic Games in 2004 based on a document entitled The Stockholm Consensus. Subsequent policies on transgender eligibility for the Olympic Games were released in 2016 and 2021. During the 20 years since 2004, there have been several prominent transgender athletes; however, no openly transgender athlete competed in the Olympic Games until the 2020 Tokyo Olympics. Despite the lack of Olympic success, the presence of transgender women in sports has become particularly volatile. There is no doubt that anyone who experiences testosterone-fueled, masculinizing puberty will gain substantial athletic advantages over anyone who doesn't experience this type of puberty. What is currently uncertain, is how many of the pubertal effects experienced by transgender women are mitigated or eliminated with gender affirming hormone therapy (GAHT). There are few studies on the effects of GAHT on transgender athletes, but somewhat more studies on the effects of GAHT on non-athletic transgender people. The results of these studies will be examined in this essay and the relevance of the studies to the policies of the Olympic Games and other International Sporting Federations will be discussed.

¹ See the full text of Dr. Harper's lecture published in Olympika 2024.

Keynote #3: ICOS Lectures' Series – Crocker Lecture: The Concept of Education in Olympism

DR. JIM PARRY

**FACULTY OF PHYSICAL EDUCATION AND SPORT, CHARLES UNIVERSITY,
PRAGUE, CZECH REPUBLIC**

Abstract

Olympic education, rooted in the ideals of Pierre de Coubertin, represents a unique intersection of sport, ethics, and pedagogy. This presentation explored the philosophical underpinnings and practical applications of Olympic education, drawing on Jim Parry's extensive work in the philosophy of sport and Olympism. By revisiting foundational principles and engaging with modern critiques, this session aimed to provide a comprehensive definition of Olympic education that is both philosophically robust and practically relevant for educators, policymakers, and the broader Olympic community.

Keynote #4: ICOS Lectures' Series – Ioannides Lecture - Equity, Diversity and Inclusion in the Olympic and Paralympic Games²

DR. KOSTAS GEORGIADIS

UNIVERSITY OF THE PELOPONNESE, SPARTA, GREECE

Abstract

The Olympic and Paralympic Games serve as powerful platforms for promoting equity, diversity, and inclusion, while also addressing critical human rights issues. This presentation explores the dual role of these mega sporting events as both catalysts for social change and sources of potential human rights challenges. It highlights the progress made in gender equality, the inclusion of athletes with disabilities, and the fight against discrimination, while also addressing the ongoing need for policies that ensure fair treatment, safety, and equal opportunities for all participants. The presentation examines the role of the International Olympic Committee (IOC) in safeguarding human rights, fostering diversity, and promoting the values of Olympism through initiatives such as the Olympic Charter, gender equality targets, and the inclusion of refugee athletes. Additionally, it discusses the social and cultural impact of the Games, emphasizing their potential to unite societies, inspire future generations, and advocate for social justice. However, it also critically analyzes the negative consequences, such as displacement of citizens, exploitation, and restrictions on freedom, that can arise during the preparation and hosting of these events. By addressing these challenges and leveraging the Games' symbolic and practical power, the Olympic Movement can continue to advance its mission of creating a more inclusive and equitable global society.

² See the full text of Dr. Georgiadis's lecture published in *Olympika* 2024.

Keynote #5 ICOS Lectures' Series – Ziegler Lecture: The Value of Inclusion in Sport and the Role of Categorization³

DR. IRENA MARTÍNKOVÁ

Abstract

This paper discusses eligibility rules in competitive sport, and their main value of inclusion. The main idea is that sport needs the best eligibility rules possible, which are based on the logic of sport, before they are applied to individual cases. The inclusivity of the eligibility rules is achieved through the categorization of athletes, which encompasses different aspects of competition: the comparison (ranking) of athletes' performances (in order to set homogeneous levels for the various competition groups); the categorization of relevant bodily characteristics of the athletes (i.e. those that they cannot control, and that therefore should not be part of the ranking system, in order to give groups of non-homogeneous athletes opportunities for success); and possibly 'sociocultural' categorization (e.g. such as nationality, in order to enable the development of sport in a global context). Taking into account these three main aspects of athlete categorization, sport can be more just and trustworthy, and therefore sustainable.

³ See the full text of Dr. Martinkova's lecture published in Olympika 2024.

Plenary Session: The work of Olympic Studies' Research Centers

Changes to the Summer Olympics Sports Program: Keeping Pace with a Changing World! What is in Store for Los Angeles 2028, Brisbane 2032 and Beyond!

RICHARD BAKA AND TRACY TAYLOR

OLYMPIC AND PARALYMPIC RESEARCH CENTRE, VICTORIA UNIVERSITY

Abstract.

At the International Olympic Committees 141st session in Mumbai, India in October 2023, this pre-eminent sports governing body officially ratified five sports (squash, flag football, lacrosse, cricket and baseball/softball) being added to the existing 27 core sports for the 2028 Los Angeles summer games. This paper reviews and analyses the LA28 changes to the programme covering what sports were added including their Olympic history, what sports were dropped indefinitely or only for 2028 and the politics and rationale for these alterations with the Olympic Agenda 2020 + 5 policy a key feature in this decision-making process. Following this is an examination of what we can expect for the Brisbane 2032 Olympics and the process that will take place to finalize the sports programme at the Games being held for the third time in Australia with the host organising committee now able to make recommendations on new sports being added. This analysis will also cover the cap and limits on athletes, the existing 19-day schedule, television friendliness, popularity and integrity, venue suitability and costs, innovation and adaptation, sustainability and legacy, diversity and gender balance, host city/country preferences, corporate support, International Sport Federation lobbying, politics within the IOC, etc. The investigation concludes with commentary on the future possible growth of the summer sports programme if the IOC was to add more dates to the existing time period of the games, drop certain less popular sports, decentralise the games beyond the host city, limit the number of nations qualifying for team sports, etc. Since the inception of the Modern Olympics in 1896, sports within the summer programme have been dropped, added or altered in some ways as to their composition as the Olympic Movement attempts to keep pace with a changing world.

Brief History of the Growth of the Summer Olympics and How New Sports Have Been Added to the Programme

At the first modern Olympics in Athens in 1896 there were 14 nations represented competing in nine sports, 43 different events and 241 athletes all of whom were men. The games proceeded to dramatically grow in scope so that the Paris 2024 Games will feature 206 National Olympic Committees and approximately 10,500 athletes (with gender parity between men and women) competing in 32 sports and 329 events. ¹

This growth will continue through to the LA 2028 Games with a number of additions to the sports programme. Of the five sports added in 2028, several will be making their first-ever appearance, namely squash and flag football, while others have had a long gap between inclusion – lacrosse in 1904 and 1908, cricket in 1900 and baseball/softball returning after being in the Tokyo 2021 games and in previous games but not the 2024 Paris Olympics.²

There have been only five sports contested at every Olympic summer games, namely fencing, cycling, swimming, gymnastics and athletics. The last three – athletics, gymnastics and swimming – are considered premier sports which have a substantial number of competitors, a growing number of events (e.g. athletics has 48 events, 23 each for men and women and two mixed) and a large number of medals at stake as well as being popular with both spectators and television viewers. Over the years sports were gradually deleted and others added to the programme with the total now at 51.³

Some sports have lasted only a brief time at the Summer Games, a few have made a ‘one and done’ appearance and a small number were dropped and then reinstated (e.g. golf, rugby and cricket). Until 1992, the IOC also allowed sports to be added to the Olympic Games by the local organising committee as ‘demonstration events’. For example, under this arrangement, the 1956 Melbourne Games included baseball and Australian Rules football. Over the years, a large number of host cities have trialled a variety of sports with such unusual ones as tug of war, pigeon racing, dogsled racing, bicycle polo, roller hockey, kite flying, rope climbing, and pesapallo to name a few.⁴ In total there have been 63 sports at the Summer Games classified as demonstration events and of these 20 are now on the programme.⁵

Factors Influencing the Selection Process for Adding New Sports

The Olympic Agenda 2020 and its updated version Agenda 2020 + 5 serve as major IOC policy documents about how the Games should operate in the current setting. A recent change allows the local organising committee to recommend what sports should be added to their particular games. Faced with an IOC guideline to cap the Summer Games at approximately 10,500 athletes and to stay within a 19-day schedule, means there are limitations to adding new sports. Besides the 28 core sports guaranteed inclusion in the Summer Olympics (although these core sports can be altered by the IOC), there is a comprehensive process used by the IOC to select new sports.⁶

When the IOC reviews new sports they are evaluated based on 35 criteria across five categories: 1. Olympic proposal (i.e. competition format, number of athletes and officials, venues); 2. Value added to the Olympic movement (i.e. legacy, interest of youth); 3. Institutional matters (i.e. compliance with World Anti-Doping Agency (WADA) code, establishment of International Federation, number of world championships held); 4. Popularity (i.e. ticket sales and media interest at past world championships, host country population’s investment); 5. Business model (i.e. potential costs, targeted additional revenue).^{7 8}

Elaborating further on this rigorous evaluation by the IOC, here are several interesting and important considerations:

Youth Appeal and Inspiring the Next Generation: The inclusion of new sports in the Olympics is a strategy to attract younger athletes who may not be involved in traditional Olympic sports. Breakdancing, skateboarding and surfing are good examples of sports with a strong connection to youth. This criterion is of the utmost importance in making decisions on new sports in the Games, both the summer and winter editions.⁹

Innovation and Adaptation: Many of the recently added sports represent new and innovative approaches to competition and showcase the ability of the Games to adapt to the changing times. Skateboarding at the Tokyo Games was very well received and proved extremely popular with its strong youth vibe (e.g. music being played and unique apparel), a feature which ensures its continuance in the Games. In fact, after its Tokyo debut the IOC referred to “Skateboarding at the Olympics: A Roaring Success!”¹⁰

Cultural Diversity: The inclusion of different sports is a way of embracing cultural diversity and promoting global reach to regions that may not have traditionally been well represented at the Olympics. For example, it is expected that by adding cricket, the sub-continent with its huge population base including India, will develop an enhanced interest in the Olympics. This move has been met very positively by India which recently expressed a strong interest in submitting a bid to host the Summer Games possibly as soon as 2036.¹¹

Popularity: How popular is the sport worldwide? Is it played in a number of countries, and does it have a significant athlete base both male and female? One source noted that “. . . when the criteria included in this category are considered, popularity comes down to watching rather than taking part – and the commercial value of the sport. There is an emphasis on spectators, media interest, television rights and sponsors . . .”¹²

Integrity Issues including Governance and Doping: Is the respective world sporting federation ‘squeaky clean’ and does it have strong and effective leadership? Most importantly, is it devoid of sport integrity issues such as significant doping and governance faults? Over the years, wrestling, weightlifting and boxing have all faced controversies in this regard. At the moment boxing is in a perilous state with an uncertain Olympic future after the Paris Games unless a large number of governance issues are resolved.¹³

Television Appeal and Media Innovation: Is the sport going to be exciting to watch for television viewers? Since broadcasting rights are the major source of revenue for the games, the IOC aims to cater to the broadcasters’ and audience’s preferences. There are also a number of other innovative digital platforms as well as print media available making the Games accessible to a worldwide audience craving coverage of the world’s number one sporting event.^{14 15}

Lobbying by International Sports Federations (IF): An IF must make a strong case to get into the Games. Several sports have been lobbying repeatedly for several years (e.g. ten-pin bowling) and while some have been admitted (e.g. squash) others have been unsuccessful. There is such a crowded field of sports attempting to join the ‘Olympic Club’ that they are often frustrated by the stringent IOC criteria and politics that make it a very difficult process.

¹⁶

Corporate Funding and Support: Fairly recent sports in the Olympics (e.g. golf and tennis) came with corporate interest and sponsorship from new sources. This helps to secure the financial stability of the Games and aligns with the IOC's wish to diversify its revenue streams. If a sport proves to be an exciting brand appealing to the corporate sector, its chances of getting into the Games is greatly enhanced. A good example is skateboarding, with its well-established following, a strong youth appeal and sponsorship interest.¹⁷

Infrastructure Costs including Legacy and Sustainability: Facility and environmental legacy have become extremely important criteria, with questions about the post-event viability of newly built facilities. There is a very strong push to eliminate costly sports facilities that later become 'white elephants' – a strong criticism of the 2004 Athens and 2016 Rio Olympics. Notably, the 'new norm' set out by the IOC recommends host cities use existing facilities as much as possible and address sustainability issues.^{18 19 20}

Gender Equality: There has been a concerted effort by the IOC to ensure a 50-50 gender ratio. Although it has taken many years of sustained growth in the number of female competitors, the Paris Games in 2024 will be the first to have achieved this goal. Any new sports trying to get into the Games will have to ensure that the number of events and the male/female composition of competitors is equal.^{21 22}

Host City and Nation's Preferences: In the new process of selecting sports, the IOC has given a lot of flexibility to the local organising committee to make recommendations. This has only been in place since the 2021 Tokyo Olympics but has proven to be a popular initiative with host cities. Both LA in 2028 and Brisbane in 2032 are covered by this new policy and they can influence what sports are added to the programme.²³

IOC Selection Process for New Sports to be Added to the Olympics

There is a fairly long and arduous process in place for a sport trying to gain approval to be on the Olympics sports programme. A sport must first of all gain recognition as a sport from the IOC and in doing so have an international governing body. Following this acceptance, it attains International Sports Federation (IF) status which can be provisional or full recognition. At that point, the IF must enforce the Olympic Movement Anti-Doping Code and maintain rules set out in the Olympic Charter. Although a sport may gain IOC recognition, this does not guarantee it will be included in an Olympic Games. To move to this step, it must apply for admittance by filing a petition establishing its criteria of eligibility to the IOC.²⁴

The local organising committee of the next Games also provides its recommendations to the IOC on its preferences. The Tokyo, Paris, and Los Angeles Games were all subject to this procedural innovation and Brisbane 2032 will be in the same position. This work is handled by the IOC Programme Commission which first evaluates this information and provides a report to the IOC Executive Board. Approval can occur as a totally new sport, a discipline within a current Olympic sport or as an event within an Olympic sport. The Board in turn examines the material and makes a recommendation to the IOC membership who then vote and ratify which sports are allowed onto the Olympic programme.²⁵

As reported by the IOC: “The framework set by Olympic Agenda 2020, Olympic Agenda 2020 +5 and Rule 45 of the Olympic Charter, gives flexibility to review the Olympic programme for each edition of the Games in order to introduce innovation and stability and promote gender equality.”²⁶ At the moment this procedure occurs about four and one half to five years out from a Games. For example, at the IOC’s 141st session in Mumbai in 2023, the new sports and the final sports programme for the LA 2028 Games was announced.²⁷

Expectations and Predictions for New Sports at the Brisbane 2032 Games

The IOC has put a lot of work and effort into ‘spicing up’ and ‘modernising’ its summer sports programme. Keeping in mind that there are 28 core sports expected to retain their status and also noting that a new sport addition is not a guaranteed inclusion after its initial appearance, it is interesting to predict what sports will be retained, added, dropped or not approved for 2032.

(A) The Favourites: Recent Olympic Sports Likely to be Retained or Added

Cricket: It is being introduced in 2028 and should remain in the Games in 2032 due to its popularity in the host nation and strong support from the sub-continent and other Commonwealth countries. As the host nation, Australia would definitely want cricket included as both its men’s and women’s teams have a high international ranking suggesting medal success.²⁸

Lacrosse: Although lacrosse appeared at the Games in 1904 and 1908, it had an extensive break and will reappear at the 2028 LA Games. This is a sport in which Australia is expected to do well so keeping it on the programme four years later will have strong support from the Brisbane Organising Committee for the 2032 Olympic and Paralympic Games (BOCOG).²⁹

Sport Climbing, Surfing and Skateboarding: All of these had their debut in Tokyo 2021 and will likely remain in the programme as they proved very popular and have been included in both Paris and LA. Surfing for the Paris Games is being held in Tahiti due to the lack of good surfing conditions in France. Surfing, in particular, will be a popular sport in beach-crazed LA, and should be a very welcomed event for sunny Queensland, Australia in 2032.^{30 31}

Baseball/Softball: These two sports are back in the 2028 games after a short hiatus no doubt strongly influenced by the fact that the USA is the home of baseball and a medal contender. They have a very good chance to be included in 2032 since Australia is normally quite competitive having previously won a total of five medals (one in baseball and four in softball) in previous Games.³²

Flag Football: As a newly added sport, it will be assessed after its LA 2028 debut. A factor going against it are its small geographic player-base being mainly focussed on North America and not popular in many other regions. The fact that the National Football League (NFL) in the USA is actively supporting this initiative, enhances its chances of remaining in the programme. Recent news that the NFL is considering playing a regular season game in Melbourne in 2025 or 2026 at the iconic Melbourne Cricket Ground is an indication that flag football is trying to become an established sport and will be possibly selected to take place in Brisbane.³³

Squash: This sport finally got into the 2028 LA Games after four previous attempts which was a great relief to the World Squash Federation. It is a popular sport in Australia, and this should enhance its chances for 2032 but the competition will be fierce so it is not a guaranteed outcome.³⁴

Coastal Rowing (Beach Sprints format): This new discipline has been approved for LA 2028 after lobbying by the International Rowing Federation. By reducing some of its events (e.g. light weight eights in traditional flat water rowing), this sport made space for the beach sprints format. With its close connection to a beach culture, it is expected to be popular in LA and would also be extremely well received in 2032.³⁵

(B) The “Maybe” List for the 2032 Games

Breakdancing (Breaking): This popular, youth-friendly sport is making its debut in the Paris

Games but was somewhat surprisingly not selected for LA 2028. As Batuev reported: “Bizarrely, Paris 2024 may well be the only time we will see breaking in the Olympics in the foreseeable future, although the World DanceSport Federation (WDSF) is determined to ensure it returns in Brisbane 2032.”³⁶ The fact that breaking will not be part of the LA Games does not preclude its addition to the 2032 Games, especially if it proves to be a hit in Paris in 2024 and the fact that it has been popular in the Youth Olympic Games (YOG).

Surf Lifesaving: This is a perfect beach activity for the 2032 Games being held in sunny Queensland and a sport in which Australia would be a medal favourite. Although an innovative sport with a youthful image, a limited worldwide profile harms its chances. Still, it was recently reported that “The International Life Saving Federation (ILS) together with Surf Life Saving Australia (SLSA) announced their intentions to lobby for inclusion in the Brisbane 2032 Games, the first time the Games will be featured at an Olympics.”³⁷

Boxing. This long-time Olympic sport is faced with a big question mark as to its status in the Games. The IOC took over running the sport in Tokyo and will do this again in Paris, but it has stated that it will not do so beyond Paris. Therefore, at the present time it is out of the LA Games due to a myriad of reasons related to integrity issues with the world body.³⁸

(C) Long Shots: Probably not in Brisbane but Possibly in Future Games

Netball: Although netball has been recognised as an Olympic sport since 1995, it has been knocked back on four occasions (1996, 2008, 2012 and 2020) in its quest to be on the Olympic sports programme. World Netball will be pushing hard to be included at the Brisbane Games. In its favour is that the BOCOG could recommend its inclusion due to the sport being very popular nationally and with an excellent chance for host nation medals. Two factors seem to work against it as reported by Australian Broadcasting News: “.... the main issues preventing netball’s inclusion lies in its appeal beyond the Commonwealth of Nations and the outside perception that it is mostly just a female sport.”³⁹

Pickleball: It is one of the world’s fastest growing sports for both men and women especially in the United States and Canada. However, it is also becoming a popular sport in Australia, Mexico and New Zealand, as well as in several countries in Europe, Asia, and South America. As it can be played on modified tennis courts or purpose-built courts, there is not a big cost factor for the host city as it does not require expensive new facilities. Going against it are a lack of tradition and limited global participation (i.e. not played at an elite level in enough different nations). As the IOC granted provisional recognition to the International Pickleball Federation (IPF) in 2017, the sport’s governing body is likely to take a few more years of expansion and lobbying to get into future Games but its exploding growth makes it a strong possibility.^{40 41 42}

Motorsports, Karate and Kickboxing: All three put in a bid for the LA Games and were not successful. Even though karate was in the 2021 Tokyo Games, it was felt that the sport lacked entertainment value and the ability to attract a younger audience.⁴³ As a result, karate and the other two are not likely to be included in the Brisbane Games, as they appear to have limited widespread support among the large IOC membership.

Muay Thai, Wushu, Sambo and Mixed Martial Arts (MMA): There have been moves to get these combat sports into the Games. Even though not on the Olympic sports programme, muay thai wushu and sambo are recognised IOC sports. With boxing having its difficulties maintaining its inclusion, there may be an opportunity – perhaps after the 2032 Brisbane Games – for these other sports to gain support. In particular, MMA has a huge following internationally so it could be a contender but must first of all gain status as a sport recognised by the IOC.^{44 45}

Indoor Bowling and Lawn Bowls: Indoor 10 Pin bowling was a demonstration sport at the 1988 Seoul Games and although it made the short list for the Tokyo 2021 Games, it was eventually not selected. Lawn bowls has made overtures to become an Olympic sport but is not on the IOC list of recognised sports. Working in its favour is the fact that it has been in the Commonwealth Games and is very popular in Australia for both men and women. However, it does not have significant global participation which hurts its chances.⁴⁶

E-sports: Competitive video gaming has experienced explosive growth worldwide in recent years. Although it offers a unique blend of skill, strategy, and technology, is it deemed worthy of an Olympic guernsey when there is a belief that it lacks athletic prowess? The IOC is monitoring this extremely popular activity very closely and at the 142 IOC Session during the 2024 Paris Games, the IOC Executive Board are proposing the creation of an Olympic E-Sports Games, with IOC Members voting on this. While it is unlikely in the immediate future of making an appearance in the mainstream Games it could prove to be successful as a stand-alone IOC-sanctioned event similar to the YOG.^{47 48}

Can the Games Expand and Admit More Sports?

The number of sports allowed into the Games has grown substantially in recent times with 26 in 2016 in Rio, 28 in 2021 in Tokyo, 32 in 2024 in Paris and at least 35 in 2028 in Los Angeles. In order to add more new sports, one possibility is that the IOC extends the traditional length of the 19-day programme by perhaps a few more days. More athletes could then compete beyond the normal 10,500 cap. Athlete number limitations within the Olympic Village could be addressed by allowing competitors to only stay for the period that their event is on. For example, Australian athletes at the Paris Games will be required by the Australian Olympic Committee (AOC) to leave the village 48 hours after their event is completed due to limited bed space allocation to the Australian team. This new development could be a feature implemented at future games, allowing the current athlete quota to be lifted.⁴⁹

Another way of expanding the Games size would be to regionalise and have more events outside of the main host city, something that is a growing trend. At the Paris Games several sports are being played in locales including Bordeaux, Lyon, Marseille, Nantes, Nice, Saint-Etienne, and with surfing being held in Tahiti due to the lack of appropriate ocean conditions in Paris.⁵⁰ The Brisbane 2032 Games are also being promoted as incorporating the Southeast Queensland region with events hosted in Brisbane but also the Gold Coast, Sunshine Coast and a few other locales outside the South East region. Four separate Olympic Villages for athletes are being planned, with the main one being in Brisbane.⁵¹ Future Games have the opportunity to take this decentralised approach even further and potentially allow more sports to be added to the programme.

In the future the IOC could take a ‘cut-throat’ approach and rationalise the sports currently in the Games. Some of the less popular but traditional Olympic sports such as shooting, fencing, archery, equestrian and sailing do not appeal to a large number of spectators, are not very television-friendly (and lack overall media interest) and are not youth-oriented, thereby making them candidates for the ‘chopping block’.⁵² However, working against this is tradition, with the IOC not keen on dropping longtime sports on the programme. The current IOC President, Thomas Bach, was an Olympic fencer and unlikely to support having his sport or other less prominent events disappear from the Games. Another consideration is for sports with significant integrity issues (e.g. doping and governance) to be dropped from the Games which would allow in athletes from other sports.

The reduction of events in some sports is a recent move made by the IOC as it attempts to stay within the 10,500-athlete cap. Wrestling, weight lifting and boxing are examples where several weight divisions were eliminated. This was partly done to allow for more female athlete inclusion. In some team sports, the number of nations allowed in could be reduced, again a move that would free up spots for other sports. The overall reduction of competitors in a sport could open up places for incoming sports but without the need to eliminate an existing sport altogether.⁵³

The reality is that the IOC is very reluctant to get too big, exit existing long-time Olympic sports or extend the Olympic programme timeframe. As the Paralympics follow on immediately after the mainstream games, making the Summer Olympics longer would result in a total Olympic/Paralympic schedule being extended. This is something not likely to be very appealing to the local organising committee, the host city and its citizens due to the disruption to normal routines when in major sportsevent mode.

On the positive side, if the Summer Olympics expanded its programme by adding exciting and popular sports, there would be increased revenue from ticket sales, broadcasting rights, sponsorship and increased tourism in the host city would guarantee an even bigger boost to the local economy. The men's and women's Soccer FIFA World Cup has significantly increased the size of competing teams in recent times and this very successful move may have an influence on the IOC's future plans.⁵⁴

Conclusion

In 2027, the IOC will decide on what new sports will be selected for the 2032 Brisbane Games. Even if the sport meets the objective criteria, it may not be chosen, and a number of sports will be disappointed if not admitted. The IOC is aiming to be proactive since new sports have the potential to breathe fresh life into the Olympic movement, ensuring its relevance and appeal. With lobbying by many sports to capture a spot on the programme, much will happen over the next few years. As the BOCOG can have a very strong influence on the final sports programme, it must attempt to strike a balance concerning its recommendations to the IOC for final approval, while at the same time trying to put an 'Aussie slant' on their home games.⁵⁵

The IOC will face the difficult task of evaluating the sports in the Summer Games and making the final call. It is also interesting to speculate what sports will be added to the Summer Olympics after the 2032 Brisbane Games. More changes are a certainty in our ever-changing world, one in which the IOC must remain in-tune, contemporary and relevant if the Olympics are to retain their title as the pre-eminent world's sporting event.

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“Sports”; <https://olympics.com/en/sports/summer-olympics>. There are 51 summer sports currently listed on the IOC website. Some of these sports are considered disciplines or events within an existing sport’s IF such as the International Basketball Federation (FIBA) which governs basketball and 3X3 basketball and World Aquatics which encompasses swimming, diving, water polo, artistic swimming and open water swimming.

Rachel Winterton and Rob Hess. “Sideshow alley? Demonstration sports at the Olympic Games.” *The Conversation*. August 1, 2012.

“Olympic Agenda 2020”; <https://olympics.com/ioc/olympic-agenda-2020>. Boxing has been dropped from the 2028 LA Olympics due to governance issues although it is one of the 28 cores sports in every Summer Games. This means that the 27 core sports plus the five new ones added to LA 2028 will be included. If the issues surrounding boxing’s expulsion can be resolved they could be back in the Games even by 2028 or in 2032.

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The Road to the 2032 Brisbane Olympic and Paralympic Games: the initial proposals and steps

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THE UNIVERSITY OF QUEENSLAND

Abstract. In early 2023 the Lord Mayor of Brisbane invited the presenters to write a book outlining how the City became successful in bidding to host the Olympic and Paralympic Games. Sallyanne Atkinson was the Lord Mayor who first presented a bid by Brisbane to host the 1992 Olympic Games. The IOC awarded the Games to Barcelona; Brisbane came third behind Paris.

At the time of the bid, Brisbane was considered a ‘small’ city but it was highly rated as a potential Games host and the efforts of those involved received acclaim and accolades from within Australia and internationally. The response was so positive that three Australian cities - Melbourne, Sydney and Brisbane - put forward proposals to the then Australian Olympic Federation (now the Australian Olympic Committee) to host the 1996 Olympics. Melbourne won.

The presentation will relate the story of the 1992 Brisbane and 1996 Melbourne bids, which were a significant reason for Sydney being awarded the Olympic Games in 2000. Furthermore, Sallyanne Atkinson was involved in all bids leading to the awarding of the Games to the City of Brisbane by the IOC in 2021. Her insights into the bidding process will be presented and discussed, especially related to the foresight and persistence in bidding by a relatively small city for a significant internationally-renowned mega-event.

An analysis of the subpopulations comprising people with disabilities in Australia – implications for maximizing the 2032 Paralympic Games legacy for Australians with a disability

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Abstract.

Regular participation in physical activity and sport is required for good health and wellbeing(1). Unfortunately rates of participation among people with disabilities in Australia(2) and globally(3) are considerably lower than the general population, contributing to higher rates of preventable disease and lower wellbeing.

In 2032, Brisbane will host the Paralympic Games and organisers aim to leverage the event to address this inequity in participation. Specifically, they aim to increase participation among Australians with a disability by 500,000(4), making it the most ambitious attempt to increase sport and physical activity participation among people with disabilities in Australian history. However disability is a multidimensional construct, varying in terms of type (e.g., physical, intellectual, sensory and speech difficulties) and severity (e.g., mild, moderate, severe, or profound(5)) and not all people with disabilities are eligible to compete in Para sport. Therefore, in order to achieve the increase targeted, an understanding of the sub-populations that comprise the population of Australians with a disability is required. Specifically, the proportion of people with a disability who are eligible to compete in Para sport should be estimated and, together with the demographic characteristics of current Para sport participants, used to identify and capitalise on opportunities for growth. Additionally, the demographic and disability characteristics of those who are not eligible for Para sport is also required so that strategies to leverage the games can be effectively tailored.

This presentation will review the most recent, authoritative data on disability prevalence – including type and severity – from the Australian Bureau of Statistics(5) and the Australian Institute of Health and Welfare(2) as well as current data on Para sport participation. We will consider implications for increasing physical activity and sport participation among people with disabilities by 500,000.

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Olympic Studies: Its Profile and Relevance

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Abstract.

The lecture aims to define and profile Olympic studies as a relevant academic sub-discipline of sports science. This will be achieved through the presentation of three main arguments.

As an introduction, it is analyzed that Olympic historiography must be seen as a legitimization science for the initiation of Olympic studies. Building on this statement, the development of Olympic studies into a multi- and interdisciplinary field of research and teaching is presented. Against this background, the subject area of Olympic studies can be understood as a cross-sectional science. The lecture will then focus on the explanation that Olympic studies should not only be understood as a cross-sectional science but also as a science with a high practical application relevance. It is a circular process in which impulses from practice are received for research and teaching and their findings are then fed back into practice.

Following this, it will be emphasized that it is precisely through the establishment of Olympic Studies as an applied science that an in-depth orientation knowledge can be generated, through which an objective transfer of knowledge about the Olympic Movement can take place. By the generation and transmission of this knowledge students of Olympic studies programmes, delivered as a full-time or part-time programme, are enabled to form individual opinions in a reflective way. This is a precondition for them to meet responsibilities and expectations in future professional fields – be they in sports administration, sports development, sports politics, sport marketing or the media sector.

Keywords: Olympic historiography, multi- and interdisciplinary Olympic studies, Olympic studies as orientation knowledge.



Session papers and abstracts for in-person presentations

Olympic History

Romania at the 1984 Summer Olympics: an unexpected and successful presence

POMPILIU NICOLAE CONSTANTIN

UNEFS BUCHAREST

Abstract. The 1984 Olympic Games in Los Angeles were notable for the boycott initiated by the Soviet Union, which was followed by almost all of its allies. Despite being a member of the Warsaw Pact, Romania defied Moscow's call for a boycott and sent its sports delegation to Los Angeles. The Romanian participation in the Olympic Games came as a surprise to the communist states, eliciting mixed reactions at both the sports and political levels. Romania's decision to attend the event proved to be appropriate. As a result, Romanian athletes received a warm welcome, and their presence garnered general sympathy. In terms of sports performance, Romania finished third in the overall medal count with 53 medals, behind the host United States with 174 medals and West Germany with 59 medals. The 1984 Olympic Games were an event that confirmed Romania's strong tradition in gymnastics, rowing/canoeing, and wrestling, and revealed massive potential in athletics.

Romanian participation in the 1984 Olympics resulted in several significant contributions (Wilson, 1993; Petracovschi, 2016), but there are still many aspects that need to be addressed. This paper will contribute to understanding how Romanian athletes, officials, and the general public perceived this opportunity, as well as how other communist countries reacted to Romania's participation in Los Angeles.

This research sheds light on previously unknown documents from the Romanian archives, revealing that Romania's decision to participate in the Los Angeles Olympics caused tensions within the communist bloc. This was because sports representatives from countries such as Hungary or Czechoslovakia had no justification for their boycott to their athletes and the general public. At the same time, the Romanian decision created a sense of hope among the athletes and spectators from these countries that the officials could change their minds, and they would eventually be able to attend the Los Angeles Olympics. In addition to documents from archives, this research will incorporate new information from other primary sources, such as interviews with athletes and officials who were involved in or witnessed the event.

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Exploring the Spiritual Origins of the Ancient Greek Olympic Games

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Abstract:

This study systematically explains the spirit of the ancient Greek Olympic Games by collecting, organizing, and reading materials related to the ancient Greek Olympic Games. It is found that the Olympic Games in ancient Greece were influenced by the socio-historical conditions and religious customs in which they were held. They had three significant spirits of pursuing fair competition, democracy, and excellence. Exploring the ancient Greek Olympic Games' spiritual values helps to present that the ancient Olympic Games focused on the importance of human life, pursued harmony and rhythm, and ultimately served the social function of promoting human welfare.

Keywords: Ancient Greece, Olympic Games, Spirit, History

Introduction

Many academic achievements have been made to study the spirit of the ancient Greek Olympic Games. Still, there are some problems, such as insufficient depth of research and lack of historical data support. Sun Baoli (1933) pointed out that the three spiritual values of the ancient Olympic Games were fair competition, peace, friendship, and harmonious development. However, the text lacked evidence from historical materials and rarely talked about the social functions of the Ancient Greek Olympic Games, which weakened the concept of social hierarchy and promoted social mobility. There is no mention of the close relationship between sports and democracy in Greece and the rich educational value contained therein, and the discussion of sports by famous philosophers in ancient Greece is rarely mentioned by authors. Zheng Xiaojie (2008) demonstrated through detailed data that the core idea of Olympism is to advocate the harmonious and balanced development of each person's body and spirit, which can be traced back to the idea of the body advocated by the ancient Greeks. The body concept advocated by the ancient Greeks mainly includes three aspects: a strong body is the primary quality of a free citizen, a healthy body is the most beautiful image in the world, and the body should coexist with the soul in harmony. It is not clear what the spiritual value of the ancient Greek Olympic Games was.

The article "Olympic Culture and Harmonious Society" focuses on the harmonious thought of the ancient Greek Olympic Games, including its philosophical basis and the implication of harmony. The intellectual foundations of this harmony include Plato's "view" of justice as harmony in the Republic and his student Aristotle's "On the State," in which moral, intellectual, and physical education should be linked. The harmonious meaning of the ancient Greek Olympic Games includes three points: first, the harmonious thought of pursuing the beauty and goodness of human body and mind; The second is to seek the harmonious education of the all-round development of human beings; The third is to pursue the whole harmonious aesthetic concept. Although this article does not point out the spirit of the ancient Greek Olympic Games, the author demonstrates its philosophical basis and harmonious

implication through philosophical speculation (Xiao Ping etc., 2006). Sun Baoli (2005) proposed that the humanistic values of the ancient Greek Olympic Games mainly included harmonious development of body and mind, hard work, fighting for honor, fair competition, peace, and friendship. The author does not use solid historical data to support the argument.

To sum up, although some scholars have dabbled in the spiritual value of the ancient Greek Olympic Games, most are simple descriptions, not comprehensive, and do not use first-hand data to demonstrate. Based on this, this paper aims to discuss the spirit of the ancient Greek Olympic Games according to the historical data system of the ancient Greek Olympics.

The origin of the Ancient Greek Olympic Games

The Ancient Greek Olympic Games were religious and sporting festivals held at the temple of Zeus in Olympia, Greece. The Games are part of the Panhellenic Games cycle, which includes the Pythian Games, the Nemean Games, and the Isthmian Games. The date of the founding of the ancient Greek Olympic Games is shrouded in mysterious legends, and it is widely believed that Hercules and his father are the ancestors of the ancient Greek Olympic Games (Young DC, 2008). It is said that Hercules first named the Games "Olympic" and stipulated that they should be held every four years (Pausanias, 267-263 B.C.). In honor of Zeus, he also built a particular Olympic stadium, with him walking 200 steps in a straight line to measure the stadium's size. Based on inscriptions found at Olympia, it is known that the ancient Greek Olympic Games began in 776 BC (ABRAHAMS H M, 2022). The games were played between representatives of several city-states and kingdoms in ancient Greece. These games were mainly competitive, and the Ancient Greek Games featured running events, pentathlon (including jumping events, discus and javelin throw, walking and wrestling), boxing, wrestling, and equestrian events (Crowther N B, 2008).

The Olympic Games have a fundamental religious significance, including sporting events and sacrificial ceremonies in honor of Zeus and Pelops, the sacred hero and king of mythology at Olympia. The Games reached the height of their success in the 6th and 5th centuries BC, but their importance gradually declined as the Romans gained power and influence in Greece. While there is no academic consensus on when the Games officially ended, the date most often held was 393 AD, when Emperor Theodosius I ordered the elimination of all pagan worship and customs. Another date often cited is 426 AD, when his successor, Theodosius II, ordered the destruction of all Greek temples, including the site of the Olympic Games.

The social and historical conditions and religious practices of ancient Greece contributed to the Olympic Games

Influence of Geographical Environment

Ancient Greece consisted roughly of the Greek peninsula south of Macedonia and islands in the Aegean and Ionian Seas. The natural environment of ancient Greece was not rich from the climate point of view. It belonged to the Mediterranean climate, with winter rain and summer heat. The land was not fertile and could only produce drought-tolerant fruits, such as olives, grapes, etc.; food could not be self-sufficient. The main grains are barley, but there are also honey and wine. The Greek peninsula is a mountainous region with few plains and rugged terrain. The few tables are cut off by impassable mountains, making farming difficult. Although there are rivers, the water is shallow and fast, not conducive to shipping. The rainy season is a disaster, and the dry season is often dry, so irrigation is not easy; it is difficult to develop agriculture. Animal husbandry is only suitable for sheep and goats, so it is not very developed (Wang Zengcai, 2020).

The Greek peninsula is located in the southern Balkans, east of the Aegean Sea, west of the Ionian Sea, and the Adriatic Sea; the coastline twists and turns, with islands and many good ports. From the port in the eastern part of the peninsula, through the Aegean Sea, you can sail east to the west coast of Asia Minor. From the northeast, it reaches the Dardanelles and Bosphorus and the Black Sea; South through Crete to Egypt; The Ionian Sea leads west to Italy and Sicily. Such a geographical environment was of great help to the development of the ancient Greek maritime industry (Wang Shangde, 2012).

The geographical environment affected the production and lifestyle, the limited peninsula resources forced the ancient Greeks to expand abroad, and the production mode of Marine civilization enabled the Greeks to develop the habit of loving outdoor sports and the aesthetic taste of advocating nature, which contributed to the character of thinking and daring to take risks and competition. These characteristics are reflected in the Olympic Games.

Religious Beliefs of Ancient Greeks

The Ancient Greek Olympic Games were a panhellenic religious celebration held to please the gods; the ancient Greek religion consisted of twelve gods, who were personified as perfect and each with divine powers. Many competitive games in the ancient Greek Olympic Games are closely related to religious festivals. Such games can achieve the goal of "reproducing" a particular artistic conception. Such games can make people experience pure aesthetics beyond the ordinary world of life. The Platonic view of religion also shows that "play is dedicated to the gods, which is the highest goal of human struggle.(John Huizinha, 2014)" People imagine that the gods have extraordinary wisdom and perfect bodies, and human beings must obtain such a similar strong body through exercise, and finally present the form of sports to win the gods' favor. It is a practice carried out through the imagination of the perfect personality of God. Mr. Ren Hai once said that the ancient Greek god and man are of the same form, so everything that pleases man and is the best can also please the gods. In the aesthetic concept of this martial nation that worships heroes and forces, superhuman strength, fantastic speed, perfect skills, and developed muscles are human beings' most beautiful and admired things. Naturally, they can also be liked by the gods of Mount Olympus (Ren Hai, 2005).

Wars were frequent in Ancient Greece

Since there were more than 300 city-states in ancient Greece, the conflicts or contradictions between the city-states may have led to war and the self-defense needs of maritime trade; the ancient Greeks also needed a solid body to resist foreign invasion. Many Olympic sports are derived from military training, such as fighting, charioteering, horse racing, etc. The element of war was incorporated into the religious ceremony of the ancient Greek Olympic Games to express the relationship between the victory of war and the gods. In the relevant chapters of Homer's epics, the victors were inspired to win by praying to the gods.

Educational Concepts in Ancient Greece

In ancient Greece, the personal pursuit of natural harmony could be further achieved through physical exercises. From the records of the History of Western Philosophy, we can see several schools with different values in the early days. Such as Milesians, Pythagoreans, Ephesians, Eleatics, Pluralists, Atomists, etc. Due to the cognitive differences between these schools of ontology, their views are extreme and contradictory, and the arguments between them

eventually lead to the emergence of a school that emphasizes the combination of morality and knowledge and explores human nature. The representative of this school is Socrates. Socrates insisted that the truth should test the value of things and that life without the fact is not worth living. At the same time, he was a proponent of the unitary mind and body, and this idea also influenced most ancient Greeks that man is a combination of body and mind. Reason is considered the driving force of human thought and creativity, the source of physical movement, and even the source of life movement. In Homer's time, a body without a mind was considered a corpse (SNELL B, 2012). Reason is regarded as the driving force of human thought and creativity, the source of physical movement, and even the source of life movement. In Homer's time, a body without a mind was considered a corpse (REID H L., 2012).

Socrates also emphasizes competitive friendship, promoting a cooperative competition in which the players are in a relationship that makes each other better people (Hyland D., 1978). By improving the participants' mutual understanding of virtues such as purity, courage, or self-control, Socratic dialogue helps to cultivate art. By enhancing the participants' mutual experience of virtues such as purity, courage, or self-control, Socratic dialogue helps to cultivate art.

Plato believed that sports not only have military functions but also can improve people's speed, strength, and other qualities and promote the formation of moral virtues. As a student of Plato, Aristotle proposed that moderate and purposeful physical exercise can promote human development.

Extract the spirit of the Ancient Greek Olympic Games from incomplete historical fragments
The spirit of the ancient Greek Olympic Games is summed up from various historical fragments, which must have particular significance and value to determine the particularity of the historical pieces. The purpose of the Olympic Games in ancient Greece was to pay homage to the gods, and the spirit of sport was a summary of the historical memory that later generations needed for the spiritual food of their times.

Fair Competition

In the Panhellenic Sanctuary of Olympia, mutual respect between the tribes is shown through racing to choose the person to light the flame. The first sporting event held at Olympia was a race from the edge of the shrine to the altar, with the winner given the honor of lighting the sacrificial flame (MILLER S G. etc., 2012). A sports winner becomes a symbolic sacrifice or dedication to God. The olive garlands, palm branches, and ribbons awarded to Olympic champions are associated with sacrificial animals and priests (Burkert W., 1985). Just as the early Olympic movement sought answers through impartial tests rather than pre-existing beliefs, sport at the time was essentially blind to social hierarchy (REID H L., 2012).

The unparalleled prestige and longevity of the ancient Greek Olympic Games, which lasted for more than a thousand years, largely depended on the accuracy and fairness of their results. Olympia never allows for subjective judgment of competitions and carefully monitors the integrity of athletes and officials. In wrestling, boxing, and mixed martial arts, pairings for "heavyweight" events are determined by drawing lots, with care taken to avoid unfair advantages. Boxing matches, for example, are held near noon to keep boxers from being blinded by the sun. To reduce the problem of false starts in sprints, a starting gate called "hysplex" was developed (VALAVANIS P., 1996).

In horse racing, the starts are staggered to compensate for the difference in distance from the different starting gates to the central steering post. Breaking the rules was considered an insult to the gods. The punishment for cheaters was reinforced by a row of statues of Zeus Zans, erected with money collected from cheaters' fines, which lined the entrance to the stadium and

reminded passers-by: "The victory of the Olympic Games is not by money but by the agility of the feet or the strength of the body. (Pausanias, 1898)"

Democracy

The funeral game dedicated to Patroclus in the 23rd book of Homer's Iliad ends with a scene eerily reminiscent of ancient Greek sports, in which Achilles humiliatingly drags Hector's body back to the Greek camp and gives Patroclus a funeral and a match. At the Funeral game, King Agamemnon was named champion of the javelin event, which he won without throwing. As the supreme leader, his superior athletic ability was considered worthy of respect and did not have to be tested. This twist, however, contrasts sharply with the poem's overall theme, which revolves around the debate over whether Agamemnon was worthy of leadership and his refusal to put his authority under any challenge (PHILLIPS D. etc., 2003). Some scholars have pointed out that the ancient Greek Olympic Games are closely related to funeral games.

There was a prominent social hierarchy then, and the society was severely solidified. Although the king did not have excellent athletic ability, he could still be awarded the corresponding title by his status. Even the early aristocrats of ancient Greece believed that excellence could be obtained through "hereditary," and they dominated the Olympic Games. They had to rely increasingly on the competitive advantage provided by wealth: Time for training and travel, private gyms, personal trainers, top racehorses, and professional racers. The phenomenon of relying on power status to obtain competitive honor is also questioned in Homer's poetry.

However, the ancient Greek Olympics did not exclude people from the bottom of society. People could win the games not only with wealth but also through sweat. At the same time, the relatively equal opportunities and merit-based rewards offered by sports competitions, coupled with the prestige and divine grace associated with victory, prompted cities to look beyond their internal class differences and seek out potential champions. The success of socially disadvantaged groups seems to have appealed to the ancient Greek world no less than it does today. The first official Olympic sponsor, from 776 BC, is said to have been a cook (YOUNG D C., 1984). The ancient Greek Olympics were also associated with freedom from tyranny. Part of Elluseria's association with athletics came from the athletic duo Hamodius and Aristoghedon, who became a symbol of the Athenian democratic spirit after killing the tyrant Hipparchus at the Pan-Asian Games in Athens in 514 BC (ARISTOTLE, 1984).

The observance of the rules of the Games was another manifestation of democracy in the ancient Greek Olympics. In ancient Greece, democracy referred to a government composed of many people. The absolute ruler of a democratic country was the law, and everyone was willing to obey the law. The process of going from obeying rules to obeying laws is a kind of cognitive transfer. The fact that different people managed to follow one set of sporting rules at the ancient Olympics may have inspired democracy, whereby different classes of citizens could fulfill their duties and enjoy their rights while obeying the law. Stephen Miller argues that all played the ancient Greek Games. Still, the rich, even though women, effort, and foreigners were not allowed to participate, inspired the Greek concept of "equality before the law". He argued that equality before absolute standards of distance, speed, and power was a fundamental arithmetic difference measured by competitors rather than force or status (Miller S G., 2000).

Arete

The ancient Greek Olympics were an event in pursuit of excellence. Plutarch's boxing, Aristotle's pentathlon, Philostratus's winning trade, Vitruvius's literary competition, and

Xenophon's talk about female fitness all influenced the development of the ancient Greek Olympic Games. Ancient Greek scholars regarded sport as one of the ways to excellence. The word arete in ancient times included the concepts of virtue, skill, pride, courage, and nobility (MILLER S G. etc., 2012). Some scholars explain Greek gymnastics and athletics regarding military armament and simulated combat (SPIVEY N., 2012). But the sport was no longer confined to the military.

As an admirer of Spartan gymnastics education, Plato pointed out that the country was almost entirely devoted to military excellence and that many sports and gymnastics training functions could serve the military. He recognized the value of physical qualities such as strength and moral virtues such as courage and perseverance. In Plato's Republic, sports and athletic training can play a role in pursuing excellence. Mark is used to educate and select those with self-discipline, mental endurance, and civic dedication who have the quality of guardians and ultimately can be chosen to serve their communities in the country (Reid H L., 2007). Plato believed that pursuing profound values rather than superficial ends in sports could contribute to philosophical success, such as pursuing courage, endurance, and indifference to wealth and fame. Hesiod said that the road to wisdom and virtue is long and steep. Athletes who train for superficial goals, such as looking good, attracting admirers, or even chasing fame and fortune in competition, are consuming their souls.

In Plato's later political dialogue, The Law, only education for art is considered valuable education. "A kind of training aimed at acquiring money or physical strength, or even some intellectual facility not guided by reason and justice, is called crude and unfree, and it is pointed out that it has no so-called educational function(Plato, 1970). True excellence comes from the breakthrough of strength, speed, endurance, and moral virtue. In the process, the human mind is honed into having the quality of will necessary to achieve excellence.

Conclusions

The prize of the ancient Greek Olympic Games was originally just an olive branch, which was a symbolic prize to show that the people who won the games at that time gained more spiritual strength than for some superficial purpose. There is an interaction mechanism between the geographical environment, religious belief, war, and education of ancient Greece and the ancient Greek Olympic Games, which summarizes from incomplete historical memory fragments that the ancient Greek Olympic Games had three spirits: democracy, fair competition, and excellence.

Later generations' thinking about this period of ancient Olympic history has risen to a philosophical level that can connect education, democracy, and the pursuit of political ends through fair competition rather than superficial lots such as glory and wealth.

As Aristotle practiced in Athens in the fourth century B.C., he pointed out that sport was already characterized by blind overconsumption of the body and the pursuit of practical ends with short half-lives rather than long-term training in virtue. Most modern sports philosophers and educators would make the same criticisms of sport and its role in education today. But the pursuit of sportsmanship should not stop just because sport often fails to fulfill its potential as a virtue education, and it is not in vain to strive to pursue and appreciate this potential. In addition, the sages of the Axis era have put forward the concept of a unitary mind and body. Still, many sports phenomena separate mind and body, which can be compared and reflected by the interpretation of the spirit of the ancient Olympic Games. As they continued to wrestle critically with issues of privilege, class, race, and gender, the ancient Olympic Games recognized the potential of sport to challenge social hierarchies. While such social stratification still exists in modern Games, the ongoing exposure of these evils and the promotion of the ancient Olympic spirit will have the opportunity to inspire the pursuit of

truth, beauty, and virtue. Pay attention to the value of human life sportsmanship. The process of deep reflection is the process by which sport and philosophy remain connected, and the ancient Greek heritage shows the actual link between sport and virtue but also proves that sport is closely related to education and political potential.

It is worth noting that although the scenes of the ancient Olympic Games are not the same as those of the modern Olympic Games, they can reveal the nostalgic characteristics of contemporary culture, which contrasts sharply with the purity of the early days and the decline of the present. Hitching a ride on the modern Olympics is still attractive, but the historical relevance between the ancient and contemporary Games is minimal. On the contrary, the best reason to study ancient Greek sports lies in helping to understand ancient Greek culture and society, or the phenomenon of sports, rather than legitimizing the completely different modern phenomenon of sports.

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Tokyo, Olympic city across history

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Abstract

Designated three times to host the Summer Olympics in 1940, 1964 and 2020, Tokyo is a city whose development is historically linked to the Olympics. Including the bid project for the 1960 and the 2016 Games, Tokyo has presented five Olympic projects, each time with five different urban visions which enlighten the nature of the past and present political Japanese regimes: the Tenno-militarism in the 1930s; the high growth period in the 1950s-1960s; and the urban renaissance in the 2000s-2010s. As it takes on average about 10 years from the preparation of a bid to the actual staging of the event, the municipal teams of Tokyo have spent almost 50 years in the last century planning Olympic Games, which represents half of the total time dedicated to urban planning.

The recurrence of the Olympic Games in the planning and growth of Tokyo leads to the idea of a major influence of the Olympics both on the physical evolution of the urban structure but also on that, immaterial, of its planning culture – or, in other words, on the representations, imaginary and practices of the institutional stakeholders of Tokyo's urban fabric. The aim of the paper is therefore double. First, it analyzes each urban vision of the Games of 1940, 1964 and 2020. Secondly, it analyzes the influence of each Olympic project on greater Tokyo's urban planning and regional development, as well as the influence of each Olympiad on the following ones. Doing that, the paper discusses the formalization of a planning culture through organizing the Olympics on the long run in Tokyo.

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Chronometric innovations in the Olympic movement and competitive sport: a brief history of timing from 1731 to Paris 2024

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Abstract.

From Olympia in 776BC to Paris 2024, "Time, the fourth dimension, is only the condition for the existence of the other three." H. Bergson .

Ethics, objectivity and precision could be the watchwords of sports timekeeping. The idea of measuring oneself against competitors as part of a supervised game is well documented in ancient Greece . If the notion of competition existed, the notion of measuring it did not. Firstly, because victory was the only thing that counted, and secondly, because technical mastery at the time did not allow precise time measurements to be established. Born almost 300 years ago out of a desire to resolve longitude at sea, chronometry has become the link between two worlds: sport and watchmaking. It was thanks to advances in watchmaking and the professionalization of sport that chronometry became an essential tool for measuring events.

The relocation of the Olympic Committee to Switzerland during the First World War, for reasons of neutrality, underlines the Helvetic character of this association. Coubertin's revival of the Olympic Games was so successful that it became one of the most eagerly awaited sporting events of the 20th century. The Swiss watchmaking industry, which had itself become a powerful corporation, saw in the sporting competition a formidable springboard for innovation, as well as the opportunity for unprecedented commercial spin-offs. The athlete, celebrated like the flame, not only embodies the fundamental values of Olympism, but can also be the ambassador of a major watch manufacturer by wearing their latest creation on his or her wrist. The alliance between sport and watchmaking has gone beyond a technical partnership to become a commercial union in which each has an interest in being the other's partner. How have these two worlds come together to pursue a parallel path punctuated by technical and human challenges? How has technology changed our relationship with time and competition?

From Olympia in 776BC¹ to Paris 2024

« Time, the fourth dimension, is only the condition for the existence of the other three ». (Bergson²)

Measuring time is measuring action. Beyond metrology, performance becomes an ideal in the sporting imagination. Why have events become so popular? Why has the athlete's feat become a sociological driving force and an economic sector dedicated to the record? The idea of measuring oneself against competitors as part of a supervised game is well documented in Ancient Greece (Vanoyeke, 2020, p. 1). However, there was no such thing as measuring performance, and only the winner was crowned with glory. What's more, at the time, technical mastery did not allow reliable time measurements to be established. The solution came from mechanical watchmaking, which had to solve the problem of calculating longitude at sea at

the end of the 17th century. The chronometer watches derived from them made it possible to measure oneself objectively against others from the middle of the eighteenth century in England, in the first horse races and rowing competitions between universities. The insufficient precision of movements made accuracy and impartiality impossible before the twentieth century but laid the foundations for sports timekeeping.

A cutting-edge watchmaking discipline, it is synonymous with technical perfection that pushes back the limits not only of watchmaking but also of the human body. The renovation of the Olympic Games in 1896 and the involvement of the industrial watchmaking industry turned this new activity - sports timekeeping - into a springboard for innovation.

In 1915, the relocation of the Olympic Committee from Paris to Lausanne as a result of the First World War completed the alliance between sport and watchmaking in a geographical shift towards Switzerland. This opportunity enabled the manufactures to participate in the design of specific machines and to advance watchmaking as a whole through their technical advances.

How do these watchmaking innovations become the objective support for sporting records, and why does precision remain the necessary lever for "chronographic" mastery? Why is this sociology of records inseparable from popular imagery, and how has watchmaking responded to this need?

Timekeeping is the bridge, the link between watchmaking and competition. The links that bind them together are based on a common denominator: the fractioning of time. In these two fields, everything is temporal, from the record to the chronology of innovations. The meeting of time and sport is an obvious one, but it is based on key events that take place on specific dates. These essential milestones are set at each stage of the timeline, in line with technical progress, but also with the historical context, social advances or simply everyday leisure activities.

Three fundamental and inseparable aspects help us to understand this alliance between chronometric innovations and the world of performance. Science and the evolution of techniques have enabled the creation of complex timepieces and encouraged the development of this activity. The professionalization of sport and the revival of the Olympic Games have made timekeeping an essential part of sporting institutions. Machines that went further and further beyond simple chronographs were designed and adapted to each field of sporting application. Finally, timekeeping had a social and economic dimension. The leisure society set up as a model after 1945 found new symbols in athletes. The setting of records, displayed on timing boards, contributed to the success of the events and the ever-growing popular enthusiasm for them. The impact on attitudes is directly linked to these models and polarized by advertising. Like clothing, footwear and sporting goods, watches proudly display their collaboration with an ambassador or a prestigious event. This positive image will benefit manufacturers in the sector and will become (thanks in particular to the Olympic Games) a genuine economic sector generating an immense volume of business.

Time before sport

Running or playing, climbing trees or swimming are all gestures that originated in our childhood, seemingly without any direct link to sport or performance. They can be play, relaxation or fun, with the aim of physical maintenance or simply play. These activities can be hardening, skill-building or self-confidence-building, without necessarily becoming

Olympic events. Homer's accounts of leisure games and Attic black-figure vases already depict athletes³. Competitions were popular in ancient Greece and there were many contests.

Winning and being first were the only goals. In the spirit of the Panhellenic Games, whether Pythian, Nemean, Isthmian⁴ or Olympic⁴, no second or third place was allowed. The athletes' motto was to achieve excellence by surpassing themselves and others.

In the Iliad, Homer's first epic⁵, Achilles conveys these feelings of invincibility, of victory (niké) and of being first (protos), feelings shared by all periodonikes athletes⁷. The study of ancient games provides a better understanding of this philosophy of victory and the absence of any ranking of participants in the games. The technical inability to design and manufacture tools to measure events is understandable in ancient times. Greek mathematical knowledge might have made it possible to devise simple metrology systems. But the reason was quite different. For the Greek athlete, only victory matters, second and third place do not exist (Vanoyeke, 2020, p. 21). So there is no question of a podium, and even less of measuring time or performance. Would Pierre de Coubertin's famous maxim: "The important thing in these Olympiads is not so much to win as to take part"⁶ run counter to ancient practices and the idea that people had of the games?

In 393, Emperor Theodosius I⁷ abolished the virtues of Greek culture from the ancient games. They were revived in modern form one thousand five hundred years later at the 1896 games. Why and how did time management become an essential factor when it didn't exist before?

Punctuality and chronometry: a history of mobility

The Pythian Games are held in honour of Pythian Apollo every four years in Delphi. The Nemean Games were held in Nemea, a city in the Peloponnese where Zeus was celebrated. The Isthmian Games were held on the isthmus of Corinth in honour of the cult of Poseidon (Vanoyeke, 2020, p. 21).

The answer is multi-factorial, and partly through the prism of navigation, a discipline that the emperor Trajan mastered as early as the first century with pride and "sportiness" (Vanoyeke, 2020, p. 127). The relationship with movement is fundamental to understanding what is at stake in time and, by extension, its sporting dimension. Its existence is a necessity dictated by a society in the throes of change, that of mobility and first and foremost that of knowing the time at sea on ships, at the time the only means of "long-distance" transport. The motivation for this research - particularly on longitude at sea - came from the numerous grants offered by all the courts and kingdoms of Europe, showing just how crucial the issue of time was⁸.

This is the starting point of a new era in the history of time measurement, as it will determine the future of watchmaking. The uses and practices of time, unchanged since their origins, would benefit from this technical transformation initiated at the end of the seventeenth century⁹. Until then, man could not trust the watchmaking machine. Technology and instruments were not very efficient and could not replace human judgement. This difficulty also posed the problem of the impartiality of measurements in sporting competitions, which often limited the order of finish rather than the "time". A number of factors will reverse this trend in the long term. Firstly, mechanical advances in watchmaking precision were adapted to production thanks to industrial developments at the end of the 19th century. In fact, it was thanks to the establishment of the great Swiss manufactures that it became possible to manufacture chronometers in large numbers.

The need for accurate, impartial and official measurement

Controlling time is the first pillar of chronometry. A reliable, equal and repeatable time base must be defined. It will then be essential to be able to measure short cycles, to be able to start and stop time at will. Thus, many steps will be needed to design, manufacture and adapt objects capable of determining a fair and impartial measurement. It is fair to say, however, that no sports timekeeping could have existed without the clock and the watch, the mothers of all modern machines, whether electronic or atomic.

The creation of legal time was directly linked to changes in society as a result of new forms of mobility, particularly rail travel. In 1825, the Stockton-Darlington line was opened by engineer George Stephenson. For safety reasons, synchronized and accurate timekeeping was essential. "Timetables became essential tools for organizing and accelerating mobility. Respecting these deadlines, and therefore punctuality, became essential to the smooth running of transport"¹⁰.

Chronometry then spread to other means of transport, such as aviation, automobiles and motorbikes, areas that sometimes became sporting disciplines where the stopwatch was very important, such as the 24 Hours of Le Mans, Formula 1 racing or aerobatics....

We shall see that the chronograph was "also" the essential tool for measuring time in sporting and Olympic events. Pride, hope and surpassing oneself are virtues conveyed by sporting commitment. Olympism brings these values together, and chronometric watchmaking plays a part in the emotions conveyed by this great popular theatre, in the heritage of the ancient games.

Certification in chronometry will be essential in order to be chosen by sporting institutions and become an official timekeeper. In some cases, this can mean recognition, economic spinoffs and substantial visibility for a watch brand. This standardization of time and the impartiality of metrology in sporting events will only come about when the mechanical systems of timepieces (watches and clocks) are truly perfected, facilitated by mass production.

Innovations in chronometry and the renovation of the Olympic Games: a watchmaking response "commensurate" with the performance

There was no large-scale production of these timepieces, which were still not widely available and were reserved for use at sea. Precision watchmaking remained a field of scientific research rather than a genuine industrial sector until the creation of the major watchmaking companies. It was only with industrialization, particularly in England, that a rise in sporting activities emerged. In England, the Industrial Revolution had already led to an increase in watch production volumes. Watchmaking and sport came together in England. As Olympism had been in Greece in ancient times, England became the center of modern sport based on a number of moral and educational values. The social and individual organization of daily life, apart from the fast-paced professional activities, encouraged the population to take part in physical and sporting activities. The latest inventions in the field of transport, led by the railways, changed our relationship with time and introduced a new confrontation between man and machine. The life of the traveler, like that of the sportsman a little later, echoes this new relationship with time, governed by mechanics.

In the 1720s, the first watch with an independent second was created by George Graham, a famous English watchmaker. This was the earliest chronograph capable of measuring a short

time, the forerunner of the models that all timekeepers would use in sporting competitions a century later. In 1776, the Geneva watchmaker Jean-Moyse Pouzait¹¹ invented a watch known as a "deadbeat seconds" watch, the distinctive feature of which was that it independently indicated the seconds when it was triggered but could not be reset to zero. It was now possible to measure a short time independently of the hour, a milestone in horological chronology. Around 1820, Abraham Louis Breguet invented his first watch with a double hand, a date that coincided with the first timed rowing race in Oxford (Terret, 2013). The chronometers used were accurate to 1/5th of a second.

Birth of the Olympic Committee and restoration of the Games

The year 1894 marked a turning point in the history of sport and competition, as a decisive event took place: the renovation of the Olympic Games by Baron Pierre de Coubertin. The case of Omega and its relationship with the International Olympic Committee is an unprecedented example of mutualism. Two years after the first Games in 1896, Omega, the industrial brand based in Biel, launched its first chronograph model accurate to 1/5th of a second. This instrument (based on a 19-line¹² "chro 19" caliber with 15 or 16 jewels¹³) enabled Omega to time 16 international competitions in 1905 alone, as well as the prestigious Gordon Bennett Aeronautical Cup in 1909, held in Schlieren near Zurich, where 73 hot-air balloons and an airship competed.

However, in 1896, in Athens, Thomas Burke, winner of the 100-metre race, was separated by only 1/5th of a second, making this precision insufficient. In 1916, other Swiss manufacturers such as Heuer patented a 1/50th of a second chronograph mechanism (which was manufactured until 1969).

In 1919 Omega officially began its collaboration with the Olympic Committee, celebrating at the same time the IOC's 25th anniversary. Historically, timekeeping was initially managed by a single company. In 1920, Heuer, a competitor from Biel, became the official timekeeper for three consecutive editions (Antwerp 1920, Paris 1924 and Amsterdam 1928). Manual chronographs accurate to 1/10th of a second were ready and could be used in competition, but until the Los Angeles Games in 1932, Olympic records were still legally recorded to 1/5th of a second.

Electricity was used for the first time in 1924 with the first electric chronograph accurate to 1/100th of a second. It did not, however, replace mechanical chronographs. The great economic crisis of 1929 and the ensuing depression did not discourage either the public or the athletes, and in Los Angeles a record number of participants and medals were won: three world records in swimming and fourteen in athletics.

In 1932, for the Summer Games in Los Angeles, Omega made a comeback as the only brand capable of supplying 30 chronographs certified by the Neuchâtel observatory and accurate to a tenth of a second, capable of measuring the athletes' performances. At the request of the Organizing Committee and the IOC, a watchmaker was sent from Bienne (Switzerland) to Los Angeles to supply these chronographs¹⁴.

It was during the 1940s that sports timekeeping innovations became a veritable watchmaking sector in their own right. Never before had the times been calculated as precisely as they were in Los Angeles, but some refereeing decisions were still contested, especially in athletics. Ralph Metcalfe thought he had won the 100m final, but the gold medal went to Eddie Tolan, whose bust crossed the finish line first. It was the photo finish that decided the tie. The first electrical recordings accurate to 1/100th of a second date back to 1902. Coupled with cameras, they were used at the Los Angeles Games in 1932. However, performances were still

displayed to 1/10th of a second; the 1/100th accuracy of the recorder was only used to distinguish between runners arriving within the same 1/10th.

This technical revolution in Olympic timekeeping had its origins in the chronophotography of Jules-Étienne Marey and the photographic decomposition of Edward Muybridge. These techniques, known as "chronophotography", were invented around 1870 to demonstrate that a galloping horse always rests on one leg when regrouping and not when taking off, as had long been thought and depicted in equestrian paintings¹⁵. The Muybridge taut wire was first used to measure times along the finish line at the American athletics championships in 1891. The idea was simple: to connect a wire to a mechanical chronograph that stopped time when the wire was "cut". These cut-wire models were perfected by Longines, which later became a subsidiary of the Swatch Group. An automatic photocell triggered a series of battery-powered chronographs. In England, the camera used at Saint-Moritz was nicknamed Magic Eye in 1948 for the London games.

Automation began to appear in the 1940s, thanks in particular to detection systems set up by the athletes themselves. This was a further step towards objectivity and precision in measurement. This automation began with the design of autonomous, battery-operated photoelectric cells.

In 1952, electronic timekeeping in sport made its appearance at the Helsinki Olympic Games. This invention incorporated a quartz oscillator for the first time.

In the 1960s and 1970s, the technical advances brought about by electronics and the conquest of space once again revolutionized the global industry, particularly in the field of top-level sport. Timekeeping clock modules were partly derived from this. This new timekeeping instrument, comprising a quartz clock and a rapid printing mechanism, measures time to the nearest hundredth of a second. The difficulty remains the bias of human error, because timekeeping is always operated manually.

Seiko replaced Omega for the 1964 Summer Olympics. Tohyama, head of Seiko's research and development department, was on board a flight to Belgrade. He was expected by the Olympic Committee's Technical Commission to present the chronographs that Seiko had developed for the 1964 Summer Olympics to be held in Tokyo. After precision tests supervised by Messrs Pain and Paulen (Secretary and President of the International Association of Athletics Federations), the Seiko watches were judged to be more accurate than their Omega counterparts. Quartz, which has become the standard, is a real reference in terms of time bases. It further improved the precision of chronometers and drove the entire watchmaking industry forward.

In 1966, the International Association of Athletics Federations (IAAF) took a further step by officially recognizing electronic timekeeping at the European Championships in Budapest in 1966.

The Omega Photosprint camera was developed in 1963 but was first used for the athletics events at the 1968 Olympic Games in Mexico City. It filmed all the runners as they crossed the finish line and could develop images in 30 seconds. In swimming, manual timekeeping was used for longer but showed its limitations. Touch pads for swimming were used for the first time in Mexico City. They replaced the manual stopping of the stopwatch by pressing the swimmer's hand against the wall of the pool. It had become essential to automate the timing for refereeing reasons. The plates made it possible to separate the American McKee and the Swede Larsson in the 400 m 4-swim at the Munich Games in 1972 by two thousandths of a second. McKee's supporters used the thickness of the paint on Larsson's lane wall to claim victory. The starter's pistol combined with loudspeakers and a starting signal (positioned on

the edge of the pool) further increased the reliability of the measurement. Thanks to its accuracy to one thousandth of a second, this system puts an end to disputes between judges and timekeepers.

However, world records continued to be displayed to 1/10th in athletics and swimming. 52 billboards were installed in Mexico City, including a monumental 30 x 8 meter billboard in the Olympic stadium. This electronic scoreboard was the largest in the world, coinciding with the popular fervor of the Olympic Games. Integrated timekeeping was introduced at the Grenoble Winter Olympics. The incrustation of times on television was a further step in immersing the public in the spectacle.

In Munich in 1972, timekeeping to one hundredth of a second and world records recorded in this unit became official. That same year, the first athletics starting blocks, fitted with a false start detection module, were tested. Each starting block was fitted with a dynamometer and a loudspeaker through which the runner received the starter's indications and the starting signal. When a false start is detected, an audio signal is transmitted to the starter along with a list of reaction times. The principle of the device is based on the 27 kg pressure exerted by the rider on his take-off foot at the moment of the start.

In Los Angeles in 1984, the swimming touchpad was perfected. It automatically started the stopwatch as soon as the swimmer left the side of the pool. This system, perfected by computers, is still in use forty years later in 2024.

Electronics now make it possible to design and build clocks specially dedicated to a particular discipline, such as taekwondo or fencing. These clocks are capable of counting time and points and therefore of going further.

With this objective in mind, it is our relationship with time itself that is modified. The reliability of results therefore depends on precision, but also on a set of metrological structures developed for each discipline. In 1992, at the Albertville Olympic Games, computers made it possible to measure to a thousandth thanks to a "scan-O-vision" photo finish camera system. For the Vancouver 2010 Games, the traditional cartridge starter pistol was replaced by a new LED pistol. In 2012, for London, timing benches made it possible to calculate times to 1 millionth of a second. These quantum clocks, similar to the rubidium atomic clocks used in observatories, show that 150 years after the creation of time standards, these two worlds are still linked today.

Chronometry and communication, a business and image relationship

Greater precision brings with it a need for exploits, pushing back the limits ever further in the heritage of the ancient games. Although it would be simplistic to draw parallels between the development of sporting cultures and industrial society, it is undeniable that the professionalization of disciplines and the financial resources made available have played a major role in the importance of competition since the mid-twentieth century.

The cultural heritage of industrial society, of mobility and therefore of speed, has transformed the body in its sporting practice: that of competition and the celebration of performance. This ideal model is thirsty for records and feats. Surpassing oneself, exceeding speed and the development of sports watchmaking all contributed to the success of these events, which quickly became veritable popular spectacles. Watchmaking techniques, the development of photography and the birth of major sporting institutions all contributed to the craze for exploits and the popularity of athletes.

The watchmaking industry responded to this new sociology of sport with innovation, creating chronometers capable of measuring very short times in all circumstances. The emerging

institutional world - and in particular the IOC - was to ensure control over time by manufacturing tools entrusted to watchmakers. Sport and watchmaking share common values of high standards and precision, but they are also vectors of image. With their focus on profitability and mass appeal, sport is a fantastic way of appealing to the widest possible audience. From the track to the street, sport transmits this strong message through images in a simple "coding/encoding" (Hall, 1973) conveyed by brands or their sponsors through the athletes themselves. As Gianenrico Bernasconi puts it, the watch "is a complex material document that is defined by its materiality, by the commercial name that designates it and by the uses to which it is put. This dense nature leads us to consider this object as a Leitfossil (<<guide fossil") that bears witness to the intertwining of two major phenomena of this period, the birth of consumerism and the intensification of mobility."¹⁶ Timekeeping has a social dimension in the organization of time. Sport and the media have greatly increased the popularity of watchmaking products, which are the fruit of niche expertise as well as a marketing asset with a highly sophisticated strategy, for two reasons. The first is the need to make time measurement increasingly accurate. The second is the great publicity that games can bring to the watch industry to sell its products to the public. In the rapid succession of technical stages that have marked the history of chronometry, which of these two players has benefited most from this mutualism?

"We are part of the Olympic movement" ¹⁹

The major brands, led by Switzerland, take advantage of the immense showcase provided by the Olympic Games to promote their image and play a direct role in refereeing the competitions. Sponsors and advertising are powerful vectors for promoting a time measurement industry, veritable flag-bearers that are as popular as the athletes who wear them. The communication of major brands and their involvement in major events make watchmaking an inseparable partner of the sporting world.

As a world of image, sport and watchmaking know how to arouse the enthusiasm of crowds for athletes and for those who master their exploits. Sponsorship, an essential lever in this high-market industry, is guaranteed by the impact generated by the Olympic Games. The broadcasting of prestigious competitions shows at all times that each manufacturer has forged a reputation or specialty in a particular sporting field.

A product of the mass market and modernity, the watch is a symbol¹⁷ that mirrors "the social, political and cultural upheavals that accompanied the industrial revolution"¹⁸.

In providing advertising at sporting events, brands can play two distinct roles. The first is that of timing provider, whether they do it themselves or outsource it. The second is that of official partner, which gives them significant marketing impact and visibility. Celebrities reinforce the idea of the reliability or quality of the watch or its manufacturer, particularly if the latter is a sportsman or woman and wears it during the event. While stopwatches are widely promoted at competitions, a distinction can be made between the machines used to measure events and the watches displayed in advertising or worn by individual athletes (which are not necessarily stopwatches). Here again, the alliance between watchmaking and sport symbolized a positive idea of technical progress and victory by adapting to new practices and followers, through a very active commercial strategy. The increased visibility of sponsors since the hypermediatization of events, and the role of timekeeping in sport, have placed watchmakers in a position to promote their image and their economy¹⁹.

Conclusion

The partnership between the IOC and a regular supplier to the Olympic Games since the 1920s has led to the creation of a Swiss environment for timekeeping, as all its players are now located there (Hublot, Longines, Omega, Swisstiming, Tag Heuer, Tissot, etc.). Why is this? A geographical movement that started in ancient Greece reached England with the birth of modern sport and the industrial revolution. This dynamic continued towards Switzerland, with the Olympic Committee on the shores of Lake Geneva, via Paris between 1894 and 1915. The role of England cannot be ignored in this "chronographical" adventure. It was British watchmaking that gave birth to chronometry at the end of the eighteenth century. This know-how found its way to Switzerland, where the watchmaking industry became a major contributor to economic development thanks to the establishment of large factories and a Protestant workforce²⁰.

Attempts to revive the Olympic Games in various forms had rekindled the Olympic "flame" in Great Britain, notably in 1850 with the "Brookes Olympics" (Mullins, 1986). These games were organized in a village in the county of Shropshire, Much Wenlock, by a country doctor, William Penny Brookes. An Anglophile, Baron de Coubertin was invited by Brookes in 1890, four years before the creation of the Olympic Committee in Paris. Conclusion

Out of a concern for neutrality, the Olympic Committee relocated to Lausanne in 1915, fifty kilometers from the major watch manufacturers in Geneva and on the same French-speaking arc as the watchmakers in Biel (Omega for the canton of Neuchâtel) and La Chaux-de-Fonds (Heuer). As a result of this happy geographical coincidence, a "Swiss-Swiss" sphere of sports timekeeping has developed around the IOC and its exclusive supplier since 2003²⁴.

This exclusive contract between the Swatch Group and the Olympic Committee expires in 2032, but will certainly be renewed. This great frieze of time gives us an insight into the innovations that have been created. What does the future hold for this alliance? How can timekeeping continue to progress when everything seems to have already been invented? The question of the athlete and the ethics of his relationship with time can be raised and takes us back to Antiquity. Can we say that man has become the instrument of technology? What coherence is there in a thousandth of a second (for cycling) if not the fact that impartiality can lead to a feeling of frustration or injustice ?

The stopwatch guarantees objectivity and contributes to the spectacle of the performance and the record. It is interesting to see that the systems used in Paralympic events have been able to adapt to individual disabilities (cells for wheelchair races in athletics, light transmitters to visualize the start for deaf or hard-of-hearing athletes). In this way, cutting-edge technology serves the cause of humanity in the values espoused by the founders of Olympism. It would therefore seem that, despite the errors and malfunctions associated with the technology of these now highly complex systems (breakdowns, hacking, the 1996 attack in Atlanta, faulty cells awarding the second as the winner, etc.), timekeeping helps to ensure the safety and success of world events, with the Olympic Games at the forefront. With computerization, the risk of incivilities is growing and can sometimes lead to data or system piracy. Since 2004, the Swiss timekeepers have also been responsible for data handling, i.e. managing all the information inside the stadium.

Paris 2024 is promising new systems that have been kept confidential until now. There's no doubt that they will be a source of innovation - even if they are already raising questions about artificial intelligence and personal data, which are the subject of a great deal of passion and debate.

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Coubertin and the first IOC members

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Abstract.

Pierre de Coubertin is universally known as the founder of the modern Olympic Games. All works on the early days of the Olympic movement emphasize his key role. Although he was only Secretary General of the International Olympic Committee (IOC) from 1894 to 1896, he was already leading, coordinating and more or less directing the committee before 1897, the first year of his presidency. He continued to carry out this mission almost uninterruptedly until 1925 and, according to some, even beyond. Coubertin's brief and common account, a vulgate, gives the impression that he carried out this undertaking alone, a real feat in itself. Those who accompanied and supported him seem to have disappeared from Olympic history. There are two main reasons for this.

The first is undoubtedly the simplicity of the proposal that made it so powerful: one event, one figure. Coubertin, the Olympic Games. This type of equivalence is certainly not unprecedented, since the transmission of history feeds on simplifications. It's an obvious strength in the service of minimalist knowledge, but a real weakness when it comes to a detailed understanding of what was.

Coubertin himself was responsible for the second factor. His writings remain the main source of early Olympic history, the story of an empirical and difficult creation. He wrote almost the entire Olympic Review. He also summarized the campaign (his campaign?) at regular intervals. Few of the other protagonists contributed their personal accounts. Sources are virtually non-existent. Because of this centrality, Coubertin created as many supporters as detractors, and their opposition long circumscribed the debate around the question: for or against Coubertin?

While there's no question of underestimating Coubertin's role as the linchpin of the Olympic movement, it's common sense to revisit the pioneering days of the Olympic movement. It's hard to believe that a young French aristocrat, aged 29 in 1894, could have built it alone. It's also hard to believe that the first members of the IOC were nothing more than stooges, subject, as we sometimes read, to the iron fist of the President.

The aim of this production is therefore to shed new light on the real role played by Sloane, Balck, Gebhardt, Courcy-Laffan, etc... Analysis of the correspondence received by the IOC President from his colleagues, the members, tells a different story, one of trusting, even friendly relations, but also of differences of opinion at the root of much more tense moments.



The historical evolution and philosophical change of the Olympic ideological system

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Abstract.

Olympism is a kind of meta-narrative philosophy which is constantly explained and constructed by "agents" such as Coubertin, Carl Timm and the Olympic Academy. Based on the historical and philosophical review of Olympism, from the standpoint of critical realism and from the perspectives of modernity, cultural imperialism and globalization, this paper uses ethnographic content analysis (ECA) to comb out the evolution of the Olympic ideological system in three stages. Specifically, the Olympism in Coubertin's era is divided into the prelude of Olympism (1863-1894), the preliminary interpretation of Olympism (1894-1914), and the enrichment and perfection of Olympism (1914-1937). The Olympicism of Carl Timm's era is divided into the pre-Nazi Olympic period (1906-1933), the Nazi Olympic period (1933-1937), and the post-Nazi Olympic period (1937-1962). Olympism in the era of Olympic Academy is divided into Cold War period (1961-1991) and post-Cold War period (1991-present). On this basis, this paper deeply explains Olympism advocating universal ethics and philosophical issues in geopolitics, social culture and economic game. It also points out that the core value of Olympism is mutual understanding and respect, and multiculturalism is the only way for international Olympic culture to enter the future.



Theoretical and Empirical Exploration of Olympic Education as Unique Resource for Improvement of Physical Education in China

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Abstract

What the most valuable and sustainable legacy of the Beijing Olympic Winter Games Olympics have been left to China, from my perspective, could be the Olympic education in that the initial and key pursuit of the Olympic movement is education with the sport as the key carrier. Confronted by the main issues of decline of physical, mental and moral health of primary and secondary school students in recent years in China, new round reform of physical education has been put forward since 2018 with the concurrent implementation of Beijing 2022 Olympic education starting after the successful bidding in 2015. Can Olympic education be acted as both solution to the health issues and “catalyst” for the efficient implementation of reform? In this paper, by means of such research methods as literature, interview, and action research, firstly high coupling between Olympic education and requirements of reform of physical education in China has been explored from dimensions of goal, content, object, carrier from perspective of theoretical framework of pedagogy. Secondly, with the reference of pathway of Olympic Value Education issued by the IOC in 2016, the localized interdisciplinary model for Olympic education through ice & snow sports has been framed based on the idea that sport is the fusion of natural and social and humanistic science. Thirdly, from empirical perspective, 4-year implementation process and results in the polit school have been illustrated guided by localized interdisciplinary model. Consequently, it has been concluded that Olympic education could be localized and integrated as the unique resource to improve the quality of physical education in primary and secondary schools in China.



Research on Knowledge Management of the Beijing 2022 Winter Olympics

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Abstract.

The Beijing 2022 Winter Olympics effectively reduced event costs and improved quality through knowledge management, providing a model for future large-scale sports events. By analyzing and summarizing the characteristics and shortcomings of knowledge management in the Beijing 2022 Winter Olympics, we can provide reference for knowledge management in large-scale sports events. [Method/Process] Content analysis was employed, utilizing policy documents, case reports, and news information as data sources. Characteristics of Winter Olympics knowledge management were summarized, including management strategy, system, and top-level design. Drawing on the theory of knowledge lifecycle, deficiencies in Beijing 2022 Winter Olympics knowledge management were analyzed, yielding suggestions for future large-scale sports events. [Results/Conclusion] Deficiencies in Winter Olympics knowledge management were identified in terms of comprehensiveness, sustainability, and coverage of results, emphasizing the need for comprehensive knowledge collection, normalized operational structures, and multidimensional development of event knowledge.

Keywords: Beijing 2022 Winter Olympics, Knowledge Management, Large-Scale Sports Events

In 2022, Beijing and Zhangjiakou, as host cities, closely collaborated with the International Olympic Committee (IOC) and other international sports organizations to jointly organize the Beijing 2022 Winter Olympics, presenting a simple, safe, and spectacular large-scale sports event to the world. As the most representative international large-scale sports event globally, the bidding, organizing, and hosting of the Olympic Games are not only a complex event management project but also a process of knowledge production, storage, sharing, and creation.¹ In 1999, the IOC initiated the "Transfer of Knowledge" (TOK) project, and in 2002 established the Olympic Games Knowledge Services (OGKS) company. In 2005, the services of OGKS were integrated into the IOC's internal structure, leading to the establishment of the Olympic Games Knowledge Management (OGKM) project team. In 2008, knowledge services were written into the *Host City Contract* for the first time, becoming a legal obligation for the Organizing Committees. Olympic knowledge management provides experience for the preparation of the Olympic Games, effectively reducing the cost of organizing the Games and improving the standards of Olympic event preparation. A comparative study by the Saïd Business School at the University of Oxford showed that the median overspend rate of the Olympic Games fell significantly from 166% to 51% after the initiation of the Olympic Knowledge Management Project, with the 2008 Beijing Olympics only having an overspend rate of 2%.² Therefore, strengthening research on Olympic knowledge management and promoting the openness and sharing of knowledge in Olympic preparation is of great significance for reducing the costs of organizing sports events and improving the efficiency and quality of sports event preparation.

Literature Review

As a large-scale sports event, the Olympics exhibit characteristics such as cyclical timing, government involvement, diverse motivations for hosting, varied participants, complex event management, diverse efficiency evaluations, and wide-ranging impacts.³ Since the beginning of the knowledge economy in the 21st century, the traditional management model of large-scale sports events has been unable to adapt to the increasing complexity of Olympic event management, and knowledge management has gradually been applied to Olympic event management. Existing research on Olympic knowledge management mainly focuses on the following themes:

The processes and key elements of Olympic knowledge management. Huang Wenhui systematically introduced the emergence and development of Olympic knowledge management and used the 2008 Beijing Olympics as a case study to analyze application strategies, support mechanisms, and project measures in organizing knowledge management.⁴ Milena M. Parent used Nonaka's SECI model as a theoretical framework and emphasized the crucial role of knowledge sources, organizational culture, and personal knowledge in Olympic knowledge management, using the 2010 Vancouver Winter Olympics as an example.⁵ Permita Adi Listiani using the 2018 PyeongChang Olympics as a case study, suggested that tacit knowledge derived from individuals is the primary goal of event knowledge management and that interpersonal communication is the most common way to acquire and create knowledge.⁶ Nayeb Ali Rahmati Asl studied the relationship between organizational culture and knowledge management in the Iranian Olympic Committee, suggesting that organizational culture plays a fundamental role in the functioning of knowledge management.⁷

Measurement of the impact of Olympic knowledge management. Shiguang Zhai and Liu Wenna studied the knowledge sources and dissemination of the 2008 Beijing Olympic Organizing Committee, concluding that Olympic knowledge management benefits the Organizing Committee by improving its dynamic core capabilities.⁸ Bent Flyvbjerg and others conducted research on the relationship between the scale and expenditure of past Olympics, establishing a phenomenology of Olympic costs and cost overruns to enable consistent and systematic comparison between different editions of the Olympic Games.⁹ Considering knowledge management in the context of Olympic legacy: Becca Leopkey explored the institutionalization process and impact of knowledge management in Olympic legacy work.¹⁰ Keiko Homma analyzed the relationship between knowledge management and the development of sports legacy, assessing the Olympic Games Impact (OGI) of knowledge management.¹¹

Existing research on Olympic knowledge management provides this paper with rich theoretical guidance and practical basis, greatly expanding its research perspectives and approaches. Horizontally, research at home and abroad shows regional characteristics, as studies are often conducted based on national events. Vertically, domestic research mainly began with the 2008 Beijing Olympics, with late starts and fewer results, mainly focusing on the knowledge management of the 2008 Beijing Olympics, with little involvement in the knowledge management of the 2022 Beijing Winter Olympics. However, the knowledge management of the 2022 Beijing Winter Olympics has accumulated more talent and experience than the 2008 Beijing Olympics. During the Beijing Winter Olympics, the IOC systematically summarized the progress and achievements of the Beijing Organizing Committee in knowledge management and talent development in a report titled "*Results of the Beijing 2022 IKM Work*" advocating that future Organizing Committees comprehensively

learn from the Beijing experience.¹²¹³ Therefore, the innovation and development of the Beijing Winter Olympics' knowledge management are worthy of in-depth research.

Overview of knowledge management of Beijing 2022 Winter Olympics

The IOC and the BOCWOG standardized the knowledge management of the Beijing Winter Olympics through appropriate institutional designs. The *Host City Contract: XXIV Olympic Winter Games in 2022*¹⁴ (hereinafter referred to as the *Host City Contract*), signed between the IOC and Chinese host city, details the management objectives, organizational structure, and management strategies for the Winter Olympics knowledge management in its Section 28 "Games Information and Knowledge Management". This document explicitly states that the goal of Olympic knowledge management is "to develop the Olympic organizers into a learning organization that can acquire, create, store, share, access, and use information and knowledge, ultimately assisting in hosting an Olympics that aligns with their vision." The requirements include: ① Proper positioning and authorization of knowledge management by the Organizing Committee; ② Provision of a comprehensive learning strategy for acquiring knowledge and imparting it to future Organizing Committees; ③ Development of a long-term Olympic legacy plan to preserve Olympic documents, archives, artifacts, memorabilia, and other Olympic legacies indefinitely. Subsequently, the BOCWOG formulated documents like *The Legacy Plan of the Olympic and Paralympic Winter Games Beijing 2022*¹⁵ (hereinafter referred to as the *Legacy Strategy Plan*) to guide the knowledge management of the Winter Olympics and promote the achievement of the knowledge management goals of the Beijing 2022 Winter Olympics.

Organizational Structure of Beijing 2022 Winter Olympics Knowledge Management

The BOCWOG defined the organizational relationship and institutional settings for knowledge management. In terms of organizational relations, the IOC, as the leading body of the Olympic Games, plays a guiding role, while the BOCWOG, as the body being led, carries out the implementation. The IOC and BOCWOG share experiences accumulated over the years in organizing events and assist the BOCWOG in preparing for the Olympics. In turn, the BOCWOG provides the IOC with all the data, documents, and materials prepared, submitting this information and expertise in the format and timetable prescribed by the IOC, to facilitate the ongoing advancement of the IOC's knowledge management work. Regarding institutional settings, the *Host City Contract* stipulates: "From its establishment until its dissolution, the Organizing Committee should establish a management unit responsible for coordinating all matters related to information and knowledge management and related processes." For the first time, the BOCWOG positioned its knowledge management team under the human resources management department, with the HR department leading the implementation of knowledge management, integrating it throughout the preparation process, and achieving a comprehensive blend of information, knowledge, learning and training with human resource development management, ensuring the full implementation of a people-centered management strategy.

Management Strategy of the Beijing 2022 Winter Olympics Knowledge Management

The knowledge management of the Beijing 2022 Winter Olympics is divided into four sections: training, coaching, knowledge, and analysis. In the training and coaching section, the BOCWOG invited international experts to hold international knowledge management learning seminars and, relying on international events, dispatched key personnel to participate in cross-Games internship programs, shadowing programs, observer projects, and other

training projects. By organizing various training projects and conducting event experience projects, they established a learning strategy and learning paths for different business areas. In the knowledge section, the BOCWOG integrated digital knowledge resources, launched the Olympic Organizing Committee Information and Knowledge Management Network Platform, and established a personalized curriculum system and learning for different types of preparation personnel, achieving knowledge transfer and creation through network platform management and the development of a visual learning platform. In the analysis section, the BOCWOG published the *Beijing 2022 Winter Olympics and Paralympics Sports Heritage Report (2022)* after the Games, which included 44 Winter Olympics preparation legacy cases from seven aspects such as venues, sports, and economics. They will continue to submit post-Games legacy progress reports, case studies, and analysis reports (until 2027) to the IOC to achieve event evaluation, data analysis, knowledge heritage, and experience transfer for the Beijing 2022 Winter Olympics. As of March 2022, the BOCWOG had submitted a total of 612 documents, 573 photos, and 54 videos to the IOC. These materials, directly related to the key milestone tasks of the Beijing 2022 Winter Olympics, provide direct reference for future Organizing Committees.¹⁶

Characteristics of the Beijing 2022 Winter Olympics Knowledge Management

This paper used content analysis to gather policy documents, summary reports, news, and other textual materials related to the knowledge management of the Beijing 2022 Winter Olympics from the IOC's official website, the Chinese Olympic Committee's official website, and mainstream media.⁹ representative texts were selected, and the MAXQDA software was used to code the collected textual materials.

Based on the analysis of the existing materials, the author summarizes the characteristics of the knowledge management of the Beijing 2022 Winter Olympics from three aspects listed in the "Content Classification" column of Table 1: management philosophy, management mechanisms, and management effectiveness.

Management Philosophy: Integrating Knowledge Management into the Olympic Legacy System

After the successful bid for the Beijing 2022 Winter Olympics on July 31, 2015, to innovate the concepts and methods of organizing the Olympic Games, scientifically manage and utilize the results of the Beijing 2022 Winter Olympics preparation, and leave a sustainable legacy for the host city, A2 clearly points out that for the first time, the BOCWOG, from the macro perspective of Olympic legacy, fully valued the work of Olympic knowledge management. It included "preparation knowledge transfer" as one of the 35 key preparation tasks in the Winter Olympics' "Legacy Strategy Plan," under the category of sports heritage. It clarified that preparation knowledge is a precious intangible legacy of the Winter Olympics. Effective management of preparation knowledge can fully exploit the value of the Olympic legacy, thereby reducing preparation costs, improving efficiency, and achieving intangible benefits. The inclusion of Winter Olympics knowledge management expands the connotation and significance of the Olympic legacy to some extent, providing references for China's future large-scale sports events and future Olympic Games.

Management System: Establishing a Talent-Centric Management System

Talent is the primary resource and strategic element in the preparation of the Beijing 2022 Winter Olympics. Texts A3, A4, A7, A8, and A9 all mention the importance of talent in the

knowledge management of the Beijing 2022 Winter Olympics. "Gathering and utilizing talents from all over the world" is the strategic choice of the BOCWOG for knowledge management. The Committee has achieved a comprehensive integration of knowledge management and human resource development, ensuring the full implementation of a talent-centric management strategy. Most Olympic Games information and knowledge management teams have been formed as groups, but as mentioned in A9, the BOCWOG for the first time placed the information and knowledge management team under the human resources management department. This leverages the unique advantages of the human resources department in integrating and coordinating resources, thus achieving cross-departmental and cross-field knowledge management.

The Committee published the "Beijing 2022 Winter Olympics and Paralympics Talent Action Plan," which outlines the roadmap and timetable for developing and training 11 talent teams (including seven teams directly involved in the preparation like international talents, staff teams, competition management talents, professional technical talents, competitive sports talents, volunteer service talents, contractor talents, and four teams aimed at the societal level such as city operation talents, youth Olympic education, grassroots sports talents, and innovation and entrepreneurship talents). According to the plan and "Hebei Province Winter Olympics Talent Implementation Plan (2016-2022)," Zhangjiakou city formulated the "2022 Winter Olympics and Paralympics Zhangjiakou City Talent Training Plan" and the accompanying Winter Olympics talent training system and recruitment plan, forming a relatively complete talent training and utilization system. In terms of talent training, the BOCWOG combined "going out" and "bringing in" to create a talent training model with Chinese characteristics. For example, relying on international event platforms, the Committee dispatched 654 key personnel to participate in shadowing programs, observer projects, etc., abroad, and actively invited foreign experts for guidance, holding over 40 related international learning seminars with the participation of 160 international experts. In terms of talent reserve, the Committee actively trained government personnel, cultivating multi-disciplinary event management talents while also leaving a rich reserve of talents for the long-term development of sports. During the preparation of the Winter Olympics, a total of 2,878 domestic technical officials and 1,700 competition service and support talents were trained.

Management Effectiveness: Promoting the Open Sharing of Olympics Knowledge

With the operationalization of Winter Olympics preparation work in venues and the continuous expansion of personnel, the BOCWOG has taken various measures to effectively conduct learning and training under the normal COVID-19 pandemic prevention and control situation. As mentioned in texts A4, A5, A6, A7, and A8, platforms and initiatives like the IKM platform, "Learning Winter Olympics" WeChat Mini-Program, "Winter Olympics Public Lecture Hall", "Snow and Ice Knowledge Micro-Classroom" series, "Internet + Disabled" winter fitness service platform, and "Home of Ice and Snow" series of activities were implemented to strengthen Winter Olympics talent training and promote the open sharing of Winter Olympics knowledge. The Information and Knowledge Management Network Platform, launched in February 2021, is the first open and specialized Olympic information and knowledge management platform. It hosts 21 competition project introductory videos, 5 episodes of Winter Olympics lecture shorts, 15 English video courses, and other 400 training videos and 1.5 million characters of training materials. The establishment of the IKM platform was in response to the need for normalizing cloud-based learning and training during the pandemic, the need for more widespread dissemination of general Winter Olympics knowledge, and the sustainable support for Olympic Games information and knowledge management. The platform is open to both Winter Olympics organizing personnel and the public. For the organizing personnel, the IKM platform

integrates knowledge resources to create a training course system across various fields, enhancing work capabilities. For the public, the public course resources provided by the IKM platform are available for learning and reading by all sectors of society, which is beneficial for popularizing Winter Olympics knowledge. Throughout its operational cycle, the IKM platform supported 30,000 event organizing personnel in completing online learning, and the publicly accessible resources received over a hundred million clicks. After the Beijing 2022 Winter Olympics, some of the electronic data on the IKM platform will be transformed into the Beijing 2022 Knowledge and Data Electronic Museum.

The innovation and effectiveness of the BOCWOG in knowledge management platform systems have been highly praised by the IOC. In an article titled "Beijing 2022 Winter Olympics: Promoting Innovation in Olympic Information and Knowledge Management," the IOC specifically introduced the construction achievements of Beijing's cloud learning platform. C. Payne, the head of the IOC Information, Knowledge and Games Learning (IKL) team, praised that "Beijing 2022 is at the forefront of digital knowledge dissemination among all Olympic Organizing Committees."

Shortcomings in the Knowledge Management of the Beijing 2022 Winter Olympics

Although the knowledge management under the BOCWOG has distinctive "Chinese characteristics" and innovative significance, it is not perfect. Knowledge management, mainly focusing on Winter Olympics preparation knowledge, still has shortcomings in terms of comprehensiveness of knowledge, continuity of management, and the extent of effectiveness coverage. This paper, based on the Knowledge Life Cycle (KLC) theory, analyzes the shortcomings of the Beijing 2022 Winter Olympics' knowledge management. The KLC theory, first proposed by American knowledge management experts in "New Knowledge Management – Complexity, Learning and Sustainable Innovation," refers to the process where knowledge originates from human social systems, is acquired through individual and shared pathways, and is shared at an organizational level. Applied to the Beijing 2022 Winter Olympics' knowledge management, this process can be divided into three stages: knowledge identification and selection, knowledge sharing and storage, and knowledge utilization and development.²² Based on this, the author combines the results of the Winter Olympics knowledge management text material analysis to identify shortcomings in these three stages of knowledge management.

Limited Comprehensiveness in Collection, Structural Gaps in Olympic Knowledge

The identification and selection of knowledge lack systematic regulation, and the tacit knowledge of individuals is not sufficiently valued. Dividing Olympic knowledge assets into explicit and tacit knowledge, where explicit knowledge includes clearly expressed knowledge like documents, policies, reports, and procedures of the Olympic Games, and tacit knowledge refers to the difficult-to-express personal experiences, expertise, and practical work experiences of Olympic Games organizing personnel. From the perspective of Olympic legacy, the accumulation of explicit knowledge and the collection of archival legacies are compatible, with archives originating from various business fields and having diverse carrier forms. However, the "Beijing 2022 Winter Olympics and Paralympics Organizing Committee Archive Management Methods" formulated by the BOCWOG did not specify the archiving scope for each field, and the comprehensiveness and completeness of archival collection in various venues and fields varied due to complex personnel composition and varying professional capabilities. The collection of tacit knowledge depends on the explicit accumulation of talent's tacit knowledge. While the Winter Olympics Organizing Committee places knowledge management under the human resources department, plans such as the

shadowing program and observer project facilitate the sharing of tacit knowledge among talents. However, there is a lack of specific and feasible mechanisms for the explicit accumulation of tacit knowledge.

Insufficient Continuity in Management, Post-Winter Olympics Knowledge Management Needs Strengthening

The sharing and storage of knowledge lack long-term mechanisms, and management platforms lack sustained operation. The BOCWOG's physical manifestation of knowledge management based on human resources is the establishment of institutions and the placement of personnel. The Committee, established specifically for the preparation of the Winter Olympics, rapidly expanded its institutions and personnel during the preparation and will dissolve after the Games. The temporary nature of the organization and its dependency on human resources limit the continuous management of explicit and tacit knowledge. The transmission and sharing of tacit knowledge depend on the continuous management of talents. On the one hand, the mobility and finiteness of talents mean that tacit knowledge cannot be continuously developed and utilized. Before the Games, the BOCWOG had already reserved 7,800 professional talents to ensure the organization of the Games. Foreign experts, domestic technical officials, interns, volunteers, and contractor staff formed the talent pool for the Games. The diverse sources, complex composition, and high mobility of the talent pool, coupled with the lack of a unified institution for post-Games management, make it difficult to form a long-term plan for the development and utilization of event organizing talents. The accumulation and storage of explicit knowledge require physical carriers. Currently, the IKM platform of the BOCWOG has ceased to be open to the public following the dissolution of the Committee, and the construction of the Beijing 2022 Knowledge and Data Electronic

Museum remains stagnant. Both event preparation personnel and the public lack access to Winter Olympics knowledge. How to overcome the limitations of time and location to achieve the storage and sharing of Winter Olympics knowledge is worth considering.

Limited Scope of Effectiveness, Application Range Awaiting Further Expansion

The knowledge management lacks systematic design for knowledge development, limiting its application scope. The knowledge management objectives of the Beijing 2022 Winter Olympics can be divided into two levels: IOC and BOCWOG. For the IOC, the goal of Beijing 2022 Winter Olympics knowledge management is to provide necessary experience and knowledge for the next Organizing Committees, improving the efficiency and quality of Olympic event preparation. For the BOCWOG, the goal is to provide a talent reserve and experience reference for China's future large-scale sports event preparations. However, the current "Legacy Strategy Plan" limits the design of knowledge management objectives to the IOC level, i.e., providing knowledge management-related reports to the IOC and undertaking the task of interfacing with other Olympic knowledge management projects. There is no clear guidance on how the BOCWOG's event organizing knowledge can be transferred to other large-scale sports event preparations. Additionally, the "Legacy Strategy Plan" proposes seven legacy visions: sports, society, economy, culture, environment, regional development, and urban development, with "information and knowledge management" placed within the scope of sports legacy work. Its objective should align with the sports field, primarily aimed at reducing the cost of organizing events and improving the level of organization. How Winter Olympics knowledge can be transferred beyond the field of sports events to demonstrate its value in society, economy, culture, and other fields remains to be explored.

Suggestions for Knowledge Management of Large-Scale Sports Events

In response to the shortcomings of knowledge management in the Beijing 2022 Winter Olympics, the author proposes the following countermeasures and suggestions for reference and learning in knowledge management of future major sporting events and even non-sporting major events.

Improve knowledge collection, strengthen knowledge development and utilization

In knowledge collection, there is a certain deviation between the strong target orientation of existing knowledge collection and the multi-dimensional knowledge collection requirements. To overcome the structural absence and uneven levels of knowledge collection, it is necessary to establish a comprehensive, complete, and three-dimensional knowledge classification system, standardize knowledge collection channels, and, considering the difficulty in expressing and collecting tacit knowledge, adopt alternative knowledge carriers such as oral archives for preservation. In knowledge development, sports event preparation knowledge needs standardized organization and open sharing to meet the utilization needs of different regions, institutions, and projects for Winter Olympics knowledge. In knowledge utilization, sports event knowledge management should also proactively "reach out" and provide knowledge resource utilization services to various institutions post-event, instead of relying solely on talent mobility and passive consultation for knowledge transfer.

Optimizing Organizational Structure, Normalizing Knowledge Management Operations

The knowledge storage of large-scale sports events is large, valuable, and influential. The management of event organizing knowledge is not achieved overnight. Currently, there is a focus on pre-event and during-event management, with post-event management being weaker, lacking continuity and professionalism. Knowledge management, as a long-term task, should be independent of task-oriented organizations, breaking free from the current dependencies, timeliness, and task-oriented limitations of knowledge management institutions, establishing specialized, normal, and expandable knowledge management institutions. Under the auspices of specialized knowledge management organizations, each large-scale sports event's knowledge management can adopt a project-based approach, establishing specialized project teams for knowledge management to utilize existing knowledge and collect event knowledge. At the same time, coordinating human resource management and archival legacy departments, focusing on the continuous management of event organizing talents and the accumulation and storage of explicit knowledge, can better achieve the sharing and transfer of event organizing knowledge, covering knowledge management of domestic large-scale sports events comprehensively, thus realizing professional, normal, and expandable knowledge management.

Promoting Winter Olympics Knowledge, Expanding the Range of Knowledge Application

Regarding the limited transfer and utilization scope of sports event preparation knowledge, it is suggested to expand the direction of transfer and utilization of sports event preparation knowledge, achieving multi-dimensional development of such knowledge. The transfer and utilization of sports event knowledge management should break free from the IOC's limitation of "improving the efficiency and quality of Olympic event preparation," expanding to multi-dimensional legacy themes such as sports, society, economy, culture, environment, regional

development, and urban development. For instance, in regional development, the innovative co-hosting of the Winter Olympics by two cities can provide a handle for promoting the coordinated development of the Beijing-Tianjin-Hebei region, promoting policy and system innovation, coordinated governance innovation, institutional mechanism innovation, and pilot projects for coordinated development in transportation, environment, and industry, leading the comprehensive implementation of the Beijing-Tianjin-Hebei coordinated development strategy. The knowledge of large-scale sports event preparation, based on scientific and standardized classification and digital knowledge base construction, needs to be developed and utilized thematically and systematically, striving to maximize the development and utilization benefits of event preparation knowledge.

Conclusion

Under the guidance of President Xi Jinping's concept of "Green Olympics, Shared Olympics, Open Olympics, and Clean Olympics," the Beijing 2022 Winter Olympics achieved a comprehensive integration of knowledge management and human resource development, innovated in the digital dissemination of Olympic knowledge, and promoted the inheritance and development of Olympic legacy. However, issues such as limited comprehensiveness in Winter Olympics knowledge collection, weak continuity in management, and limited scope of effectiveness still await continuous optimization and improvement. Beijing 2022 Winter Olympics knowledge, as the "intellectual crystallization" of the entire BOCWOG and even all of China, has set a "new benchmark" in the development of sports event knowledge management with its tremendous achievements in knowledge management of the Beijing 2022 Winter Olympics. In the context of multi-dimensional value development of Olympic legacy, the application of Beijing 2022 Winter Olympics knowledge will provide new pathways for sustainable development. Amidst the complex and changing international situation, the transmission of Beijing 2022 Winter Olympics knowledge will help the international community to gather strength to move forward beyond differences. Research on Beijing 2022 Winter Olympics knowledge management should also transcend the Winter Olympics itself, continuously delving into the broader management of large-scale sports events and the sustainable development of Olympic legacy.

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Theoretical Evolution and Development Trends of Global Rock-Climbing Research in the Background of the Olympic Games

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Abstract.

After completing its Olympic debut at the 2020 Tokyo Olympic Games, competitive rock climbing continued to be selected as the official event of the 2024 Paris Olympic Games and the 2028 Los Angeles Olympic Games, effectively promoting the rapid development of rock climbing around the world. Therefore, this paper takes 2010 global rock-climbing research literatures collected by Web of Science core collection database from 1991 to 2023 as samples, and uses Cite space visualization research tools to review and summarize global rock climbing research, and explore the theoretical evolution and hot frontier of global rock climbing research. It is of great significance for scholars to grasp the research trend of global rock climbing, understand the frontier issues of global rock-climbing research and promote the theoretical research and practical development of rock climbing. Research shows: 1) At present, the achievements in the field of rock-climbing research are mainly concentrated in countries with a long history of rock-climbing development such as Europe and the United States, forming a number of relatively close cooperation teams, and producing fruitful research results to provide strong support for the development of rock climbing practice. 2) global rock-climbing research has shifted from single disciplinary research to multidisciplinary research. From the perspective of the evolution path of the knowledge map, the initial research on rock climbing was mainly based on sports medicine. With the development of practice, rock climbing research has developed into a multidisciplinary research trend of sports training, physiology, sports medicine, psychology, etc. The recently developed rock-climbing psychology is worthy of attention. 3) Macroscopic research has shifted to microscopic research. Rock climbing is a sport that integrates leisure, fitness and competition. The research started late. At first, it was mainly based on the characteristics of sports. At present, it has turned to micro-level research. It has formed special research on the injury of the finger flexor pulley system, the analysis of finger grasping movements and so on. 4) Sports medicine research is the main direction of current research.

Consistent with the mainstream of global sports science research, the research on rock climbing is also based on sports medicine research, focusing on sports performance, sports injury, sports training and sports psychology research, and the research content is gradually improved. 5) Mainly based on indoor rock-climbing research. Rock climbing was originally a skill in mountain climbing. It was separated from mountain climbing around the 1970 s and became an independent sport and became popular around the world. There are now multiple classifications including competitive climbing, deep-water climbing, etc., but as far as research is concerned, indoor climbing is the main reason, mainly because indoor climbing is easy to control research variables.

Keywords: Global; Olympic Games; Rock climbing; Theme evolution; Development trend



Olympic Values, Legacy & Education

Valuing Olympic Legacies

MAX DONNER

BUSINESS EXPERT PRESS

Abstract.

Each Olympic Games involves a substantial investment. Local organizing committees typically fund outlays of \$5 to \$15 billion and national Olympic committees and sports federations collectively spend additional billions for programs to train and select athletes who fulfill the high-performance standards required for Olympic success.

Initial evaluations of the value of Olympic games legacies focus on physical infrastructure, with many facilities in continued use for over 100 years. Research from the book “The Olympic Sports Economy” shows that there is also substantial additional value created by accumulated expertise, leading edge medial research, and unique intellectual properties and patents. Together, these have created over \$10 billion in valuable intangible assets. In addition, the Olympic Games have become a foundation of a sports business ecosystem which generates global annual sales of over \$500 billion and employment of over 1 million.

This introduction for valuing Olympic legacies will present widely used techniques from accounting and finance practiced by private equity investors to demonstrate the substantial value of intangible assets that the Olympic Games contribute to the global economy. It will elaborate on key findings in the book “The Olympic Sports Economy” regarding:

- Communications infrastructure
- Human resources development
- Health and human performance discoveries
- Product development and optimization

The presentation will conclude with an overview of resources which participants can use to conduct further research on the subject of valuing Olympic legacies.

An overview of related content is available at the official website for the book “The Olympic Sports Economy”: <https://www.businessexpertpress.com/books/the-olympic-sports-economy>.

The month before the 2016 Summer Olympics took place in Rio de Janeiro, a private investor group reached an agreement to pay \$4 billion for the global UFC franchise in mixed martial arts. The \$4 billion price set a new record as the highest price ever paid to acquire a sports franchise. That record did not last long. The month after the 2016 Summer Olympics, an even more staggering price level for sports franchises entered the record books at \$8.5 billion, when Liberty Media agreed to buy the Formula One organization from entrepreneur Bernie Ecclestone.

The Olympics are produced by a network of not-for-profit foundations and are not for sale. But the premium prices paid for two successful global sports giants confirmed that the value

created by international sports event producers is exceptional. This value is built on a foundation of a robust international sports industry with good growth prospects. The UFC deal set seven times gross revenues as an accepted premium for a successful international sports franchise, consistent with similar transactions in professional sports leagues. These benchmarks would make the core Olympic properties, the Summer Games and Winter Games, collectively worth over ten billion dollars.

New sponsorship deals have reinforced the financial value of the Olympic Games. The combined value of two new multi-year agreements in the “The Olympic Partners” TOP global sponsorship program announced in January 2017 was one billion dollars.

Highly sophisticated investors have validated multi-billion dollar valuations for sports organizations. Computer billionaire Michael Dell joined the syndicate which purchased a majority stake in UFC. The Abu Dhabi sovereign wealth fund took a nine percent ownership position in Formula One. The Olympics, comparable to Formula One and UFC, is a valued franchise linked to a premium global brand. It is now benefitting from the value it has created.

The Olympic brand has earned gold medal status. A 2013 study by marketing experts at Sponsorship Intelligence, recruited by the IOC to conduct consumer and media research, showed that the Olympic Rings are the world’s most recognized and admired trademark and that the positive brand image of the Olympics has a solid foundation. The 2013 study reported that the Olympic Games has the highest appeal and awareness ratings among 12,000 respondents surveyed in sixteen countries.

The study by Sponsorship Intelligence also underscored another important factor in creating a premium brand in which the Olympics has achieved first place worldwide. That is the scale of its global audience. This reached 3.7 billion viewers worldwide during the 2012 Summer Olympic Games. While that figure was about half the world’s total population in 2012, new ways to reach viewers on mobile devices are adding upside potential to the live viewing audience while new digital channels and social media are growing the capacity to re-broadcast Olympic events for viewing on demand. The forecast global audience for the Tokyo 2020 Summer Olympic Games is over 4 billion.

Gold medal championship status requires extraordinary effort to maintain, and the 2016 Rio Olympics put this status to the test. A Spring 2016 study by Global Language Monitor observed the brand strength of the Olympics and its sponsors trending lower as media attention drifted towards the negative aspects of construction delays, budget woes, disciplinary challenges, and the Zika public health crisis.

The success of new sponsorship deals agreed to after the 2016 Rio Olympics demonstrated that the Olympics had the resilience to maintain premium global brand status. The twelve-year strategic partnership between the IOC and its Olympic Channel with Alibaba Corporation of China announced in January 2017 was valued at US \$600 million in services and funding. That figure put a US \$400 million value on the eight-year global partnership concluded with Bridgestone Corporation of Japan a few weeks earlier.

This positive momentum helped the IOC to add another global titan to the Olympic Partners sponsorship program in June 2017. Intel, a leading supplier of components for digital devices and a pillar of the Silicon Valley technology community, signed an agreement to support the Olympic Games through 2024. The agreement illustrated important ways that this type of sponsorship agreement leverages the expertise of corporate partners to build unique competitive advantages for the management of the Olympic Games. These advantages, in

turn, help the Olympics achieve goals of excellence and achievement that reinforce the strength of its brand with key audiences.

Organizing the modern Olympics has been a complex undertaking and faced complex challenges. Paying careful attention to fundamental values and promoting an idealistic vision has been fundamental to the creation of billions of dollars in financial value and has built a platform for creating more value in the future.

Traditionally, the fundamental Olympic values promoted have been excellence, respect and friendship. As the Olympic Games have evolved and added new initiatives such as the Youth Olympic Games and the Olympic Museums network, the values of fair play, sustainable growth, and promoting education have also grown in importance. These values and a game plan for achieving them are embodied in The Olympic Charter. This in turn has served as a point of reference for hundreds of communities and sports organizations to support all who aspire to participate. Collectively, these initiatives and institutions have come to be known as the “Olympic Movement.”

In practice, over a century, the network of organizations that has clustered around the Olympics have achieved admired success by emphasizing best practices that lead to high performance:

- Building on tradition
- Adapting to a changing world
- Providing leadership for the future

The Olympics’ brand is the most widely admired in the world. It is also the oldest global brand in the world. The Olympic Games have been a symbol of aspiration and excellence since the first Olympic Games in 776 B.C. Anthologies of Olympic history translated into Latin and other languages immortalized inspiring legends from the ancient Olympic Games. The signature symbol of the ancient Games, the victor’s olive leaf crown, as well as other iconic images were widely replicated in coins, artwork and texts which circulated through modern times and are displayed today in Olympic museums and prestigious ancient art collections.

The founders of the modern Olympics systematically enhanced the legacy and value of the Olympic brand with appealing imagery and sophisticated communications. The first Olympic Congress in 1894 introduced the iconic motto of the modern Olympic Games, “Citius, Altius, Fortius.” This Latin phrase means “Faster, Higher, Stronger” in English and has been replicated as a popular saying in hundreds of languages as an inspirational call to action. Few iconic mottos can compete with the 125-year legacy of “Citius, Altius, Fortius.” Three years after the first Olympic Congress, The New York Times began using its “All the News That’s Fit to Print” motto, still used and still widely emulated today. DuPont’s “Better Living Through Chemistry” slogan remained in use for sixty-five years.

More recently, inspirational mottos were adapted by individual Olympiads as a cornerstone of their global communications efforts. The 2000 Sydney Olympics used the phrase “Share the Spirit” and the Beijing 2008 Olympics chose “One World, One Dream.”

Three iconic institutions – the Olympic anthem, custom designed medals for each Olympiad, and ceremonies for opening and closing events, began at the first modern Olympics in 1896 in Athens. The 1896 Marathon race became an icon on its own and the signature final contest of each Summer Olympic Games.

Gold, silver, and bronze medals were introduced at the 1908 Olympics in St. Louis. All other international multi-sport competitions follow the same practice and the iconic three tier podium stages, reinforcing the power of the Olympic brand and the Olympics' status as a pacesetter. The choice of gold, silver, and bronze medals was subsequently adopted to distinguish high performance throughout the marketing communications profession. The International Business Awards, Advertising Age Magazine's awards for marketing campaigns, and, of course, the Sports Business Awards, have all followed this standard.

Starting in 1912, custom designed posters for each Olympiad built anticipation for the Games and contributed to inspirational imagery. From the beginning, uniform images were replicated with texts in many different local languages to make the modern Olympics a forerunner of global marketing campaigns.

The Olympic flag debuted in 1913 and launched the interlocked five rings of the Olympic logo on its course to become the single most widely recognized design in the world. Designed by Pierre de Coubertin himself, the image features five rings joined together to symbolize the five continents of the world joined together in the unity of the Olympic Games. The color version uses five bold colors that project strength and vitality. The five rings imagery also graces Olympic medals, official coins, sculptures and engravings in single color versions.

The many ways in which the motifs of the Olympic five rings have been customized for targeted communications goals underscore the symbol's power and endurance. The famous rings have been incorporated classically into the signature logos of the individual Olympiads. The 1932 Los Angeles Olympics superimposed the rings over a stylized badge featuring the "Stars and Stripes" of the U.S.A. flag. Sydney 2000 placed the 5 rings below an image of an athlete in motion against a backdrop of Sydney's iconic Opera House. Teams of dancers replicate the rings in ceremonies, pyrotechnic engineers project them with fireworks, neon artists illuminate landmarks with the rings, drone light shows project the rings in the sky, and over a hundred postal agencies have incorporated the rings in postage stamps.

The introduction of the first Winter Olympics in 1924 demonstrated the ability of the modern Olympics to extend its activities and correspondingly, to extend its brand. Using the foundations of the same Olympic values and the same icons as the Summer Olympics strengthened this effort. At the same time, the modern Olympics took care not to overextend the brand or its mission and remained focused on producing the Summer and Winter Olympics during its first century.

Inspiration from the ancient Olympics – and its endurance over a thousand years – has given the modern Olympics a good foundation. Adapting and enriching the program have strengthened that foundation. Many key success factors of the modern Olympics have helped to make it a resilient and resourceful institution.

Collaboration skills have played a key role. Over time, the modern Olympics has built collaborative expertise that supports completion of very large projects. Collaboration leverages the capabilities of other organizations and partners. Managing many projects such as the Youth Olympic Games and the Olympic Solidarity scholarship program while interfacing with over 200 National Olympic Committees, international sports federations, broadcasters, labor unions and many other professional and regulatory bodies requires sophisticated persuasion and negotiation skills. Olympic programs have been ready for these challenges.

Not all leaders in the Olympic movement are former Olympic athletes. The IOC actively seeks experts in medicine, media and other fields to work collaboratively in commissions and

other initiatives. But forty-five of the one-hundred fifteen IOC delegates with voting rights are recruited from Olympic sports, the National Olympic Committees and International Sports Federations. And many of the seventy other voting delegates have had distinguished sporting careers.

Sports experience makes a difference. It is common in many sports for erstwhile competitors to become teammates and collaborate together. At Rio 2016, Men's Olympic Golf medalist Justin Rose of Team Great Britain defeated Henrik Stenson of Sweden by two strokes. But the two had been teammates together in the 2014 Ryder Cup and teamed up again after the Rio 2016 competition for the next Ryder Cup in September 2016 and once again in 2018. Roger Federer and Stan Wawrinka compete intensely at international men's singles tennis events. But together they won doubles competitions at the 2008 Beijing Olympics and the 2014 Davis Cup. And, of course, it is extremely common for athletes of Olympic soccer, basketball and ice hockey teams to play together with Olympic rivals on professional sports teams. Collaborative experience gives Olympic organizations valuable expertise when they move forward with large team projects.

Collaborative efforts typically start with relatively formal procedures for official recognition as an Olympic affiliated organization or sponsor. License arrangements are added when necessary. But ongoing management of team efforts also involves careful scheduling of conferences, selective invitations, extensive media promotion, grant programs, award programs, and other classic stakeholder management practices. Teamwork skills are a good foundation for these efforts.

The ways that Olympians learn to communicate, often at an early age, also strengthen management results in many components of producing the Olympic Games. The international and multilingual talent pool from which Olympic athletes are selected prepares Olympians to communicate effectively with athletes and officials from other countries and language groups. Sometimes this involves gaining assistance from someone else who commands these skills rather than acquiring communication skills individually. Eight-time Olympic medalist Kosuke Kitajima of Japan prefers his native language, but he has engaged translators and publicists to reach a global audience and build a social media following. This kind of experience is a valuable skill of its own.

In a 2018 interview, Pieter van den Hoogenband, a swimmer who won seven Olympic medals in the previous decade, explained how Olympic experience had developed his management skills. He described his experience preparing for international swimming competitions as comparable to being the manager of his own company, coordinating the efforts of many specialists, refining his management style, and building a team to support him. His perspective provided a useful reminder that there are typically seven to eight specialists working behind the scenes to master the details of participating in Olympic competitions – coaches, physiotherapists, dieticians, translators and other talented individuals.

Olympic experience is particularly well suited to management challenges in the 21st Century. Olympic athletes become accustomed to appearing on camera in a wide range of environments that are often much more challenging than the structured studio sets of routine radio and television productions. Many master interviewing skills as teenagers and then build upon this experience to become interviewers and commentators once their own athletic careers are past. Olympic athletes have enhanced abilities to attract social media followers and turn this into a platform for roles as social media influencers. And Olympic athletes are highly sought after as motivational speakers for good reason – they are admired for high achievement that required tough decisions and sacrifices.

Many successful enterprises like Microsoft and Daimler-Benz have achieved ambitious goals in collaboration with ecosystems of services, research, training, and professional associations that independently provide access to specialized skills and contacts. Over time, the Olympics has benefitted from similar growth in sports management expertise clustered around its headquarters in Lausanne, Switzerland and strengthened by co-operation between Olympic host cities. And like Microsoft and Daimler-Benz, the Olympics also engages global networks of related organizations, giving it unparalleled access to sports management expertise.

Fifty-five international sports federations anchor the local sports ecosystem near the IOC's own headquarters. The federations interact with specialized professional associations – the Global Association of International Sports Federations, Association of National Olympic Committees, Association of Olympic Sports Federations and International Sports Chamber of Commerce, as well as headquarters and representative offices for international multisport events. WADA, the World Anti-Doping Agency, is headquartered in Montreal, but manages a state-of-the art testing facility in Lausanne.

The scale of having so many key players in the international sports field in one area has motivated dozens of other sports related businesses to locate offices nearby. Leading news agencies and sports specialty publications maintain branches for access to sports leaders and newsmakers. Public relations agencies operate nearby to facilitate media relations. Technology businesses and auditors assign their sports specialists to the area. In addition, nine area educational institutions have formed a consortium called the “Academic Network for Sports.”

The proximity of so many sports leaders in one area has also made the region around IOC Headquarters a global center of competence for sports legal and arbitration activities. The International Court for Arbitration of Sports and specialized law practices are located nearby.

The scale of having hundreds of sports industry leaders plus their staffs in one location also supports a wide range of sports industry events and continuing education programs. Each year, there are typically a dozen major international conferences meriting media coverage and several dozen specialized conferences which facilitate production of international sports events. These events keep participants well informed and project a professional image for the sports industry. This ecosystem also sustains a talent pool for specialized activities such as sports event bid evaluation and fundraising drives.

The highly structured relationship of the International Olympic Committee with the over 200 National Olympic Committees has built a global extension of the sports management ecosystem. The National Olympic Committees have an exclusive right to select and manage teams of athletes from their respective countries for competition in each Olympic Games. The NOC's also oversee entourages of competent experts in health care, exercise, media relations and other fields to enhance team performance. The International Sports Federations that organize events in the sports selected to be Olympic sports have an exclusive right to organize Olympic qualifying events. From the perspective of business strategy, the value of these exclusive rights combines with the strength of the Olympic brand and the Olympics' global scale to build unique, sustainable competitive advantages.

The Olympic ecosystem has tangible advantages. It helps to keep participants and experts well informed. It also helps many different sports organizations to reach agreements and harmonize positions on important issues like the introduction of new technologies for training or terms for category exclusivity in sponsor contracts. In turn, good agreements and the quality of communications in the ecosystem network strengthen implementation when sports industry decision makers move forward with their plans.

The Olympic ecosystem has become stronger over time as classic competence centers emerged and aided the acquisition of top-tier skills by Olympic athletes. Eastern Canada emerged as a global center of competence for figure skaters. 2018 Men's individual gold medalist Yuzuru Hanyu of Japan and bronze medalist Xavier Fernandez of Spain both trained with Canadian Coach Brian Orser.

Orser, whose coaching credentials also include 2018 Olympics double silver medalist Evgenia Medvedeva of Russia and decorated Olympic figure skater Yuna Kim of Korea, described the mechanics of an international center of excellence for sports in a 2018 interview with the Olympic Channel. Orser's experience has demonstrated how elite athletes from different countries meet high standards and create a community. He has seen how they push each other and support each other, even though they are rivals. He concluded, "It is a great role model for the other athletes coming in. There is a lot of respect."

Both the 2018 gold medalists and silver medalists in ice dance pairs also trained in Eastern Canada with the coaching team of Marie-France Dubreuil and Patrice Lauzon. Gold medalists Virtue and Moir are also Canadian and were joined by silver medalists Papadakis and Cizeron of France and fifteen other figure skating pairs at this global center of excellence.

Similar athletic centers of excellence have emerged around the world and made world class training facilities economically viable. Ski jumpers train in Berchtesgaden, Germany, water polo players train in Hungary, and dozens of Olympic swimming competitors from around the globe have competed in USA Swimming's Grand Prix series. Aggregating talent and experience at a center of excellence promotes high performance.

The Olympic ecosystem and Olympic talent pool also enable scalability. In the past decade, the

Olympics has steadily added new programs that promote the Olympic movement and support Olympic athletes in their professional development. The first Summer Youth Olympics took place in Singapore in 2010, followed by the first Winter Youth Olympics in Innsbruck in 2012. In 2014, the International Olympic Committee launched an online Athlete Learning Gateway, followed by other initiatives to benefit athletes. The Olympic Channel began broadcasting in 2016. The first Olympic eSports Forum followed an Intel sponsored demonstration series at the 2018 Winter Olympic Games. The World Beach Games, an international multi-sport event organized by the Association of National Olympic Committees, scheduled its October 2019 debut in San Diego.

As Intel's expertise in organizing international eSports tournaments demonstrated, Olympic sponsors have a good track record of adding value. Cash contributions are essential to cover the costs of these large multi-sport events. But sponsor expertise, sponsor business contacts and sponsor products offered as part of in-kind contributions are integral to Olympic sponsorship programs. Dedicated account management teams at the International Olympic Committee and local host city organizers try to maximize this value added.

Advances in the broadcasting industry have made the favorable economic advantages of the Olympics even more favorable by boosting revenues from broadcast rights contracts, the primary source of income for the International Olympic Committee. When international television coverage of Olympic events began expanding globally in the 1960's, broadcasters in many countries were government owned monopolies, while a small group of private corporations licensed by government agencies dominated broadcasting in the USA, Japan and a few other private enterprise economies. This limited the number of potential bidders for Olympic broadcast rights.

The growth of cable and satellite networks in the 1980's and 1990's brought about massive investments in privately owned broadcasting organizations and made it possible for networks dedicated to covering sports to distribute sports programs to large numbers of households. Premium content, such as Olympic programming, enabled private broadcasters to acquire new viewers and cross-sell and upsell to existing customers. Premium sports content began commanding premium prices in broadcast rights negotiations.

By 2000, the increased number of channels supported by Internet communications and technical choices for archiving and re-broadcasting premium sports content worldwide made broadcast rights for premium content even more valuable. The revenues from the sale of broadcast rights reported by the IOC over the decades reflect this favorable development.

More recent advances in OTT (direct to viewer) systems facilitated the launch of the IOC managed "Olympic Channel" in 2016. This strategy is reinforcing the Olympics' ability to command premium pricing for broadcast rights by converting occasional viewers into regular viewers and offering sponsors additional choices for marketing campaigns. Olympic Channel sponsor Bridgestone demonstrated this with its 2018 Olympic athlete sponsorships and promotion of its Blizzak winter tires, which performed in tough winter weather throughout the 2018 Winter Olympics.

The already favorable economic fundamentals of the Olympics have been strengthened by the convergence of sports business with related industries. Growing recognition of the contribution that sports and fitness activities can make to improving health care and reducing the incidence of some chronic diseases is fundamentally changing the health industry and best practices for providing quality health care.

In 2007, the American College of Sports Medicine launched an initiative called "Exercise is Medicine" which expanded globally. Many university sports management programs are now managed by faculties of applied health science or are joint degree programs. Sports education leader Loughborough University has established a dedicated School of Sport, Exercise and Health Sciences. The newest large-scale sports management education program, The Indian Institute of Sports Management, launched a separate post-graduate degree program for sports and health care management. Convergence of sports and health science is producing so much leading-edge research that a specialized industry publication, the "Journal of Sport and Health Science," is being published quarterly.

In the past decade, sports nutrition has grown from a specialized niche to a premium growth category within the food industry. Sports nutrition sales grew from \$7.3 billion in 2011 to \$11.9 billion in 2016 and are projected to grow 8% annually, according to market research experts at Euromonitor.

The evolution of the digital media landscape is also adding value to the Olympics and its partners.

Success as an Olympic athlete has become an effective way to build an audience on social media. After the 2018 Winter Olympics, five-time Olympic medalist Martin Fourcade of France expanded his social media audience to 450,000 followers on Facebook, 375,000 on Instagram, and over a quarter-million on Twitter. This visibility reinforces the distinction of achievements at individual Olympics and engages fans on a continuing basis.



The Characteristics of a True Olympian

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Abstract.

Differently from what Pierre de Coubertin proposed, about the Olympic athlete being a kind of ambassador of Olympism through sport, as it was mentioned by him during the opening of the XIX IOC Session in Antwerp, 1920: "Once the athlete stops placing delight in his own efforts above all else, and the intoxication of physical strength and balance that result from them, once he allows himself to be dominated by considerations of vanity or self-interest, his ideals become tainted. His value as an educational example, if one can use that expression, is irretrievably diminished", we notice a paradox between an athlete who participates in the Olympics and what should represent an Olympian. It is noticed, in this sense, that many athletes are distant from their commitment to taking the Olympic idea to the public. Many athletes are often only worried about monetary awards, medals, and records. With that in mind, the following research questions arise: a) Should all athletes who participate in the Olympics nowadays be considered Olympians? b) Are these athletes aligned with the Fundamental Principles of Olympism? c) If they are not aligned, what differentiates them from other professional athletes in other high-performance competitions? To answer these questions, we present, as the main objective of this study, the definition of a new concept of Olympian. The specific objectives aim to: (i) identify which characteristics should be personified by an Olympian, and (ii) differentiate an Olympian from an Olympic Athlete. This study is structured by a qualitative methodology of bibliographical nature, through important authors for Olympic Studies, such as Hans Lenk, Irena Martinková, Jim Parry, Norbert Müller, Stephan Wassong, and the writings of Pierre de Coubertin himself. The main outcomes show that the main differences between an athlete who participates in the Olympics and an Olympian are in the values represented by these athletes in different circumstances of sport and society. Also, through the studied authors, we propose a conceptual distinction between an Olympic Athlete and an Olympian. The characteristic of the Olympic athlete is the participation and the search for performance and results in the Olympic Games, a commitment that is not necessarily linked to Olympic Values. On the other hand, the Olympian is the athlete who, besides participating in the Olympic Games, must show moral behavior beyond the sports field according to the Olympic Values.

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Excellence, Respect, and Friendship; Olympic Values in Youth Sport for a Reimagined Sports and Play Environment

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Abstract.

Whether it is playing organized sport, such as hockey, baseball, or soccer, or children throwing a frisbee or playing ‘tag’ in the schoolyard, there is broad agreement that participation in youth sport ultimately leads to better life outcomes. The principles of excellence, respect, friendship to belonging extend beyond the schoolyard, basketball court or hockey rink and reverberate throughout adult life. Unfortunately, despite this consensus, evidence shows that not all children have equal access to sport participation. Gender, race, Indigeneity, ability, body diversity, and social class are not only barriers to youth sport participation but can also negatively affect the quality of these activities.

What does a reimagined equitable, diverse, and inclusive sport environment look like through innovative research with a focus on removing barriers. This collaborative effort intends to improve youth community sport participation, access, and the quality of the experience. To start, we’re developing a tool for consistent, inclusive data collection for all programs to employ to ensure all programs have information to make evidenced-informed decisions to empower equity owed groups. In addition, we have started to collect information about the various programs available to children in the community, in high-performance settings, and in schools; already we know that girls have fewer opportunities to play compared to boys.

As the 2024 Paris Summer Olympics approach, we are working to develop pre- and post-games materials for youth sport. Building upon the gender parity momentum in athlete participation to engage athletes, in particular female athletes, to share their journeys with their communities through the Olympic values of excellence, respect, and friendship. Ultimately, this study will provide a new set of tools for tackling the intersectional barriers faced by youth sport, particularly girls’ sports. Sports and play give children a sense of belonging amongst their peers, the opportunity to master their chosen activity, and a sense of autonomy.

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Research on the Olympic Educational Functions and Optimization Strategies of University Sports Museums in China

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Abstract. Education is one of the most important functions of museums, as well as one of the foremost responsibilities of universities. After experiencing both the Olympic Games and Olympic Winter Games, university sports museums in China are going through a stage of rapid development and facing both opportunities and various challenges. University sports museums shoulder not only the responsibility of promoting the development and educational cause of the schools but that of popularizing sports-related knowledge to the general public and facilitate the cultural progress of the society. For university sports museums, how to broaden the perspective of research and interpretation, explore the stories behind the collections, and maximize their Olympic educational functions are issues worth exploring. This paper first provides the definition and characteristics of university sports museums. Representative university sports museums in China are introduced in detail, they are Olympic Education Museum (Capital University of Physical Education and Sports, CUPES for short), Chengdu Sport University Museum (Chengdu Sport University), the Modern Chinese Sports Exhibition Hall (Nanjing Sport University), the International Table Tennis Federation Museum, China Table Tennis Museum and China Martial Arts Museum (Shanghai Sport University), etc. Then, the current situations and challenges faced by university sports museums in China have been investigated and sorted out. Consequently, the Olympic educational functions of university sports museums are summarized. Finally, this paper analyzes the excellent measures done by Olympic Education Museum which includes providing knowledge education by displaying the history of the development of the Olympic movement, offering appreciation education through collections related to the visual image of the Olympics, and providing experiential education through interactive Olympic education activities. On this basis, the paper explores how to innovate ideas to continue promoting Olympic education, proposes strategies for maximizing the Olympic educational functions of university sports museums, and hopes to provide references for the sustainable development of university sports museums.

1. Introduction

This paper adopts research methods such as literature review, interviews, field surveys, and case analysis to focus on university sports museums. It analyzes the current situation of sports museums in Chinese universities, and through research and interviews on Olympic Education Museum (Capital University of Physical Education and Sports), Chengdu Sport University Museum (Chengdu Sport University), Modern Chinese Sports Exhibition Hall (Nanjing Sport University), International Table Tennis Federation Museum, China Table Tennis Museum, and Chinese Martial Arts Museum (Shanghai University of Sport), it explores the educational functions of sports museums. Based on the previous study, the paper then discusses how university sports museums can leverage their educational value and integrate Olympic education and Olympic values into their regular educational functions. Finally, taking the Olympic Education Museum of Capital University of Physical Education and Sports as a case study, its unique advantage in the "Dual Olympics City" Beijing allows it to play a significant role in promoting Olympic culture and Olympic values. This paper provides a detailed

analysis of the excellent initiatives of the Olympic Education Museum and concludes several strategies in order to optimize the educational functions of university sports museums.

2. Definition of University Sports Museums

When we mention museums nowadays, we view them as the places where our common heritage is studied, preserved and displayed for the pleasure and education of present and future societies. The range of objects found in university collections rivals those found in any group of other museums. The collections in university museums actively used for teaching, learning and research as well as being of significant historic and academic value. Curators are more easily accessible and academic contacts more frequent than in other museums. University sports museums are museums focused on the field of sports, sponsored and managed by higher education institutions. Such museums not only constitute a complete system of museums in China, but also an important part of the higher education system. These museums mark strong characteristics of sports and Olympic traditions, with splendid collections related to Olympic movements, famous athletes, coaches, organizers of sports-mass work, etc. They usually face a surprisingly wide audience, including scholars, researchers, students, school groups, families and visitors from local communities who are interested in sports, and have rich potential for interdisciplinary collaboration with local communities and organizations and within the academic and museum network. In this aspect, University sports museums play important roles in cultural inheritance, artistic influence, ideological education, and educational assistance, and are of great significance in promoting cultural prosperity and development, improving the quality of higher education, spreading Olympic culture, and strengthening the cultural construction of universities.

3. Current Situation of Chinese University Sports Museums

3.1 Basic information of the representative university sport museums in China

According to the "Catalog of University Museums" compiled by the Higher Education Museum Professional Committee of the Chinese Museums Association in 2019, there were 104 university museums registered at that time. In addition, with unregistered ones included, the number of university museums is generally believed to be over 300. There have been media reports that the number of university museums in China is around 400. Among the numerous university museums, sports museums stand out. Representative sports museums in universities include: Olympic Education Museum (Capital University of Physical Education and Sports), Museum of Chengdu Sport University (Chengdu Sport University), China Modern Sports Exhibition Hall (Nanjing Sport Institute), Sports Education Museum, International Table Tennis Federation Museum, China Table Tennis Museum, and China Martial Arts Museum (Shanghai University of Sport). Through research and analysis, it is found that there are relatively few sports museums among university museums. The universities with sports museums are all sports universities, and they are built based on their own school's characteristics, academic resources, research advantages, and historical accumulation. The museums have distinct features, showcasing the characteristics of the universities to the fullest extent. For example, the Museum of Chengdu Sport University focuses on sports history, the Olympic Education Museum of Capital University of Physical Education and Sports features Olympic education, the museum of Shanghai University of Sport focuses on martial arts and table tennis, and the museum of Nanjing Sport Institute

highlights sports venues, showcasing and emphasizing sports culture from different perspectives. Following is the table introducing the main university sport museums in detail.

The University	The Sports Museum	Features of the Museum	Management Mode
Chengdu Sport University	Chengdu Sport University Museum	The Chengdu Sport University Museum is a thematic museum focusing on the history of Chinese sports, established based on the research achievements and disciplinary advantages of the School of Sports History at the university.	Managed by the School of History and Culture and the Institute of Sports History at Chengdu Sport University, the museum was built on the foundation of nearly 50 years of disciplinary accumulation in sports history at the university. The Chengdu Sport University Museum covers an area of over 600 square meters, divided into two parts: traditional Chinese sports display and the history of Chengdu Sports College display. It has its own official WeChat public account.
Shanghai University of Sport	China Martial Arts Museum	Comprehensively showcasing the history and culture of martial arts, including the boxing hall, history hall, temporary exhibition hall, and the Silk Road sports intangible cultural heritage exhibition hall.	China Martial Arts Museum is managed by the School of Martial Arts. It belongs to the academic institutions of the university. It has its independent official WeChat public account.
	International Table Tennis Federation Museum, China Table Tennis Museum	Inherit the table tennis culture, promote the spirit of the national sport, popularize sports knowledge, and inherit the Chinese sports culture	Belonging to an academic institution, managed by the China Table Tennis College with dedicated personnel, and has its own official WeChat public account.
	Sports Education Museum	Combined with the history archives of Shanghai University of Sport, tracing the development of modern sports education.	A model of combining the history of sport education in modern China and the school history, there is no independent WeChat public account.
Nanjing Sport Institute	China Modern Sports Exhibition Hall	With sports venues as the theme, it introduces the construction process of the 'Central Stadium' and	The school archives, school history museum, and China Modern Sports Exhibition Hall are housed together, which

showcases the situation of China's modern hosting or participating in sports events. means the three departments work together as one office while keeping their own identity. There are 3 full-time staff members. The official website has a dedicated museum section.

Before the opening ceremony of the Beijing Olympic Games, it is located within the campus of the university and managed by the staff from the office of Beijing Institute for International Olympic Studies of the university. The mission of the Museum is to educate young people who know the Olympics, love the Olympics, and are physically and mentally healthy. This museum has its independent official WeChat public account.

3.2 Challenges Faced by University Sport Museums

In the process of its development, university sports museum also faces some new challenges: (1) Lack of compound professional talents who are knowledgeable in both sports and museum studies. Only Chengdu Sport University offers a museum studies major, based on the advantages of its School of History and Culture and Institute of Sports History, to cultivate professional talents in museum studies. (2) Lack of funding constrains development. Actually, university museums are sometimes over-shadowed by their counterparts in the general museum sector, while every university museum, whatever its size, has to compete for resources against major departments of the university. Due to the scale and nonprofit nature of sports university museums, most of them find it difficult to sustain operations through self-financing. The shortage of funds has become a significant issue constraining their development. Being slightly behind in the application of modern science and technology may limit the museums in exhibition planning, cultural relic protection, academic research, etc., preventing them from fully showcasing the charm and value of sports culture. (3) Imperfect management systems and talent pool. Most of the management personnel in sports university museums are also staff members from other departments or a specific school. (4) Lack of communication mechanisms among sports university museums both in China and abroad. Currently in China, there is the Beijing University Museum Alliance and the National University Museum Education Alliance, but there is no specific alliance for sports museums. This lack of communication leads to insufficient resource sharing and scientific research. (5) Single publicity channels and insufficient diversity and effectiveness in marketing strategies and promotional methods. Issues include outdated official websites, infrequent updates on social media platforms, etc.

4. Educational Functions of University Sports Museums

Education is indeed one of the paramount functions of museums, serving as a crucial hub for learning and enlightenment. The educational functions of museums are diverse and multifaceted, encompassing a wide range of activities and experiences that enrich individuals' knowledge, cultural awareness, and critical thinking skills. Interviews with the university sports museums reveal that the educational functions include but not limited to: (1) boosting

the brand building of the universities as a cultural institution in making the history of the school relevant in its competitive disciplines in a bid to inherit and advocate their splendid history and culture; (2) facilitating the development of multiple disciplines as a whole as resources for teaching and research. (3) As a carrier of education, it carries on the spirit of sports and Olympic values. By displaying the deeds and trophies of outstanding athletes, the museum conveys the spirit of sportsmanship of bravery and courage to students and the public, which helps to cultivate students' willfulness and teamwork; it also guides students to set up a correct concept of sports ethics and cultivates their moral values by displaying the ethical principles of fairness, justice and respect in sports competitions. It also guides students to establish correct moral concepts of sports and cultivates their moral sentiments and sense of social responsibility by demonstrating the moral codes of fairness, justice and respect in sports competitions. (4) enriching the students' learning and school life, expose them to the influence of sports culture while enhancing their sense of belonging to the school. By involving students in museum interpretation, management, and other related work, promote their comprehensive development. (5) The non-profit attributes of university sports museums determine the function of opening up and popularizing the knowledge of sports culture to the public, and serve the teachers and students of the school and the general public at the same time. The educational functions of museums are invaluable and play a crucial role in fostering sport culture of lifelong learning and promoting cultural diversity. By providing a rich and diverse array of educational experiences, museums contribute significantly to the development of individuals and society at large.

5. Advantages of Olympic Education in University Sports Museums

University sports museums usually carry a deep sports cultural heritage, which can provide a solid cultural support for the education of Olympic values. From above analysis, we can see that Olympic education is one of the educational functions. Through the excavation and inheritance of sports culture, university sports museums have the natural advantages to enable students to understand the connotation and significance of Olympic values more deeply while learning about sports history and culture.

- (1) Rich sports collections and research attributes enable university sports museums to serve as professional and authoritative carriers for Olympic values education: University sports museums usually collect a wealth of sports artifacts, memorabilia, sports archives, etc., which can visually display the history, culture, and spirit of the Olympic movement, providing rich materials for Olympic values education. At the same time, university sports museums often work closely with sports research departments, possessing professional sports research teams and research results. These research results can provide theoretical support for Olympic values education, enhancing the scientific and authoritative nature of education.
- (2) University sports museums have vivid educational forms: University sports museums can vividly showcase the charm and spirit of the Olympic movement to students and the general public through various forms such as exhibitions, lectures, interactive experiences, etc. For example, Olympic competition scenes can be simulated to let students experience the passion of competition; a sports skills learning area can be set up to let students learn sports skills and rules. This kind of education is more intuitive and vivid than traditional classroom teaching, and it is easier to arouse students' interest and resonance, and this kind of interactive experience can enhance students' sense of participation and experience, and improve the educational effect.

6. Olympic Education Museum as a Case Study

The Olympic Education Museum of Capital University of Physical Education and Sports, having actively engaged in the teaching and research of sports in its nearly 20 years of history, is now leveraging its rich collection in an array of campaigns promoting the history, culture, arts, and technology of Olympics. It is an open space with multiple functions of collection, teaching and research, and online and offline education. It is dedicated to the inheritance of Olympic education and Olympic culture. Its mission is to convey the values and history of the Olympic Games to the general public, especially young people, through exhibitions, educational activities, and research projects, to promote all-round development and friendship of people. Its location -- Beijing, a Dual Olympic City, enables it to play a unique role in promoting Olympic culture. It is providing knowledge education by displaying the history of the development of the Olympic movement, offering appreciation education through collections related to the visual image of the Olympics, and providing experiential education through interactive Olympic education activities. Its practices in exploring new approaches are as follows:

- (1) The whole university attaches great importance to the promotion of Olympic culture and the construction of the museum. The goal of building a world-class sports university that champions both the sports spirit of the Chinese nation and the Olympic spirit, being part of the university's sustainable development drive, guarantees sufficient support in policies and funds.
- (2) The museum effectively coordinates resources across the university. While the Museum is anchored as the major platform of the university's Olympic Education, the Beijing Institute for International Olympic Studies, Secretariat of the Beijing Olympic Education Office for Primary and Secondary School Students, Station of the Winter Olympics, Olympic Library and other resources are also pooled to apply for the status of national base for science popularization. Hence successfully got the grant of Dual Olympics Popularization Base, Olympic Education Popularization Base and other national titles.
- (3) The museum actively taps demand inside the school to offer venues and professionals for sports commentary, civic education, Chinese language class for international students and University Labor Union activities so that the edification feature of the museum is put to maximum use;.
- (4) Actively carrying out external exchanges and cooperation, the Olympic Education Museum has cooperated with the Winter Olympic Village, China Science and Technology Museum, Beijing Municipal Archives, Jintai Art Gallery and other institutions to jointly hold a series of themed exhibitions, greatly playing its educational function and expanding its influence.
- (5) To strengthen the institutional construction, the museum continues to improve the team of docents and its management mechanism. It actively expands its publicity and popular science model by producing popular science videos such as "Winter Olympics Animation" and a series of documentaries titled "My View on the Olympics". Additionally, it develops interdisciplinary courses on Olympic values and pilots their teaching in the museum.
- (6) Continuing to attract museum and Olympic education experts, the museum regularly invites experts from the China Sports Museum and National Library to conduct special lectures, enriching the knowledge of the working team in areas such as the management of sports museums, museum interpretation etiquette, and the connotation of the Olympic spirit, thus addressing the shortage of professional talent. (7) Based on its own advantages, the "Olympic Education Digital Twin Museum" (<https://wall.alva.com.cn/Olympic-dev/web/index.html>) was jointly launched by the museum, the Beijing Municipal Archives, and the Capital Library

of China in January 2022. By presenting the collection of the museum in 3D modeling and AR, visitors can relive the origin and development of the Olympic movement under the guidance of a virtual docent, learn about posters, torches, mascots, representative equipment of athletes, and exciting moments from previous Summer and Winter Olympics, and re-enjoy the glory of Beijing as a “Dual Olympic City”.

(8) To carry out diverse Olympic education activities, the museum has consecutively hosted three editions of the Olympic Art Exhibition Competition for Beijing Primary and Secondary School Students before the 2022 Winter Olympics and displayed the works in the museum. In the post-Winter Olympics era, the museum fulfills its role in protecting heritage and cultural legacies, inheriting over 10,000 pieces of Winter Olympics heritage resources, and planning exhibitions such as the *Exhibition of Beijing 2022 Beijing Olympic Winter Games Legacy and Archives*, the *Winter Olympics Picture Exhibition*, and *Winter Olympics Book Exhibition*. It actively reaches out to different Olympic Education Demonstration Schools and Ice and Snow Sports Characteristic Schools to make the essence of Olympics and the spirit of 2022 Beijing Olympic Winter Games accessible to more teenagers, realizing the goal of Olympic education in moral, intellectual, physical and aesthetic upbringing.

7. Research Conclusions

University sports museums shoulder not only the responsibility of promoting the development and educational cause of the schools but that of popularizing sports-related knowledge to the general public and facilitate the cultural progress of the society. In the new era, university sports museums should continue to rationalize their edification features, improve their resilience and realize sustainable development in the following ways.

(1) Strengthen its own construction, identify its advantages and positioning, closely integrate with the development of the university and the needs of the country and society, and do a good job of the top-level design. (2) cultivate a museum management team with professional knowledge of the Olympics and teaching ability, encourage and support all management personnel to participate in the Olympic Values Program (OVEP), carry out research on Olympic education, and promote innovative development of the theory and practice of Olympic education. (3) combine the advantages of the collection with innovative exhibition methods targeting different groups of visitors, create a "mobile museum", and increase the interactive experience, so that visitors can have zero-distance contact with the Olympic collection, and improve their interest and participation in learning. (4) Enrich the educational content, which should include the Olympic event system, Olympic organization system and Olympic spirit system, etc., so that visitors can fully understand the Olympic culture through diversified display forms. (5) Take the initiative to go out and strengthen the communication and exchanges with the sports museums in other colleges and universities. At the same time, it is necessary to develop more international sports museum partners, actively apply for museum research projects funded by the International Olympic Committee, and enhance the international influence. (6) It is essential to emphasize the integration with modern scientific technology, actively seek the support of social resources and technology enterprises, apply new technologies such as mobile internet, cloud computing, big data, and virtual reality to various aspects including collection management, cultural relic protection, and intelligent exhibition, and create a new intelligent development model combining online and offline.

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The symbol or the gap? Establish the ethical concept of athletes by Olympic education

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Abstract.

When did we start ignoring the "harmonious development" of athletes as the goal in the Olympic Charter? The pursuit of excellence marks one of the highlights of the Olympic Games, but evidence like the absolute ban on doping has claimed the definition of "excellence" isn't simply a breakthrough in athletic performance, but the cultivation of well-rounded individuals. While current Olympic education places great emphasis on youth and research institutions, its implementation among athletes remains challenging. Some countries strive to transform most of the individuals who have the ability to endure hardships into Olympians, who still inevitably encounter numerous issues stemming from their lack of education: unemployment or other practical problems, as well as ethical dilemmas resulting from cultural deficiencies. Are these athletes truly allowed to savor that "the joy of the Olympics creates a way of life based on the joy of effort"? Undoubtedly, this is a consequence brought about by gold medal doctrine and triumphalism. Humanity should slow down to strive for reasonable and comprehensive development instead of pursuing ultimate breakthroughs. The research argues that athletes should receive corresponding Olympic education as representatives of the Games. (1) Players should possess a sense of self-improvement and consciously enhance their educational level along with ideological and moral standards; (2) Each participating country should not solely focus on winning Olympic medals but also provide proper education for athletes; (3) The Olympic Committee should assess to some extent both cultural and moral levels among athletes while establishing evaluation criteria that align with the spirit of the Olympics while respecting political and cultural conditions within countries each, guide participating nations to attach importance to athletes education. Thus athletes will have greater opportunities to contribute to research in Olympic education thereby facilitating the continuous development of the Olympic Games and fostering a truly sustainable growth.

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Olympism as an educational model

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Summary

Long before the Games of the XXXIII^e Olympiad were awarded to the city of Paris in 2024, the French Ministry of Education deployed several large-scale programs in support of the bid, such as the *"Year of Olympism from school to university"* (2016-2017). The prospect of the future Games in Paris 2024 represents a real opportunity to create a dynamic within schools, colleges, high schools and universities around Olympism and its values.

This presentation revolves around the following central question: Why should the school and university system accept and endorse this model? In other words, hasn't the educational model espoused by Pierre de Coubertin become a mere marketing argument for hosting the Olympics on its territory? Is there any particular interest in integrating the concepts of Olympism and Olympic education (Norbert Müller) into school curricula?

Are the programs and schemes ("Generation 2024" label, "30 minutes of daily physical activity", etc.) deployed by the Paris 2024 Organizing Committee for the Olympic and Paralympic Games (COJOP) incentive enough and justify the actions carried out by a host city? My presentation will first focus on the conceptual approach, attempting to define the concepts of Olympism and Olympic education. Then, we'll take a more pragmatic look at various forms of Olympic education, such as *Olympic and Paralympic Week* (OPW) and the "Generation 2024" label. And finally, we'll conclude with an attempt to understand the impact of this Olympic education on young people.

Keywords: Olympism - Generation 2024 - Education system

Introduction

In 1723, Bernard de Montfaucon, a Benedictine monk and philologist, identified the ancient site of Olympia thanks, among other things, to his readings of Pindar's *Olympics* (V^e century BC) and Pausanias' *Periegesis of Greece* (II^e century AD).

It wasn't until successive excavations by Richard Chandler in 1766 (a British Hellenist and archaeologist), the French during the scientific expedition to Morea in 1829, and the German archaeologist Ernest Curtius in 1875, that the sanctuary of Olympia was uncovered. Moses I. Finley and Henri Willy Pleket point out that *"In 1829, a French team excavated the area for six weeks, but it was the Germans who made the most important discoveries. Between 1875 and 1881, much of the architectural beauty of the ancient site, albeit in ruins, was uncovered under the direction of Curtius"*¹.

Twelve centuries of ancient sporting practices reappear in the light of 921 winners, including the prestigious Milon of Crotone and Leonidas of Rhodes.

The Ancient Games were held regularly from 776 BC until the reign of the Christian emperor Theodosius 1^{er} , who banned them in 393 AD as too pagan.

After numerous attempts to re-establish the Ancient Games, such as in 1854 by the Greek Evangelios Zappas, a 29-year-old French aristocrat, Pierre de Coubertin succeeded in re-establishing the Ancient Games.

Beyond the great sporting celebration we know and that Paris will host in 2024, 100 years after the last edition in the City of Light, the Olympic Games (OG) are a vector of values and carry with them a message greater than sporting confrontation. Principles that the International Olympic Committee (IOC) and the Olympic movement are seeking to globalize.

If Olympism occupies an important place in today's society through the Olympic Games, it is above all, for the IOC " [...] *a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Combining sport with culture and education, Olympism aims to create a lifestyle based on the joy of effort, the educational value of good example and respect for fundamental universal ethical principles*" .²

For Pierre de Coubertin, Olympism was the means to internationalize sport for young people, in particular through the Olympiads, the Winter Olympic Games and now the Youth Olympic Games (YOG). They represent a showcase that should help to change mentalities and thus lead to a profound reform of the education system.

I would remind you that it was Pierre de Coubertin (1863-1937) who coined the neologism "*Olympism*"³.

An Olympism that Paris returned to on September 13, 2017, following a tripartite agreement between the IOC and the two candidate cities in the running, Paris and Los Angeles at the 131st Session in Lima, Peru. This historic decision is directly linked to the new *Olympic Agenda 2020*⁴ drawn up and adopted by the IOC in 2014. The aim is for cities wishing to host the Olympic Games to present a unique Olympic project that is part of a long-term project (legacy)⁵ taking into account all ecological, political, environmental and social aspects. Priority is also given to reinforcing the fundamental principles of Olympism and disseminating Olympic values through, for example, pedagogical and educational programs .⁶

Priority is also given to reinforcing the fundamental principles of Olympism and disseminating Olympic values through educational programs.

In this spirit, Paris 2024 intends these future Games for a "*young generation - Generation 2024 - [who] will be offered innovative programs integrated into school curricula at national level and using the Games as levers to stimulate entrepreneurship, sport and civic and humanitarian opportunities*" .⁷

Within the French education system and as part of "*The Year of Olympism, from School to University*" the Ministry of National Education is launching the "Generation 2024" labeling scheme from January 2018 with the aim of encouraging young people to practice and be made aware of Olympic principles and values .⁸

A number of authors of studies, manuals and books devoted to the educational values of Olympism have questioned the value of introducing Olympism into the education system.

These works help to understand and pinpoint the strategy deployed by the Olympic Movement to integrate this type of education into the school curriculum. More specifically, this work revolves around the following central question: Why should schools accept and endorse this model? In other words, hasn't the educational model espoused by Pierre de Coubertin become a mere marketing argument for hosting the Olympics on its territory? Is there any particular interest in integrating the concept of Olympism into school curricula in Physical Education and Sport (PES) or other subjects? On a more practical level, do the few initiatives encouraged, mainly in primary education, with the support of federations or departmental/regional Olympic committees, respond directly to essentially educational concerns, or are they organized solely with the aim of operationalizing certain values defended by the Olympic Movement?

The prospect of the future Paris 2024 Olympic Games represents a real opportunity to create momentum within schools, colleges, high schools and universities. The "Generation 2024" label represents a real educational, sporting and cultural challenge, based on the one hand on didactic and pedagogical measures, and on the other hand on structuring projects through clubs, support for top-level athletes and participation in Olympic and Paralympic events.

For all that, are the programs and schemes deployed by the IOC and its various national offshoots such as the French National Olympic and Sports Committee (CNOSF), the Paris 2024 Organizing Committee for the Olympic and Paralympic Games (COJOP) such as the "Generation 2024" label, aimed at schools and universities, or the "30 minutes of daily physical activity" measure in all French primary schools sufficient incentive and justification for the actions carried out by a host city? Are these programs and measures a guarantee of quality in the promotion of Olympic values among young people?

My presentation will first focus on the conceptual approach, attempting to define the concepts of Olympism and Olympic education. Then, we'll take a more pragmatic look at different forms of Olympic education, through the examples of an *Olympic and Paralympic Week* (OPW), the "Generation 2024" label deployed in France as part of the future Paris 2024 Olympiad. And finally, we will conclude this reflection by trying to understand the impact of this education in Olympism among young people.

1. THE CONCEPTS OF OLYMPISM AND OLYMPIC EDUCATION

A. The concept of Olympism

As I've just pointed out, we owe the neologism "*Olympism*" to Pierre de Coubertin. Coubertin's definition of the term is unquestionably based on the Greek city. *"Deep down in the destinies for which the next society is being prepared, there is a sort of latent eliminatory conflict between the principle of the Roman state and that of the Greek city. We are destined to rebuild on one of these two foundations. Appearances favor the Roman state. As far as I'm concerned, I believe in the Greek city"*.⁹

For Coubertin, Olympism was a tool for educating young people, based on a dual approach: sporting and intellectual. This ambitious program sought to strike a balance between mind and body. Despite this desire to promote sport in schools, the main initiatives have all been

rejected, with a few exceptions (Monge and Alsacienne schools in Paris), outside the French education system.

Over the years, the IOC has tried to continue the work begun by Coubertin by proposing new ways of thinking and/or new organizational models to meet society's expectations, such as the YOG initiated in 2010 by President Jacques Rogge. The IOC bases its actions on the principles set out in the Olympic Charter created by the renovator of the modern Games, Pierre de Coubertin, in 1908. Clearly, Olympism is at the crossroads of ideas and interests, some of which are organized by players far removed from one another in terms of their focus.

Contemporary Olympism has become a constitutive dimension of contemporary culture. In this sense, it appears as a "*total social fact*". It engages all its political, economic, cultural, social and technological dimensions, and at the same time involves the various forms of daily life of the actors who make it up, through their practices, representations, ethics and lifestyles. Every individual can therefore find within Olympism personal interests that may be totally different from those of the other players participating in this Olympic phenomenon.

Olympism could therefore be defined as a "*border object*".

B. The "*border object*" concept.

Clearly, we understand that Olympism is at the crossroads of ideas and interests, which are sometimes organized by players far removed from one another in terms of their focus.

In this sense, Olympism could be defined by the *border-object* concept¹⁰. *The border-object* would succeed in getting very disparate players to agree to cooperate on the goals of Olympism. "The border-object is that device, conceptual or material, which enables both a flexible articulation between different positions and the setting of a sufficiently rigid framework for action to be structuring".¹¹

To achieve this, the Olympic Movement must succeed in involving these different players in its work, so that they contribute to its promotion while serving their own interests. The IOC must know how to "translate the interests of others", so that the cosmopolitan group of actors becomes allies mobilized around Olympism, while continuing to serve their own ends¹². "The existence of a frontier-object means that each of the players does not master all the dimensions or skills involved in the project, but that they can form a representation of it that is sufficiently simple and coherent for them to focus on it, make it their own, relate it to their own aims, concerns or identity and, in fine, decide whether or not they want to be involved in the project".¹³

The concept of Olympism could thus be defined as a *border-object*, but even more symbolically, it is a cement between these different players and the different worlds they represent. "The actors of these social worlds can, thanks to the border-object, negotiate their differences and create an agreement between their respective points of view"¹⁴. Clearly, Olympism acts as a link between different conceptions and political, economic and philosophical interests. The links that organize these different worlds shape and legitimize the Olympic Movement's place in contemporary society.

To ensure the perpetuation and promotion of the Olympic Movement, the IOC is obliged to structure its operations to take account of partners from different backgrounds and with diverging interests.

C. The concept of Olympic education

This concept first appeared in Olympic research in the 1970s, thanks in particular to the work of German researcher Norbert Müller¹⁵. For Coubertin, Olympism could be seen as the preferred route to an education based on the harmonious development of body and mind. This education was put into practice through numerous initiatives, such as the Lausanne Olympic Institute (IOL)¹⁶, the Bureau international de pédagogie sportive (BIPS) and the "ephemeral" creation of the Olympic chair at the Centre méditerranéen in Nice¹⁷. With regard to this educational model, Coubertin never used the concept of "Olympic education", but rather that of "sports education", which can be found in his work *Pédagogie sportive*.¹⁸

But should the Olympism envisioned by Pierre de Coubertin remain an educational model at the dawn of the 21st^e century? Is it conceivable to offer and deliver an Olympic education in schools, universities or among athletes?

In 2000, at the 5^e session of the International Olympic Academy (IOA) for directors and presidents of National Olympic Academies (N.O.A.), the discussions led to a definition of the concept of Olympic education, which we shall retain: *"Olympic education [focuses] on social, mental, cultural, ethical and physical development. Sport is at the heart of this education, which aims to raise young people to become mentally and physically balanced, cooperative, tolerant and peace-loving citizens [...]. Olympic education must enable individuals to acquire a philosophy of life through which they make a positive contribution to their family, their community, their country and the world"*¹⁹.

If we compare this definition with the roles and missions of schools, Olympic education has no real originality²⁰. The Olympic Movement has taken up the major educational goals of schools, mainly through the socialization of active, autonomous and responsible future adults. For example, in 1991, Claude Pineau²¹ defined Physical Education as *"a teaching discipline which, by encouraging organic and land-based development and maintenance, proposes the acquisition of knowledge and the construction of skills enabling the organization and management of one's physical life at all ages, as well as access to the cultural domains represented by sporting activities"*²².

2. OLYMPIADS AND OLYMPIC EDUCATION

A. Olympics

The first Olympic education program in primary and secondary schools was launched at the XVIII^e Olympiad in Tokyo in 1964. This initiative was continued in Munich in 1972 and then at the XXI^e Olympiad in Montreal by the Olympic Games Organizing Committee (OCOG). Well before the start of the Games in 1976, an Olympic program entitled *Promotion de l'olympisme en milieu scolaire (Promotion of Olympism in the Schools)* was introduced for three years (1973-1976) in Quebec City schools. *"The program aimed to promote awareness of the Olympic Movement and ensure its positive impact on modern society"*.²³

For Konstantinos Georgiadis, these Olympic education programs "*[...] were regarded as models for their time and thus contributed to the development of Olympic education worldwide. Today, Olympic education programs are implemented in many countries around the world, particularly during the Olympic Games*".²⁴

However, Otto Schantz questions the wisdom of such an approach: "*Do we need Olympic education to pass on values to young people, to promote a sporting ethic? Do we need an Olympic education that carries with it the danger of becoming a doctrine, a secular religion? Is it not enough to try to transmit a sporting ethic, without worrying about the Olympic Movement and its symbols*"²⁵ ?

For Nat Indrapana, an educational program based on Olympism must be integrated without interfering with existing school or university programs.²⁶ Two approaches are possible. The first is linked to academic research on Olympism²⁷ . The second is specifically aimed at teaching students and athletes in academic or youth programs .²⁸

Organizing the Games for a nation seems to be an effective way of raising awareness of the Olympic Movement and its values.

To understand how the COJOPs disseminate and organize these programs let's take the example of the large-scale Olympic education programs being carried out in France as part of Paris 2024. The French Ministry of Education, in support of the Paris 2024 bid, has officially declared the 2016-2017 school year the *Year of Olympism from school to university*, with the aim of "*linking the practice of sport with an educational, cultural or civic ambition around Olympism and its values*".²⁹

For the Ministry, "*[...] sport and school are based on the same values: a taste for effort, perseverance, the desire to progress, respect for others, for oneself and for rules, etc.*". The XXXIII^e Paris Olympiad is also an opportunity to promote existing educational initiatives, such as the student citizenship program³⁰ . This joint effort proposes an Olympic education program that offers students and athletes the opportunity to: "[Understand] *the fundamental principles of the Olympic philosophy* [defined in the *Olympic Charter*.To] *introduce Olympism and the idea of the Olympic Games; [To] promote and disseminate the ethical and educational values of the Olympic Movement; [To] explain Olympism and the universal ideal in the sense of 'Kalokagathia'*³¹ ; [To] *harmoniously train body and mind in accordance with the Olympic philosophy; [And to] forge the personality of each individual according to Coubertin, thus laying the foundations for international understanding*"³² . In this respect, as Konstantinos Georgiadis suggests, an Olympic education project comprises three main points: the first, to understand the Olympic principles of the *Olympic Charter*; the second, to grasp the historical and pedagogical foundations of the Olympic ideal; and finally the third, to better grasp our current society and lifestyles .³³

B. Examples of programs deployed

➤ Interministerial program: "Sport at the service of society"

A few months before the IOC's announcement to designate the host city for the 2024 Games, the Minister for Cities, Youth and Sport and the Secretary of State for Sport presented an interministerial program on state support and Olympic legacy for Paris' bid for the 2024 Olympic and Paralympic Games at the Council of Ministers on March 22, 2017. An envelope of 20 million euros is released for a sports development plan.

The minutes of the Council of Ministers clearly state that: *"...legacy is a major element of the Paris 2024 bid, which aims to fully meet the expectations of the French people by proposing a project that is sustainable and at the service of society. That's why the State is today implementing an interministerial support program that is part of a legacy drive spearheaded by the Paris 2024 Public Interest Group (GIP)"*³⁴.

A support document entitled "Sport at the service of society"³⁵ lists the 24 measures of this inter-ministerial program, developed through six themes.

In the youth/education/culture theme, among the five measures, the first concerns the creation of a "Generation 2024" label for schools and universities. The aim is *"[...] to develop the practice of sports among young people through the implementation of concrete actions that can be rolled out on a national scale"*.³⁶

Three highlights are scheduled throughout the school year:

- National School Sports Day;
- Olympic and Paralympic Week ;
- Olympic Day.

➤ **The "Generation 2024" label**

In addition to the criteria for obtaining the label (participation in Olympic and Paralympic week, etc.), objectives are clearly set out in the following 5 indicators:

- ✓ label at least 20% of facilities by 2024;
- ✓ promote the opening of 16,000 school sports facilities outside school hours by 2024;
- ✓ Involve all 63,000 French schools in Olympic Week;
- ✓ draw up and distribute a guide to good practice: *How to welcome a top-level athlete to your school* ;
- ✓ organize the signing of a charter to promote sport and PES as tools for equality between girls and boys, with the relevant ministries and school and university sports federations.

The specifications for the "Generation 2024" label include 4 objectives³⁷ :

- ✓ develop structuring projects with local sports clubs;
- ✓ participate in Olympic and Paralympic promotional events ;
- ✓ adapting the career paths of top-level athletes ;
- ✓ open sports facilities.

Without waiting for the new 2018 school year, 269 schools (128 elementary school, 67 collèges, 70 lycées and 4 agricultural education establishments) prefiguring "Génération 2024" have been awarded the label.

On September 20, 2018, on International University Sports Day (JISU), the Ministers of Higher Education, Research and Innovation and Sports, officially announced the launch of the Generation 2024 label for higher education establishments³⁸. *"With a view to the organization of the Olympic and Paralympic Games in Paris in 2024 (JOP 2024), this label aims to encourage the development of regular sports practice by students, particularly scholarship holders and those with disabilities, as well as the involvement of students in the "Paris 2024" movement."* ³⁹

➤ **November 2024 review: schools and universities awarded the label**

France is home to **11,194,419** students in its **48,156** establishments **10,737** schools and establishments have been awarded the "Génération 2024" label, i.e. 22.30% (Table 1).

Table 1: Number of schools awarded the "Generation 2024" label (April 2024).

Establishments	Number in France	20% target	Labelled	Students
Schools	35.772	7.154	7.379 (20,63 %)	
Colleges	7.147	1.429	2.364 (33,08 %)	
High schools	5.158	1.032	976 (18,92 %)	
Total	48.156	9.631	10.737 (22,30 %)	3.247.769 (22,30%)

In France: **2,935,300** students

75 universities - 150 Grandes Ecoles - 17 CREPS (Total: **241** establishments)

There are **2,935,300** students in **241** establishments: 74 universities - 150 Grandes Ecoles - 17 CREPS. 91 schools have been awarded the "Generation 2024" label, i.e. 37.75% (Table 2).

Table 2: Number of higher education establishments awarded the "Generation 2024" label in 2022.

	February 2019	June 2019	June 2020	March 2021	January 2022	Total	Total
Universities	24 (10*)	15	3	6	3	51 (68,91%)	41 (55,40%)
Grandes écoles	6 (1*)	4	4	13	11	38 (25,33%)	37 (24,66%)
CREPS	-	6	3		4	13 (76,47%)	13 (76,47%)
Total	30	25	10	19	18	102 (42,32%)	91 (37,75%)

*Establishments not renewed in 2022 (label awarded for three years).

➤ **Olympic and Paralympic Week (OPW)**

As mentioned in the interministerial program "Sport at the service of society", the SOP is one of the three highlights of the year, along with "Olympic Day" and "National School Sports Day".

Since 2017, *"the SOP is a week to promote sport among young people and mobilize the educational community around the civic and sporting values enshrined in the DNA of Olympism and Paralympism"*.⁴⁰

The SOP is aimed at all schools, educational establishments and higher education establishments throughout France, in metropolitan and overseas France, as well as in French educational establishments abroad (AEFE), for all ages from kindergarten to university, it complements a scheme launched several years ago by the French National Olympic and Sports Committee (CNOSF), the Olympic classes.

Objectives:

- *"To raise awareness of the Olympic and Paralympic values through the use of educational and entertaining tools;*
- *use sport as an educational tool in the classroom;*
- *discover Olympic and Paralympic disciplines in collaboration with the sports movement, by organizing sports workshops;*
- *to change the way people look at disability, through the discovery of parasports and the integration of parasports meetings or shared sports;*
- *encourage young people to become involved as volunteers and citizens" .⁴¹*

This program is an opportunity to work on themes such as fair play, the values of sport, Olympism and Paralympism, equality, health and the inclusion of students with disabilities.

As Tony Estanguet, President of the COJOP Paris 2024, points out, *"The SOP is also a fantastic spotlight on all the actions put in place in schools to put more sport in the daily lives of pupils. Weekly PE lessons - the quality of which is essential to enable children and teenagers to acquire fundamental knowledge -, the generalization in September 2022 of 30 minutes of daily physical activity at school, and the practice of school sports, form a complementary trio that is essential to the development of young people, their well-being, their openness, the building of their health capital, and their academic success. Together, they also contribute to instilling a taste for sport from an early age, and encouraging children to push open the door of a club" .⁴²*

In April 2024, the theme of the 8^e edition is to *"Celebrate the Games and the world's athletes"*.

Table 3: Olympic and Paralympic Weeks (OPW) since 2027

	SOP 2017	SOP 2018	SOP 2019	SOP 2020	SOP 2021	SOP 2022	SOP 2023	SOP 2024
Edition	1	2	3	4	5	6	7	8
Establishments mobilized		500	1.500	2.800	-	5.000	8.000	12.500
Students reached	11.000	72.000	180.000	450.000	500.000	750.000	1.000.000	2.000.000
Athletes mobilized	-	100	150	200	-	200	200	1.000
SOP theme	-	-	Mixed	Intercultural	Health and daily physical activity	Sport for the environment and climate	Inclusion	Celebrating the Games and athletes from around the world
Projects submitted	40	500	1.300	1.600	1.600	2.000 (85% related to the theme)	3.200 (95% related to the theme)	7.300 (97% related to the theme)
Cities concerned						1.400	2.000	3.000
Paris 2024 employees involved						180	250	400
Dates	January 21 to 29	January 27 to February 3	February 4 to 9	February 3 to 8	1 ^{er} to February 6	January 24 to 29	April 3 to 8	April 2 to 7

Assessment of the SOP 2024

- + **Over 2 million** pupils and students reached (*vs. 1 million in 2023*)
- + **7,300** projects submitted (*vs. 3,200 in 2023*)
- + **12,500** schools and establishments mobilized (*vs. 8,000 in 2023*)
- **97%** of projects related to inclusion (*vs. 95% in 2023*)
- + **1,000** athletes to meet students (*vs. 200 in 2023*)
- **3,000** towns covered by SOP 2023 (*vs. 2,000 in 2023*)
- **400+** Paris 2024 employees involved (*vs. 250 in 2023*)

Conclusion

In December 2017, the International Olympic Committee (IOC) published a key document entitled *Strategic approach to legacy. A strategy for the future*.⁴³

The IOC defines the challenges of the Olympic legacy as being *"essentially about mobilizing and empowering young people. The vision of the city/territory must then take into account issues specific to youth, such as the abandonment of organized sport, sedentary lifestyles and obesity, integration difficulties, lack of self-esteem, the need to renew sports leaders at local or national level, addiction, harassment, etc."*⁴⁴

Holding an Olympiad can create real momentum and produce real societal change through long- term development plans (tangible and intangible) for the city.

A real turning point came in 2000 with the new structuring of the publication of the official report imposed on each Olympic Games Organizing Committee (OCOG)⁴⁵.

From now on, the report will cover four themes. For Volume 4, the IOC wishes to measure and study the legacy in several intangible and tangible areas:

"It is now important to know exactly what legacy the Games have left in a city, region or country. As early as 2002, if possible, we will therefore be asking the OCOGs to work with universities to carry out impact studies in the following areas:

- *Sport*
- *Urban planning*
- *Environment*
- *Economy*
- *Company "*⁴⁶

From now on, the Olympic Movement's strategy for ensuring its long-term survival is to articulate its operations by taking into account partners from different horizons (e.g. Ministry

of Education, multinationals, etc.) and with divergent interests. The integration of Olympism into the education system can give it institutional recognition and raise its profile.

¹ MOSES I. FINLEY and HENRI WILLY PLEKET, *1000 ans de jeux Olympiques : 776 av.J.-C.-261 ap. J.-C.*, Paris, 2004, p. 15-16).

² INTERNATIONAL OLYMPIC COMMITTEE, Olympic Charter, Lausanne, IOC, Status as of July 23, 2024, p. 8.

³ OLYMPIC STUDIES CENTRE (2022). Olympisme - De Coubertin à nos jours, published in Lausanne on May 17, 2022 [online], <https://library.olympics.com/Default/doc/SYRACUSE/2582357/olympisme-de-coubertin-a-nos-jours-le-centre-d-etudes-olympiques>, accessed May 19, 2023.

⁴ INTERNATIONAL OLYMPIC COMMITTEE (2014). Olympic Agenda 2020, 2014 [online], <https://olympics.com/cio/agenda-olympique-2020>, accessed May 19, 2023.

⁵ INTERNATIONAL OLYMPIC COMMITTEE (2023). Olympic Legacy, 2023 [online], <https://olympics.com/cio/heritage-olympique>, accessed May 19, 2023.

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⁷ PARIS. CANDIDATE CITY 2024 OLYMPIC GAMES (2016). Candidature file. Phase 1. Paris 2024. Part 1.2: "Legacy and long-term integration and alignment plan", 2016, [online] https://international.franceolympique.com/international/fichiers/File/Paris2024/Candidature/p_2024_p1.pdf, pp. 31-38.

⁸ MINISTÈRE DE L'ÉDUCATION NATIONALE ET DE LA JEUNESSE (2019). Le label "Génération 2024", 2019, [online], [HTTPS://EDUSCOL.EDUCATION.FR/CID131907/LE-LABEL-GENERATION-2024.HTML](https://EDUSCOL.EDUCATION.FR/CID131907/LE-LABEL-GENERATION-2024.HTML), accessed May 19, 2023.

⁹ COUBERTIN Pierre de, *Mémoires olympiques*, Bureau international de pédagogie sportive, Lausanne, 1931, p. 209.

¹⁰ STAR Susan and GRIESEMER James, *art. cit.*

¹¹ HERT Philippe, "Internet comme dispositif hétérotopique", *Hermès*, n°25, 1999, p. 104.

¹² LAURIOL Jacques, GUERIN Francis and ZANNAD Hédia, *art. cit.* p. 1787.

¹³ *Ibid.*

¹⁴ TROMPETTE Pascale and VINCK Dominique, "Retour sur la notion d'objet-frontière", *Revue d'anthropologie des connaissances*, vol. 3, n° 1, 2009, p. 9.

¹⁵ MÜLLER Norbert, "Olympische Erziehung", Thaller, F. (ed.): *Signal der Zeit : Festschrift für Josef Recla*. Schorndorf, 1975, pp. 133-140.

¹⁶ MONNIN Éric AND DAVID Renaud, "Institut olympique de Lausanne, concrétisation éphémère d'une éducation olympique (1915-1919)", Monnin Éric, Loudcher Jean-François AND Ferréol Gilles (dir.), *Éducation et olympisme en Europe*, Pôle éditorial multimédia de l'université de technologie de Belfort-Montbéliard, 2012, p. 73-89.

¹⁷ COUBERTIN Pierre de, "L'Olympisme à l'école. Il faut l'encourager!", *La Revue sportive illustrée*, 1934, p. 28.

¹⁸ COUBERTIN Pierre de, *Pédagogie sportive*, Bureau international de pédagogie sportive, Lausanne, 1934.

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²⁴ *Ibid.*

²⁵ SCHANTZ Otto, "Éducation sportive et 'éducation olympique' de 1897 à 1997. Axiological reflections", *Coubertin and Olympism. Questions for the future*. Rapport du congrès du 17 au 20 septembre 1997 à l'université du Havre, 1998, p. 230.

²⁶ INDRAPANA Nat, "Olympic education with the times", in *Sport and a harmonious world: the role of culture and Olympic education*, 5^e World Forum on Sport, Education and Culture, October 22-24, 2006 Beijing, International Olympic Committee, Lausanne, 2007, p.163.

²⁷ In the summer of 2005, the Olympic Museum based in Lausanne (Switzerland) initiated a project to define an international educational program based on Olympic values. The project is called the Olympic Values Education Program (OVEP). The program has two main aims. The first is to promote the application of Olympic values in a sporting and educational context. The second is to encourage the creation and implementation of practical projects based on Olympic values.

²⁸ The youth camps organized in parallel with the Olympics, starting in Stockholm in 1912, are an example of a youth program.

²⁹ MINISTÈRE DE L'ÉDUCATION NATIONALE, DE L'ENSEIGNEMENT SUPÉRIEUR ET DE LA RECHERCHE (2016). Year of Olympism, from school to university, Bulletin officiel de l'Éducation nationale n°30 du 25 août 2016, http://www.education.gouv.fr/pid285/bulletin_officiel.html?cid_bo=105548 [online], accessed March 10, 2023. Circulaire n° 2016-126 du 22-8-2016.

³⁰ MINISTÈRE DE L'ÉDUCATION NATIONALE ET DE LA JEUNESSE (2016). Le parcours citoyen de l'élève, 2016, [online], https://www.education.gouv.fr/pid285/bulletin_officiel.html?cid_bo=103533, accessed May 19, 2023.

³¹ Kalokagatia means beauty of body and soul

³² MINISTÈRE DE L'ÉDUCATION NATIONALE, DE L'ENSEIGNEMENT SUPERIEUR ET DE LA RECHERCHE, "Année de l'Olympisme, de l'école à l'université", http://www.education.gouv.fr/pid285/bulletin_officiel.html?cid_bo=105548, *op. cit.*

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³⁴ COUNCIL OF MINISTERS (2017). Le programme héritage de l'État pour les Jeux olympiques et paralympiques 2024, Compte rendu 22 mars 2017, [online], <https://www.gouvernement.fr/conseil-des-ministres/compte-rendu-du-conseil-des-ministres-du-22-03-2017>, accessed May 19, 2023.

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³⁷ MINISTÈRE DE L'ÉDUCATION NATIONALE ET DE LA JEUNESSE, MINISTÈRE DE L'AGRICULTURE ET DE L'ALIMENTATION AND MINISTÈRE DES SPORTS (2018).

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³⁸ MONNIN Éric, "From the "Year of Olympism, from school to university label" to "the Generation 2024". Olympic label: An example within the University of Franche-Comté", *Diagoras: International Academic Journal on Olympic Studies*, 2019, 3, pp. 193-205.

³⁹ MINISTÈRE DE L'ENSEIGNEMENT SUPERIEUR, DE LA RECHERCHE ET DE L'INNOVATION (2020). Journée Olympique 2019 : 24 nouveaux établissements lauréats du label "Génération 2024", October 26, 2020 [online], <https://www.enseignementsup-recherche.gouv.fr/cid143156/journee-olympique-2019-24-nouveaux-etablissements-laureats-du-label-generation-2024.html>, accessed May 19, 2023.

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⁴³ INTERNATIONAL OLYMPIC COMITÉ, *A strategic approach to legacy. A strategy for the future*, Lausanne, IOC, December 2017, p. 11.

⁴⁴ INTERNATIONAL OLYMPIC COMITÉ, *A strategic approach to legacy. A strategy for the future*, Lausanne, IOC, December 2017, p. 14.

⁴⁵ IOC Archives/Session Sydney - Minutes of September 11, 12, 13 and 30, 2000.

⁴⁶ *Ibid.* p. 149.



Olympic Flame Guardians: a historical analysis of the role and intangible legacy of the Rio 2016 Olympic Games

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This paper aims to analyze the role and impacts of the Olympic Flame Guardians across various Torch Relay editions, with a special emphasis on the Rio 2016 Relay, from the perspective of intangible legacy. The Olympic Flame Torch Relay for the Rio 2016 Olympics journeyed through approximately 300 Brazilian municipalities over a span of three months. From the moment it touched Brazilian soil until the Opening Ceremony, the flame was safeguarded by dedicated "Guardians."

Yet, to this day, these individuals remain largely overlooked in Olympic historiography, and there exists a notable gap in research concerning the intangible legacy of Rio 2016. To support this research, the main primary written sources comprised documents from the IOC Historical Archive. Additionally, oral sources included interviews conducted with all the Olympic Flame Guardians from the Rio 2016 Games. The analysis of these sources was conducted using the hermeneutic method. The results indicate three historical markers were identified associated to the Guardian role in different Olympic Games editions:

Los Angeles 1984: The role of the "escort runner" was established as a voluntary position to aid in the Relay and to amplify the visibility of the event's sponsor brand. Significantly, this edition pioneered the introduction of purchasable sectors for participation in the Relay, thereby catalyzing preliminary discussions regarding the commercialization of the Olympic Flame ritual.

Athens 2004: The first-ever International Olympic Torch Relay was inaugurated, traversing five continents. Owing to the expansive scale of this Relay, a comprehensive operational manual was crafted. This manual instituted the "torchbearer protection cell" and meticulously outlined the duties of the "security runner", laying the groundwork for the subsequent "Guardians" role which received compensation for their responsibilities.

Rio 2016: The designation transitioned from "safety runners" to "Guardians" based on the self-identification of the seven individuals in this capacity. They chose this title to convey a sense of ritual connection and protection sentiment, transcending the mere notion of occupational duties.

Consequently, this nomenclature fostered a collective identity among most of its members, encapsulating elements of camaraderie, shared experiences, mutual understanding, and national pride. Grounded in this context, the impacts of assuming the role of a Guardian during the Rio 2016 Games were examined across three distinct categories: (a) Personal Impact: Pertaining to the introspective growth and self awareness garnered through the role; (b) Social-Cultural Impact: Concerning the insights gained into diverse social landscapes and regional cultures within the country; (c) Technical Impact: Relating to the specialized knowledge and skills acquired to proficiently execute the role.

In summary, the Rio 2016 Olympics did not manifest explicit legacy planning concerning the Relay. However, participants experienced notable impacts. The criteria for role selection prioritized physical fitness, availability for travel, and proficiency in the English language. Considering these parameters, a reassessment that considers the socioeconomic and educational backgrounds of the selected individuals could amplify these impacts, thereby fostering "public value" - specifically, an Intangible Legacy in subsequent editions of the Olympic Games.

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Keywords: Olympic Flame; Torch Relay; Olympic Games; Intangible Legacy; Guardians.



Forging the Path to Excellence: The High-Quality Development of Chinese Olympic Education in Post-Olympic Era

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Abstract.

Olympic education stands as the foundation of the Olympic Movement, embodying the integration of sports and education in a pursuit characterized by longevity, durability, and scholarship. China's Olympic education, as a signature of the "Dual Olympic City," showcases the nation's educational prowess, narrating the "China Story" in the language of the Olympics and earning global acclaim. Historical precedent underscores the Olympic Games' role as a potent catalyst for Olympic education's rapid advancement, with China's successful hosting of two Olympics ushering in unprecedented developmental opportunities. Following the triumph of the 2022 Winter Olympics, Chinese sports have embarked on a new developmental trajectory. This new era endows Olympic education with a fresh mission, transitioning from rapid expansion to a stage of high-quality development. Clarifying the content, characteristics, and developmental trajectory of high-quality Olympic education lays a theoretical foundation for its implementation in Beijing, enhancing its efficacy and fostering its comprehensive dissemination, thus facilitating the positive and healthy evolution of Olympic education. Building upon this analysis, it proposes a framework for constructing a development mechanism for high-quality Olympic education.

High-quality Olympic education must confront future challenges and cater to the escalating demand for holistic education among youth. Rooted in the promotion of youths' holistic development, high-quality Olympic education emphasizes cultivating comprehensive qualities and high-quality talents, integrating Olympic values into daily life, and equipping youth with the resilience to navigate life's challenges. Its core tenets include integrating Olympic values into life, promoting comprehensive Olympic education dissemination, and ensuring effective inheritance and sustainable development of the dual Olympic education legacy. Characterized by "transformability, accessibility, and sustainability," high-quality Olympic education not only supports youths' physical and mental development but also serves as a valuable asset for their future professional endeavors and societal contributions. Moreover, its accessibility and sustainability enable widespread dissemination, adaptation to societal changes, and continual advancement, ensuring the enduring high-quality development of Olympic education.

The high-quality development of Olympic education represents a shift in educational paradigms and necessitates the establishment of compatible mechanisms. Drawing upon the characteristics of high-quality Olympic education and practical experience, this paper proposes a systematic pathway for its development. This pathway encompasses interdisciplinary strategic planning, top-level design integration between sports and education sectors, leveraging societal forces to deepen cooperation, and fostering the development of Olympic education feature schools. By delineating the content, characteristics, and development path of high-quality Olympic education, a theoretical foundation is laid for its implementation in Beijing, thereby promoting its efficacy and fostering its comprehensive dissemination. This endeavor not only amplifies the impact of Olympic education but also advances its positive and healthy evolution, contributing to the modernization of China's education system. Thus, delving into the developmental trajectory of Olympic education not only enhances educational quality and promotes quality education but also realizes the fundamental task of moral cultivation and advances China's journey toward sporting excellence.

1. Introduction

Olympic education, as the cornerstone and essence of the Olympic Movement, not only embodies the spirit of sports but also significantly contributes to the development of global education. Its historical origins can be traced back to the ancient Olympic Games, and its spirit and philosophy have evolved over time, integrating the diverse values of modern society. In 1894, Pierre de Coubertin, during the revival phase of the modern Olympic Movement, began to experiment with the promotion of Olympic education in a number of primary and secondary schools in France^[1]. At present, Olympic education is globally recognized as an effective way to cultivate young people's sportsmanship, moral qualities and international outlook, and the values it emphasizes, such as excellence, respect and friendship, are of far-reaching significance to the construction of a harmonious society.

China, as the world's only "Dual Olympic City," has a unique position and influence in the realm of Olympic education. Beijing achieved an unprecedented milestone by successfully hosting both the 2008 Summer Olympics and the 2022 Winter Olympics. This dual distinction underscores China's remarkable achievements in sports competitions and highlights its role in the promotion of Olympic education and culture. In the post-Olympic era, how to realize the high-quality development of Olympic education has become an important issue before us. High-quality Olympic education can not only promote the dissemination of the spirit of sports, but also enhance the national sports literacy, improve international exchanges and cooperation, and has far-reaching significance for building a harmonious society. Therefore, it is of great theoretical and practical value to make an in-depth sorting out of the development stages of Olympic education in China and to explore the contents and characteristics of high-quality Olympic education in the new post-Olympic period.

2. Basic Connotation of Olympic Education

As a core component of the modern Olympic Movement, Olympic education not only carries the mission of spreading the Olympic spirit and values, but also plays a crucial role in the comprehensive development of young people. From the ideological integration of the ancient Greek view of physical education, to the continuation of the connotation of the ancient Olympic spirit, to the inheritance of educational achievements and the improvement of

problems in the context of different eras, the basic connotation of Olympic education is gradually enriched and adapted to the development of the times ^[2].

Since the birth of the modern Olympic Games, Olympic education has gradually become an important way to spread the Olympic spirit and values^[3]. It emphasizes the development of personal moral character, social responsibility, and understanding of and respect for multiculturalism through sports activities. For young people, Olympic education is of particularly profound significance. It not only helps young people form the habit of lifelong sports and stimulates a sense of active learning, but also works to shape their outstanding personalities and values. Through participation in sports activities, young people can understand the social principle of fair competition, cultivate the spirit of patriotism and respect the diversity of world cultures. In addition, Olympic education focuses on fostering a sense of social responsibility among adolescents and developing the concept of global citizenship among the new generation of young people through the platform of the Olympic Movement ^[4]. This helps young people to develop an understanding and tolerance of the world's multiculturalism, and then to develop world citizens with a sense of global responsibility. In the context of globalization, the influence of Olympic education continues to expand. It inspires the younger generation to pursue the Olympic ideals of excellence, friendship and respect and to contribute to the building of a more peaceful and just world. In this way, Olympic education not only promotes the transmission of the spirit of sport, but also nurtures a new generation with an international outlook for the harmonious development of the global community.

3. Meaning and characteristics of higher-quality Olympic education in the post-Olympic period

3.1 Development history of Olympic education in China

Olympic education in China can be traced back to the early stages of the introduction of the modern Olympic Movement to China. With the development of sports in China, Olympic education has gradually been incorporated as an important part of the national education and sports system. In the 1980s, Chinese sports and academics began practical and theoretical research on Olympic education and devoted themselves to promoting the Olympic spirit and educational philosophy nationwide ^[5] ^[6]. Especially since China's successful bid to host the 2008 Beijing Summer Olympic Games in 2001, Olympic education has been emphasized and promoted in China as never before. The 2008 Beijing Summer Olympic Games was an important milestone for Olympic education in China. The event not only demonstrated China's sports achievements, but also greatly promoted the development of Olympic education. During the preparation and organization of the Olympic Games, the Chinese Government and educational institutions at all levels vigorously promoted Olympic education through various means. For example, the Beijing Organizing Committee for the Olympic Games and the Ministry of Education jointly launched the Beijing 2008 Olympic Education Program for Primary and Secondary School Students, providing a systematic framework and guidance for the implementation of Olympic education. This program not only enhanced young people's knowledge and understanding of the Olympic spirit, but also incorporated Olympic education into the education system of primary and secondary schools, making it an important part of school education. The 2014 Nanjing Youth Olympic Games further

promoted the development of Olympic education in China. During this Youth Olympic Games, China once again demonstrated its successful experience in promoting Olympic education and contributed its unique Chinese wisdom and model to the global practice of Olympic education [7]. Through the opportunity of the Youth Olympic Games, China's Olympic education has not only expanded in breadth and depth, but also established a good image in the international arena, demonstrating China's long-term commitment and positive contribution to Olympic education. The 2022 Beijing Winter Olympic Games has injected new vitality into China's Olympic education. The Winter Games not only promoted the popularization of ice and snow sports nationwide, but also deepened the public's recognition of Olympic values. China utilized the opportunity of the Winter Olympics to combine Olympic education with the culture of ice and snow sports and innovated the content and methods of education. Through this series of initiatives, China has further promoted the sustainable development of Olympic education in the post-Winter Olympic period and ensured the long-term transmission of the Olympic spirit among young people.

Thus, the development history of Olympic education in China shows its close relationship with major national sporting events. The Beijing 2008 Summer Olympic Games, the 2012 Youth Olympic Games and the 2022 Beijing Winter Olympic Games not only enhanced China's image on the international stage, but also provided an important opportunity for the promotion and deepening of Olympic education.

3.2 Content of high-quality Olympic education

High-quality Olympic education is a comprehensive, diversified, innovative and sustainable education model. With Olympic values at its core and the comprehensive development of young people as its goal, it provides a platform for young people's all-round development through comprehensive popularization, effective inheritance of the twin Olympic legacies, diversification of educational content, innovation in educational methods, improving accessibility to education, ensuring the sustainability of education, and strengthening international cooperation and exchanges.

3.2.1 Integration of Olympic values into life as a goal to be pursued in high-quality Olympic education

The core of high-quality Olympic education lies in deeply embedding Olympic values into the daily lives of young people. The Olympic values -- excellence, friendship and respect -- are not only the basic guidelines for sports competitions, but also important principles that young people should follow in their growth process. Through diversified educational activities, the concept of Olympic education is integrated into the daily life and practice of young people, and these values are not only the guidelines for sports competition, but also indispensable guiding principles for the growth process of young people. For example, through sports activities, young people learn to respect others in teamwork, pursue excellence in the face of challenges and build friendships in competition. The teaching of such values not only helps young people to develop a character of integrity, fairness and respect for others, but also lays a solid foundation for them to assume responsibility and play a leadership role in society in the future.

3.2.2 Promoting the overall popularization of Olympic education is the basic direction for the development of high-quality Olympic education.

Universal access is the basis for high-quality Olympic education to achieve its educational goals. Olympic education should not be confined to school sports curricula, but should be extended to a wider range of social and cultural activities. Through community sports activities, media campaigns, public lectures and other forms, Olympic education can reach a greater number of young people, and such full accessibility not only implies the diversification of educational content and methods, but also requires the equitable distribution of educational resources to ensure that every young person, regardless of his or her background, has the opportunity to receive Olympic education. In order to achieve this goal, educational methods need to be constantly innovated. The use of modern information technology, such as virtual reality (VR) and augmented reality (AR), can provide young people with a more vivid and intuitive learning experience. In addition, new educational models such as project-based learning and inquiry-based learning can be introduced into Olympic education to stimulate young people's active learning ability and innovative thinking. Through these measures, Olympic education can play a role at a broader level, realizing the breadth and depth of its education, not only in the teaching of sports skills, but also in the cultivation of all-round development of young people.

3.2.3 Effectively inheriting and sustainably developing the dual Olympic educational legacy is the fundamental task of high-quality Olympic education development

The 2008 Summer Olympic Games in Beijing and the 2022 Winter Olympic Games in Beijing have left China with a rich Olympic legacy, both tangible and intangible. The development of high-quality Olympic education requires effective inheritance of these legacies and innovations based on them to ensure the sustainable development of education. Tangible heritage, such as the reuse of Olympic venues, can provide young people with professional training and competition venues and promote the popularization and development of sports. Intangible cultural heritage such as the transmission of the Olympic spirit. Through educational activities, young people can gain a deeper understanding of the history and culture of the Olympic Games and feel the charm of the Olympic Movement, thus stimulating their national pride and international vision. On this basis, the diversification of educational contents is particularly important. In addition to the traditional training of sports skills and cultivation of sportsmanship, high-quality Olympic education should also include the cultivation of leadership, cross-cultural communication, enhancement of environmental protection awareness and other aspects. Such diversified educational content contributes to the all-round development of young people, not only in the field of sports but also in other areas of life. For example, through participation in Olympic education programs, young people can learn how to organize activities, how to communicate with people of different cultural backgrounds, and how to care for and protect the environment. International cooperation and exchange also play a key role in this process. By cooperating with the International Olympic Committee and educational institutions in other countries and regions, sharing resources, exchanging experiences and jointly promoting the development of Olympic education, the quality of education can be enhanced and young people's international outlook and cross-cultural communication skills can be fostered.

This mode of education not only meets the needs of young people for whole-person education, but also provides them with a solid foundation and valuable assets for their future life and career development. Through continuous reform and innovation, high-quality Olympic education will cultivate more outstanding talents for young people in China and around the world, contributing to the building of a community of human destiny. This also demonstrates the long-term impact and great potential of high-quality Olympic education in youth education.

3.3 Characteristics of high-quality Olympic education

The transformative, accessible and sustainable nature of high-quality Olympic education allows it to play an important role in the physical and mental development of young people and can be transformed into an important asset for their future professional development and social responsibility. Through widespread popularization and promotion, Olympic education is able to reach more young people, while its sustainability ensures that it can be inherited and developed in a way that is constantly adapted to the changing needs of society and young people. High-quality Olympic education is not only an educational model, but also a force for harmonious social development.

3.3.1 Transformability

The transformative nature of high-quality Olympic education is reflected at several levels. First, Olympic education not only focuses on the cultivation of sports skills, but also emphasizes personality and moral education. Through Olympic education, young people can not only improve their sporting abilities, but also gain a profound education in competitive spirit, teamwork and respect for opponents. The cultivation of this comprehensive quality is vital to the overall development of young people. In addition, Olympic education has a wide range of translatability in practical application. For example, the teamwork spirit and leadership ability cultivated through Olympic education can be directly applied to the career development of young people. These qualities are not only useful in the field of sports, but are also of great value in any career that requires teamwork and leadership skills.

3.3.2 Accessibility

The accessibility of high-quality Olympic education is an important basis for its widespread dissemination. Through the efforts of the Government and educational institutions, Olympic education has been incorporated into the education system of primary and secondary schools, making this mode of education accessible to more young people. In China, for example, Olympic education activities have been integrated into primary and secondary education in a lively form, enabling students to experience the Olympic spirit through participation. In addition, the promotion of Olympic education benefits from many forms of activities and resources. Various types of Olympic education resources, such as teaching manuals and educational videos, are widely disseminated through the Internet and other media, making it easy for young people in both urban and rural areas to access and participate in Olympic education.

Quality Olympic education should be easily accessible, which means that educational opportunities should be equitably distributed to every young person. Governments, schools,

social organizations and families should all take responsibility and work together to remove economic, geographical and gender barriers to ensure that every young person has access to quality Olympic education. The accessibility of education can be improved by establishing scholarships, providing distance learning resources, community sports programs and other measures.

3.3.3 Sustainability

The sustainability of high-quality Olympic education is reflected in its ability to constantly adapt and evolve. As society develops and the needs of young people change, Olympic education is constantly being adapted and updated. For example, after the Beijing Winter Olympic Games, the Chinese program of Olympic education has been gradually systematized, and on the basis of inheriting the Olympic spirit and combining it with local culture, Olympic education activities suitable for Chinese youth have been carried out. The sustainability of Olympic education is also reflected in its adaptation to social change. In the context of globalization, Olympic education not only promotes exchanges and understanding among different cultures, but also promotes the common development of young people around the world through educational activities. For example, the Beijing Institute for International Olympic Studies (BIIOS), established by the Capital Institute of Physical Education and Sports, continues to promote Olympic education exchanges and cooperation through cooperation with international sports organizations, exploring new paths for the development of global Olympic education.

The sustainability of high-quality Olympic education is key to its development. This requires that educational activities not only meet immediate needs but also take into account their long term impact. Educational content and methods need to be constantly updated to meet the changes in society and the needs of young people. At the same time, educational activities should focus on environmental protection and social responsibility and foster a sense of sustainable development among young people. In this way, Olympic education can make a sustainable contribution to the growth and development of young people.

4. Development paths for high-quality Olympic education in the post- Olympic period

4.1 Strategic layout of disciplinary development

The high-quality development of Olympic education needs to start from the overall planning of education, focusing on the strategic layout and integrating it into national education, especially the physical education system. First of all, a clear plan should be formulated at the education policy level to ensure that Olympic education becomes an important part of national education. This requires the policy support and strategic guidance of the governmental education department to clarify the status and role of Olympic education through the formulation of relevant laws, regulations and guiding documents. In the process of concrete implementation, it is possible to ensure that the Olympic spirit and philosophy can be effectively conveyed to students by incorporating the content of Olympic education into the physical education curriculum of primary and secondary schools, and by strengthening the training of teachers and the allocation of educational resources. At the same time, by carrying out various Olympic-themed activities and events, students can experience and understand

Olympic values in practice and promote the deep integration of sportsmanship and culture, thus realizing the goal of integrating sports and education. Through this series of measures, Olympic education will not be confined to physical education classes, but will run through the entire educational process and become an important way of cultivating students' comprehensive qualities.

4.2 Strategic Layout: Integrating Olympic Education into the National Education System

To promote the high-quality development of Olympic education, it is necessary to realize the organic integration and synergy between the sports sector and the education sector in terms of top-level design. This requires the formulation and implementation of a comprehensive policy system to provide a solid guarantee for the development of Olympic education. First of all, the sports sector and the education sector should work together to formulate a general plan for the development of Olympic education, with clear development goals and specific measures. At the same time, a cross-departmental coordination mechanism should be established to ensure that the various policy measures can be implemented smoothly. In terms of policy support, scientific research and practical activities in Olympic education can be supported through the establishment of a special fund. In addition, local governments and schools should be encouraged to actively explore and innovate, taking into account their own realities and formulating implementation programs for Olympic education that meet local characteristics. In terms of guaranteeing conditions, investment in Olympic education infrastructure should be strengthened, sports facilities and equipment in schools should be improved, and necessary teaching resources and teacher training should be provided. Through this series of policies and conditions, a "Chinese model of Olympic education" in line with China's national conditions should be gradually established, providing institutional and resource support for the high quality development of Olympic education.

4.3 Diversified Collaboration: Building a Multi-Stakeholder Olympic Education Ecology

High-quality Olympic education requires not only the support of school education, but also the joint participation and support of all forces in society as a whole. In terms of educational ecology, the role of multiple interest groups such as the Government, schools, communities, families, enterprises and social organizations should be brought into full play to deepen cooperation and jointly carry out a full range of Olympic education activities. The government should strengthen its macro guidance and policy support for Olympic education, while schools should play a leading role in organically integrating Olympic education into campus culture and teaching activities. Communities can create a strong Olympic atmosphere by organizing all kinds of sports activities and cultural exchanges to enhance young people's participation and sense of belonging. Families, as an important environment for education, should actively participate in their children's sports activities and support and encourage them to practice the Olympic spirit. Enterprises and social groups can support the development of Olympic education by sponsoring and organizing sports events and providing voluntary services. Through the cooperation of this series of multi-principal bodies, a new pattern of Olympic education led by the Government, implemented by schools and participated in by the community can be formed to promote the comprehensive popularization and in-depth development of Olympic education.

4.4 Heritage Innovation: Legacy Inheritance and Educational Innovation of the Dual Olympics

The high-quality development of Olympic education in China cannot be separated from the effective inheritance and sustainable development of the twin Olympic legacies. The Beijing 2008 Summer Olympic Games and the 2022 Winter Olympic Games have left a rich Olympic legacy for China, which is both a valuable historical treasure and an important resource for promoting the development of Olympic education in the future. First of all, we should give full play to the driving role of Olympic model schools and schools with ice and snow characteristics, and gradually realize the balanced and full development of Olympic education through demonstration and leadership. These model schools not only have advantages in sports facilities and teaching resources, but also have accumulated rich experience in education concepts and teaching methods, which can provide useful reference for other schools. Secondly, the core value of the "Heart-to-Heart " program of education for international understanding should be explored, and a platform for international exchanges among primary and secondary schools should be built with Olympic education as a bridge, so as to promote cross-cultural exchanges and understanding among students, and to cultivate outstanding talents with a global outlook and international competitiveness. In addition, schools specializing in Olympic education for primary and secondary schools with Chinese characteristics and at the world level should be set up, so as to promote the sustained development and enhancement of Olympic education through continuous deepening of reform and innovation. Through these initiatives, not only can the Olympic spirit be passed on and carried forward, but the quality and influence of Olympic education in China can also be continuously enhanced, providing a broader platform for the comprehensive development of young people.

5. Conclusion

The high-quality development of Olympic education is a long-term, lasting and scientific endeavor to clarify the development path of high-quality Olympic education in the post Olympic period and its far-reaching impact on China's education. This paper puts forward the content, characteristics and development path of high-quality development of Olympic education in the new era, which lays a theoretical foundation for carrying out Olympic education in Beijing, and will better play the role of Olympic education, thus promoting the comprehensive popularization of Olympic education and the positive and healthy development of the cause of Olympic education. Through the establishment of a set of matching and compatible mechanisms, combined with the characteristics and practical experience of high quality Olympic education, and the comprehensive promotion of the development of disciplines, top-level design, educational ecology and the inheritance of the dual Olympic legacy, greater contributions will be made to the growth of young people and the advancement of society through the sustained promotion of the reform and innovation of Olympic education.

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Towards an Understanding of Olympic Friendship⁴

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COMPETITION AWARD*

Abstract.

The 2020 Tokyo Olympic Games witnessed a unique and unprecedented moment in the men's high jump final. Italian Gianmarco Tamberi and Qatari Mutaz Essa Barshim, as permitted by the rule, decided to mutually claim the gold medal instead of proceeding with the tie-breaking jump-off. This moment has been referred to by many as a true manifestation and tangible case of Olympic friendship, and the type of actions that the Olympic movement should try to foster. Yet, in 2023 during the Budapest World Athletics Championship, an exact action was performed by Nina Kennedy and Katie Moon, in which the athletes decided to share the gold medal during the pole vault competition. Nonetheless, unlike Tamberi and Barshim, their decision received much criticism from the public and the media. In contrast to the men, the women received comments such as “cowards,” “shameful,” or “pathetic,” and most of the critics claimed that both athletes should have kept on competing. While it is evident that the comments criticizing Kennedy and Moon reflect societal biases against women in sports, in this article, however, by considering that the action of the men was referred to as an example of Olympic friendship while the other wasn't, I aim to initiate a discussion about Olympic friendship – a topic that remains absent in Olympic studies. I propose that neither the men's nor the women's actions encapsulate Olympic friendship. I do so because I suggest that Olympic friendship starts when participants fully engage in competing – a path the athletes diverged from by opting to claim a shared gold medal as allowed by the rule. Thus, my argument focuses on how the rule allowing athletes to verbally decide the outcome of the competition can distort the goals of Olympic sports. I contend that the rule can potentially divert participants from a genuine engagement in the practice towards external interests and subvert the intrinsic goods in sports competitions.



⁴ See the full text of Dr. Harper's lecture published in Olympika 2024.

The legacy of the Olympic Games in the educational systems of host countries

ADELINE PARRADO, PHD.

Abstract.

he first modern sports appeared between 1820 and 1840 through British public schools. Through his works, Pierre de Coubertin emphasizes the importance of physical and moral education in the overall development of individuals. He emphasizes on the development of sports as an 'educational tool for developing valuable social and moral traits, notably honesty, loyalty, respect and the will to succeed.

As through the development of sport we can ask ourselves the question follows: What is the legacy of the Olympic Games in the educational systems of host countries?

The researchers Dikaia Chatziefstathiou and Norbert Müller, in their book "Olympism, Olympic Education and Learning Legacies" argue that Pierre de Coubertin's Olympic ideas should be propagated mainly through educational activities. On that point, Gary Rhodes and Jessica Zlotnicki state in their book that "We need to use education to advance tolerance and understanding (...) between faiths, between nations, between cultures. ».

The impact of Olympic Games on the education system leaves a lasting legacy beyond the sporting competition. That's why it is important to value the role of athlete education in building an ideal Olympism and leaving a lasting economic, cultural, social and sporting legacy for in a host country. The Olympic Games is considered as the central element of the organization, hosting, athlete performance and celebration of the Games.



A Study on the Positive Interaction between Archives and Olympic Legacy

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Abstract:

As a key element in the sustainable development of the Olympic Movement, the Olympic legacy is both a vision and a discourse. The intervention of archives is a solid guarantee for the sustainable development and transmission of this key factor. Starting from the real-world context of the Olympic Movement and the professional background of archival science, archives are not only an essential part of Olympic legacy but also record the entire process of planning, governance, and evaluation of Olympic legacy. The evolution of Olympic legacy expands the dimensions of archival records and enriches the archival value system, with both relying on and complementing each other. The interactive relationship between archives and Olympic legacy exists not only between archival affairs and the Olympic Movement but also includes interactions formed between the Olympic Movement and various fields such as culture, technology, economy, and environment, mediated by archives. Archives are a solid guarantee for the sustainable development of Olympic legacy. Thus, it is essential to construct an “Archives+ ” interactive model. This model, with Olympic legacy as its "script", combines archives with various industries and fields, promoting the long-lasting and extensive benefits of Olympic legacy to public life, urban construction, national development, and even global governance. In reverse, it fully realizes the value of archives, serving national development strategies and benefiting society.

Keywords: Archives; Olympic legacy; Positive Interaction; Sustainable Development

Currently, Olympic legacy has not only become an important competitive factor in whether a bidding city can win the hosting rights and a key criterion in evaluating the success of the Olympics, but it has also become a significant topic of research in modern Olympic studies. As a special type of the Olympic Legacy, archives, unlike other specific types of legacy, are records of the planning, governance, and assessment processes of various Olympic legacies. They are extensively formed within all legacy work and are the "bearers" of the written form of tangible Olympic legacy and the fixed form of intangible Olympic legacy. At the same time, as a subject of archival records, the Olympic legacy in the field of the Olympic Movement has provided archives with diverse, multi-perspective, and multi-layered recording subjects, expanding the dimensions of archival records over time and enriching the archival value system. The interaction between archives and Olympic Legacy does not only exist between the archival profession and the Olympic Movement but also includes the interactions between the Olympic Movement and various fields such as culture, technology, economy, and environment, mediated by archives. Both display a mutually supportive and complementary positive interaction, where Olympic Legacy is the entry point for archives to integrate into the Olympic field, and archives are a solid guarantee for the sustainable development of various Olympic legacies. Therefore, a deep understanding and exploration of this interaction, building a good interactive model, and using Olympic Legacy as a foundation to deepen the role of archives as a link and support in various social fields have profound practical significance in making the Olympic "dividends" beneficial to society at large.

1 Olympic legacy — The Key to Sustainable Development of the Olympic Movement

Since the 1980s, issues such as soaring costs, escalating scales, political intervention, over-commercialization, and ethical deviations have cast a shadow over the sustainable development prospects of the Olympic Movement. Its development in cities must establish a positive interaction with the city and the country, amplifying its positive effects and mitigating negative impacts. To this end, the International Olympic Committee (IOC) has actively responded to the United Nations' sustainable development issues, triggering a series of reforms, giving birth to the concept of Olympic legacy.

1.1 Olympic legacy as a Vision

Olympic legacy is both the crystallization of innovation in every edition of the Olympic Games and the result of reforms actively undertaken by the IOC following crises. It embodies the dual vision of the IOC and the host countries.

For the IOC, Olympic legacy embodies the vision of sustainable development of the Olympic Movement. In 2017, the IOC issued the Legacy Strategy Full Version, proposing that "Olympic legacy is the result of a vision. It encompasses all the tangible and intangible long-term benefits initiated or accelerated by the hosting of the Olympic Games/sports events for people, cities/territories and the Olympic Movement". Furthermore, the strategy states that the ultimate goal of Olympic legacy work is "building a better world through sports", which aligns with the goal of Olympism: "to place sport at the service of the harmonious development of humankind, with a view to promoting a peaceful society concerned with the preservation of human dignity."¹ This grand vision endows each Olympic Games with broad value and positive significance beyond themselves. It is not only a remedy for Olympic crises but also a return to the essence of the Olympic Movement, expressing the beautiful hopes in human concepts, protecting and glorifying some excellent traditions, impacting the current and future worlds politically, economically, culturally, socially, and environmentally, benefiting the general public, Olympic host cities and countries and the whole world, thereby making the world a better place.² This is the significance of the Olympic vision referred to as "Olympic legacy".

For the host cities and countries, Olympic legacy contains the positive vision that the Olympic Movement can drive long-term development in various fields. The Olympic Movement is not just a competition but a cultural exchange and integration from within, relying on the Olympic Movement's existence. Olympic legacy under the large framework of the Olympic Movement unfolds, but is also constrained by the discourse context of each host city and country — specific social culture, ideology, economic environment, etc. It is the unique Olympic vision "incarnation" of each country.

1 IOC. Olympic Charter(Lausanne: International Olympic Committee), 2023.

2 Xu Yongjun, etc. Study on Inheritance of Beijing Olympic Legacy, by Feng Huiling (Beijing: China Renmin University Press, 2021), 1-3.

1.2 Olympic legacy as a Discourse

Unlike traditional legacy that is often perceived as "old" or "immutable", the essence of Olympic legacy is "the result of structural changes induced by the Olympic Games impacting people and spaces"³. These outcomes are indifferent to being new or old and does not necessarily conform to the "Outstanding Universal Values (OUV)" criteria. Those all are considered Olympic legacy. Therefore, if traditional legacy is a creative activity of selectively naming, reorganizing, and using "past" cultural resources based on "present" needs, selecting the past based on the present.⁴ Olympic legacy is a creative activity of building, designing, organizing, accumulating, and evaluating "present" resources based on "future" planning needs. This means constructing the present with the future in mind, as evidenced by sports venues, mascots, torches, licensed products, Olympic education, etc. However, the concepts and presentations behind these sports venues and mascots are matters of discourse.

Laurajane Smith argues that legacy is a form of discourse.⁵ Discourse, in this context, refers to language expressed through speaking or writing. It can also be understood as a means or medium, a symbolic system for describing the world, which assigns certain values and meanings to material and social realities.⁶ Similarly, Olympic legacy, whether it involves the construction of sports venues and Olympic villages or the design of medals, torches, and opening ceremony performances, is underpinned by the cultural discourse of the host country and region. This is not only an effective way to build national identity but also a key means to establish national image and enhance international influence in sports amid global governance crises marked by civilization clashes and bullying.⁷ The accumulation, governance, and inheritance of Olympic legacy usually have a clear purposeful significance.⁸ For example, the Atlanta Olympic Organizing Committee in its bid report for the 2010 Olympics pointed out that hosting the Olympics would lead to park renovation work, benefiting the citizens of Georgia for recreation or physical fitness. The ways countries understand, think about, plan, govern, present, preserve, and inherit Olympic legacy constructs the process of presenting Olympic legacy. Olympic legacy is no longer just a set of static results with fixed meanings but a social process that consciously gives it a discursive representational function in creative practice. The involvement of archives is a solid guarantee for recording and inheriting this social process.

3 Hu Xiaogian, Wu Chuchu, Deng Xue. "Mechanism and Means: Impact of COVID-19 on the Sport Legacy of the Beijing 2022 Olympic Winter Games," *Journal of Shanghai University of Sport* no.45(2021):27-38.

4 Zhang Chao-zhi, Qu Ce, JIN Yu-han. "Heritage Identity: Concept Connotation and Research Approaches," *Human Geography* no.33(2018):20-25.

5 Laurajane Smith. *Uses of Heritage* (London: Routledge, 2006), 1.

6 Hajer M A. "Discourse coalitions and the institutionalization of practice: the case of acid rain in Britain," ed. Fisher F, Forster J (Durham: Duke University Press, 1993), 44.

7 Xu Yongjun, Zhang Dan. "On the Legacy Value of the Beijing Olympic Archives," *Archives Science Bulletin* no.1(2022):4-14.

8 Cashman R. "What is 'Olympic Legacy'?" ed. Moragas M D. (Lausanne: International Olympic Committee, 2003), 34.

2. The Basis for Positive Interaction between Archives and Olympic legacy

2.1 Foundational Reality

As early as 1999, the IOC, in collaboration with Monash University, initiated the "Olympic Games Transfer of Knowledge" (TOK) project to prevent the loss of Olympic knowledge and to maximize the transmission of this knowledge to future Olympic Organizing Committees.⁹ This project required that "the IOC stipulates the accumulation, organization, and transfer of archival documents of the Olympic Games. It explicitly demands that each host city collects all archival documents generated during the bidding, preparation, and staging of the Olympic Games and transfers them to the IOC. Subsequently, the IOC passes on the archival documents submitted by the Organizing Committees to the next Olympic Games Organizing Committee through the Olympic Games Knowledge Management Program."¹⁰ This illustrates the importance of Olympic archives in the context of Olympic knowledge, legacy, and the sustainable development of the Olympic Movement.

2.2 Professional Basis

Every human social activity requires documentation and archival preservation, and the Olympic Movement, being a large-scale comprehensive activity, necessitates even more thorough recording and archiving. Given the characteristics of archives, they represent clear and explicit original records formed by social organizations and individuals in their past practical activities. "These include two modes of formation: from original symbolic recording (source entity) to document (first instance) to archive (subsequent entity) and from original symbolic recording (entity, zero-degree literature) to archive (entity)."¹¹ In essence, the formation of archives is a narrative of practice. This narrative is characterized by clear sources, focus on connections, complete preservation, adherence to the principles of objectivity and neutrality, and a variety of archival media forms, thereby fulfilling all core concepts of narration - plot, practice, characters, time, space, and various components of narrative discourse.¹² In the field of the Olympic Movement, archives provide a comprehensive, three-dimensional, and systematic account of the entire process of the Olympics, constructing a complete "Olympic Memory". They serve as a treasure trove of knowledge and experience, essential during the bidding, organizing, and hosting phases of the Olympic Games.

9 Yang Yuhua, Qiu Jun. "Elaboration on Knowledge Management in Olympic Games: A TOK Perspective," *Journal of Capital University of Physical Education and Sports* no.25(2013): 396-406.

10 Wang Runbin, Xiao Libin. "Exploring the Problem of Inter-session Transmission of Olympic Archives," *LantaiWorld* no.10(2015):55-56.

11 Ding Haibin. "Archival Formationism: A Story of Practice," *Shanxi Archives* no.6(2020):5-9.

12 JAMES Phelan, LIN Yu-zhen. "Narrative Theory:2006-2015," *Journal of Shanghai Jiaotong University(Philosophy and Social Sciences)* no.24(2016):38-50.

3. The Interactive Relationship between Archives and Olympic legacy

Archives and Olympic legacy have a bidirectional relationship within the governance system of the Olympic Movement. Horizontally, the records and policy documents of the IOC and the Olympic Games Organizing Committees indicate that archives management should be included in Olympic legacy work, making archives an essential component of Olympic legacy. Vertically, archives record the entire process of planning, governing, and assessing Olympic legacy, thus authenticating the entire cycle of bidding, preparing, and hosting the Olympic Games. The "archivization" of both tangible and intangible legacy ensures that Olympic legacy is comprehensively, three-dimensionally, and systematically preserved, protected, and passed on over time, forming a complete body of knowledge for organizing the Olympics and other major events.

3.1 Horizontal Relationship: Archives as an Integral Part of Olympic legacy

In 2002, the IOC Olympic Museum and Research Centre organized a large-scale international seminar in Lausanne titled "The Legacy of the Olympic Games: 1984-2000." In this seminar, Olympic legacy was divided into six categories, among which "archival legacy" was included. Subsequently, the Legacy Strategy Full Version ¹³ outlined four goals of Olympic legacy. The second goal, "document, analyze, and communicate the legacy of the Olympic Games," highlighted the collection of various media archives, including 400,000 photographs, 33,000 hours of video, 8,500 hours of audio, 2,000 documents, and 20,000 objects by the Olympic multimedia library for future organizing committees to study and reference. The third objective, "encourage Olympic legacy celebration," suggested utilizing archives for cultural creative product development and organizing cultural celebrations in conjunction with specific Olympic anniversaries (such as 5, 10, 25, 50, and 100 years). Thus, the IOC not only considers archives a crucial part of Olympic legacy but also actively advocates for their utilization to promote the inheritance of Olympic legacy.

As a vital component of Olympic legacy, archives have become a core topic in Olympic legacy research. They form a complete Olympic memory guided by the content of Olympic legacy and extend in multiple directions, depths, and dimensions as Olympic legacy evolves and as different countries construct their narratives.

3.2 Vertical Relationship: Archives as a Comprehensive Record of Olympic legacy Planning, Governance, and Evaluation

As the solidified carrier of Olympic legacy, archives perform "historical writing" of the complete memory of Olympic legacy. These directly recorded "narrative writings" become the core method of remembering the Olympic Movement. Leveraging the originality, completeness, and clarity of archives, they interlink the past, present, and future, constructing the meaning of Olympic legacy.

13 Olympic World Library. "Legacy strategy full version." Accessed September 13, 2023. <https://library.olympic.org/doc/syracuse/173146>.

Firstly, the "archivization" of intangible Olympic legacy involves recording and unifying tangible and intangible legacys within archives, especially solidifying those tangible legacys that are difficult to share widely and intangible legacys that are challenging to preserve long-term. According to the "Legacy Strategy", the construction of Olympic legacy discourse has three characteristics: emphasizing local Olympic legacy visions and the flexibility of legacy content planning; emphasizing multiple methods and domains of impact, and the broadness of legacy content planning; and focusing on the sustainable development of Olympic legacy, ensuring the longevity of legacy content planning. The flexibility and broadness of Olympic legacy, leading to its longevity, determine the mutual promotion and permeation among different legacys, subsequently determining their interconnected and extensive archival formation. This logic implies that the archives formed by planning and governing various Olympic legacys assign corresponding value to those archives. For example, three months after the 2008 Beijing Olympics, CCTV5 launched the documentary "Olympic Archives." Utilizing various types of Olympic archives such as videos, oral narratives, photographs, and objects, the documentary deconstructed and reconstructed the "stories" of the Olympics, vividly presenting the unseen and unknown stories behind the Olympics and fully "decrypting" China's wisdom in hosting the Games. These diverse but interconnected Olympic legacy efforts form a dynamic process of value creation through archives, creating a value chain centered on Olympic legacy. Archives are essential in ensuring the continuous extension and radiation of this value chain.

Secondly, the "archivization" of tangible Olympic legacy. Utilizing archival management methods for the collection, cataloging, organization, preservation, and development of tangible Olympic legacy imbues it with archival characteristics and provides "archivization" protection. The "physical archives" in the Olympic Movement, such as performance costumes of opening and closing ceremony performers, medals, torches, and award podiums, are significantly distinctive. The design elements, presentation concepts, and expressive forms contained within these items record the Olympic organization work in another manner and constitute a form of Olympic memory. They also provide tangible, referable, and researchable experiential outcomes for the re-initiation of future events. In this process, archives are regarded as a vital medium that extends human spatio-temporal communication, ensuring that Olympic legacy can be fully, completely, and authentically preserved, developed, and passed on across time and space. This contributes to the wider dissemination of Olympic technology, knowledge, culture, and spirit embedded within.

4. Constructing the "Archives+" Interactive Model

Apart from its utility in the Olympic Movement itself, archives transcend this scope, systematically impacting various societal sectors such as economy, culture, technology, environment, and education. The interaction among these sectors augments the extensive value of archives. Therefore, building a network-based "Archives+" interactive model is proposed. This model fundamentally uses Olympic legacy as the "script" and archives as the medium, merging Olympic archives with various industries and fields. This approach aims to extensively benefit public life, urban development, national progress, and even global governance through the longevity of Olympic legacy. Conversely, this is the ultimate goal of archive management and development within the Olympic domain, namely, to fully realize the value of archives, serve national development strategies, and benefit society. The value of archives varies with each host country's national conditions. For example, the "Beijing Winter Olympics Archives+" model explores how the 2022 Beijing Winter Olympics utilize this approach. To highlight China's narrative in Olympic legacy and exhibit the concept of "green, shared, open, and clean" Olympics, this paper divides the industries and fields integrated by the Beijing Winter Olympics archives into four sectors: national strategy, public benefit, technological innovation, and green ecology, analyzing them sequentially.



Figure 1. "Beijing Winter Olympics Archives+" Interactive Model

4.1 Guided by National Strategy, Promoting Mutual Advancement

The hosting of the Olympic Games is a process of bilateral selection, and the successful bid, preparation, and hosting of the 2022 Beijing Winter Olympics represent a strategic alignment under this mutual choice. Using the Winter Olympics as a lever, through the participation of multiple entities, integration of various industries, and comprehensive collaboration, the strategies of integration of sports and education, sports and health, cultural tourism integration, industry-education collaboration, technology promotion, and low-carbon sustainability were employed. These strategies accelerate the construction of a strong sports nation and a healthy China, achieve universal fitness, strengthen ecological civilization construction, and promote the development of the Beijing-Zhangjiakou sports and cultural tourism belt, thus fostering the coordinated development of the Beijing-Tianjin-Hebei region. The Olympic strategy is used as a catalyst to promote national development, forming a "Chinese characteristic" model of benign interaction between the Olympic Movement and cities. Therefore, the external linkage of the Beijing Winter Olympics archives should be guided by the implementation of national strategies, contributing "Beijing Wisdom" to the International Olympic Movement.

The development of a strong sports nation requires not only the improvement of sports competitive levels but also the high-quality development of sports science research. Through research, it is found that China's Olympic science research urgently needs to be regularized and deepened. By examining various scientific literature databases, the author finds that China's research on the Beijing Winter Olympics archives shows a clear periodic characteristic, revolving around the Winter Olympics cycle or related anniversary commemorations, lacking direct correlation with core publications. The main reason is that the Olympic Movement has a long history, involving a wide and complex range of fields. The use of the 2008 Beijing Olympics archives was relatively closed, and ordinary scholars could not use the Olympic archives for in-depth research. The archive institutions themselves do not have the capacity to conduct research, leaving a rich mine of Olympic knowledge unexplored. To reverse the dilemma in Olympic science research, the Beijing International Olympic Academy, in conjunction with the existing institutional resources of the Capital University of Physical Education, will manage collaboratively. On the one hand, it will comprehensively integrate the "dual-Olympic city" Olympic archives and preparatory materials and other Olympic legacy, receiving the Olympic knowledge management system and integrating it into education and research. On the other hand, it will explore the integration of interdisciplinary and collaborative innovation in scientific research, build an Olympic core education program (OVEP) curriculum system, fill the gaps in domestic Olympic education materials and curriculum systems, and form a multidimensional integrated education framework of Olympic theory, management, humanities, and sports industry.¹⁴ By focusing on the development of the Olympic Movement, humanities, and technology, it will support the implementation of strategies such as a strong sports nation and a healthy China.

4.2 For the Benefit of the Public, Mutual Penetration

"A successful Olympic Games begins with how it drives the achievement of local and regional development goals and benefits the general public."¹⁵

14 The author traveled to the Capital Sports Academy on November 10, 2022 to compile the results of his research.

15 Xu Yongjun, Zhang Dan."Olympic Movement 'New Benchmark'-Experience and Inspiration of the Successful Hosting of the 2022 Beijing Winter Olympics," Qianxian no.5(2022):49-52.

The "Shared Future" legacy vision of the 2022 Beijing Winter Olympics reflects the public's aspirations for a better development in terms of human rationality, event logic, and physical progression. In this regard, the interaction between the Beijing Winter Olympics archives and urban development should be viewed as an integrated system of "symbiosis," where the development and utilization of Beijing Winter Olympics archives are combined with the enhancement of urban governance and the coordinated development of the Beijing-Tianjin-Hebei region. For instance, the LA84 Foundation focuses not only on the host city itself, considering the long historical perspective of the relationship between the Olympic city and the Olympic Movement and the strategic responsibilities that the Olympic city should have. It also promotes Olympism beyond the Olympic events, from a humanistic perspective of urban civil rights and development, in areas such as youth sports, social justice, public participation in sports, and international dissemination of Olympic culture.¹⁶ Thus, the development and utilization of Beijing Winter Olympics archives should be integrated with city planning and regional coordinated development, focusing on improvements in Olympic education, disability services, power grid, transportation, security, healthcare, infrastructure, and other sectors beyond the Olympic Games. This integration will extract the Beijing experience from major event organization, urban planning, regional development, ecological environment governance, scientific and technological innovation, youth education, disability development, cross-cultural exchange, etc., for use in various fields and industries.¹⁷ This approach aims to promote a transition from governance to "good governance" in cities/regions¹⁸, making Beijing a "Dual-Olympics City" that integrates Olympic sports culture, economy, and education.

4.3 Driven by Technological Innovation, Blending Development

"Technology" has always been a crucial support and guarantee for the successful hosting of the 2022 Beijing Winter Olympics. Reflecting on the entire Winter Olympics cycle, from transcritical direct cooling ice making with carbon dioxide to 100% green power supply, and from high-speed trains traveling at 350 km/h to ecological restoration projects, the achievement of the "carbon-neutral" goal for the Winter Olympics has always relied on technological innovation. Winter Olympics technology permeates various fields closely related to public life, including transportation, communication, power, security, climate, healthcare, and catering. If the knowledge, technology, experience, plans, and patents recorded in the Beijing Winter Olympics archives can be further standardized and promoted to society, they will undoubtedly facilitate the planning of smart cities. For example, one of the "Bird's Nest" venue plans for the 2022 Winter Olympics, "Graphene Flexible Thermal Management Technology," has already been applied to the seats of Beijing's Line 15 subway and is soon to be applied in new energy vehicles or railway passenger transport departments in northern provinces.¹⁹ However, the widespread adoption and promotion of "Winter Olympics technology" is still a work in progress.

16 Feng Yanan, Sun Baoli. "The Survival of the 1984 Olympic Legacy LA84 and the Benefits for Olympic City Los Angeles - and Implications for the Beijing-Zhangjiakou 2022 Winter Olympics." *Compilation of Abstracts from the 11th National Congress of Sport Science*, ed. Beijing Sports University, 2019: 6554-6556.

17 Xu Yongjun, Chen Jie. "Countermeasures and Suggestions for the Management of Beijing Olympic Archives," *Beijing Archives* no. 7 (2020): 27-29.

18 Xu Yongjun, Zhang Dan. "'Chinese Model' of Beijing Olympic Archives Management," *Documentation, Information & Knowledge* no. 3 (2022): 32-40.

19 Sun Leqi. "The Bird's Nest is flying with 'Warm Technology'," *Beijing Daily*, February 09, 2023, sec. 012.

Accelerating the summarization of Winter Olympics technological achievements and utilizing the experimental data and research knowledge from scientific archives will promote the standardization and popularization of technologies like the Zhangbei flexible DC power grid, green clean electric energy, and the paperless customs system of the Winter Olympics, applying them widely in urban and regional planning, environment, transportation, medical, health, network, and safety fields across the Jing-Jin-Ji region and the entire country, thereby innovating and expanding their impact.

Moreover, the Olympic Agenda 2020+5²⁰ points out that "digital technology is a powerful tool that enables us to communicate more directly with people and to promote Olympic values." To fully implement the spirit of this agenda, it is necessary to strengthen the development of the Olympic digitalization strategy.

On one hand, there should be an emphasis on the synergy between technological innovation and scientific popularization. On September 4, 2022, the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council issued the Opinions on Further Strengthening the Popularization of Science and Technology in the New Era, proposing to "place science popularization on an equal footing with technological innovation"²¹. The "science and technology" in the archives of the Beijing Winter Olympics represents a culmination of achievements in certain technological fields in China, demonstrating the country's technological strength. Therefore, relevant departments should rely on science and technology museums, universities, research institutes, primary and secondary schools, enterprises, and social organizations to collectively build a societal action route for Olympic science popularization. By actively extracting the technological knowledge contained in the archives of the Beijing Winter Olympics and providing free public access to popularized Olympic and competitive sports knowledge through lectures, exhibitions, social media, etc., it will stimulate public interest in various Olympic technologies and lay the foundation for training talents in technological innovation. On the other hand, the development of "virtual sports" should be encouraged. By integrating the intangible legacy of the Olympic Movement, such as fairness and justice, pursuit of excellence, peaceful development, and sustainable ecology, into e-sports through game narratives and event planning in the form of "archives + electronic sports," it can gradually mitigate the adverse effects caused by online games, such as self-identity crisis, gaming addiction, violent and aggressive tendencies, autism, and obesity, thus purifying the electronic gaming environment.²² Further strengthening digital interaction with audiences in the electronic gaming community will promote broader sports participation among the public.

4.4 Green Ecology as a Mission, Joint Expansion

Since the 1994 Lillehammer Winter Olympics first proposed the concept of "green sports," ecological issues have become a focal point for host cities of the Olympics. At the end of the 20th century, the IOC's Sport and Environment Commission compiled the Olympic Movement

20 IOC. "Olympic Agenda 2020+5." Accessed November 24, 2022. <https://library.olympics.com/Default/digital-viewer/c-472511>.

21 Hao Yuran. "Opinions on Further Strengthening the Popularization of Science and Technology in the New Era Issued by the General Office of the State Council of the Central Committee of the Communist Party of China." Accessed November 24, 2022. http://www.gov.cn/zhengce/2022-09/04/content_5708260.htm.

22 Huang Lu, Liu Bo. "Reform Trend of Sports World in the Post-epidemic Era: Analysis of 'Olympic Agenda2020+5' and Reference for China," *Journal of Wuhan Sports University* no.55(2021):5-13.

in the Twenty-First Century, emphasizing the role of the Olympics in promoting global ecological construction and the capacity of host cities to organize the Olympics with sustainable ecological concepts.²³ During the 2022 Winter Olympics, the Beijing Winter Olympics Organizing Committee released several reports and innovatively established a sustainability management system (the first in Olympic history to integrate three international standards), achieving "carbon neutrality" for the 2022 Winter Olympics and contributing "Chinese wisdom" to green, low-carbon, and sustainable development of the Olympics.

Therefore, transforming the green, low-carbon, and sustainable management concepts, plans, and technologies of the 2022 Beijing Winter Olympics into practical, promotable, and applicable experiences, and summarizing them into regulatory systems and standards, will be extensively promoted in government, production, and daily life sectors in China. This will enhance the governance capabilities and levels of China's environment and economy, creating a "Chinese model" for green, ecological, and sustainable Olympic development. This will help shape the ecological civilization of Chinese society, building an interconnected ecological society, and transitioning from "Beijing Blue" to "China Blue".²⁴

In summary, if Olympic legacy is the *raison d'être* of the IOC and a city's "Olympic" legacy certificate, then archives are the means to rationalize and fully record this "reason" and "proof." Olympic legacy, resulting from activities triggered by the Olympics, forms a complete Olympic memory through its content, expanding archive content and enriching the archival value system. It also promotes the healthy and sustainable development of the Olympics and the "dividend" of Olympic legacy to benefit the development of various societal affairs. Therefore, the interaction between archives and Olympic legacy is not only inherent to the archives or the Olympic Movement itself but also due to the pervasive nature of archives as documentary legacy, facilitating the transcendence and mitigation of the "generation gap" caused by the monopoly of tangible legacy and bridging the differences in the sharing and inheritance potential of intangible legacy. This effectively breaks through the spatial bottleneck of enjoying Olympic legacy benefits within the host city range alone, promoting the good preservation and long-term inheritance of Olympic legacy.

23 Sun Chenghua, Wu Bin, Wei Qinghua, etc. *China Winter Olympic Development Report (2017)* (Beijing: Social Sciences Literature Publishing House, 2017), 102.

24 Xu Yongjun, Zhang Dan. "Hosting the Beijing Winter Olympics Draws a New Picture of the Olympics." Accessed September 13, 2023. <http://nads.ruc.edu.cn/xzgd/71392f79e809442b9bbbf79f60df9636.htm>

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Beyond the Olympic Community Horizons of Sports at the Raices del Futuro Educational Institution , Ibagué, Tolima, Colombia

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Abstract.

Taking Olympic philosophy beyond the Olympic community and especially to the marginalized sectors of society is one of the goals proposed in the 2020+5 Olympic agenda. In Colombia, with this matter in mind through Olympic teaching implemented by the AOC and CEO-U.TOLIMA numerous communities can be reached where the message of friendship, respect and excellence enacted by IOC and its community since times of Ancient Greece has not yet been delivered.

The implementation of Olympic teaching in a basic education institution is one of the first steps to reach the goal of bringing the Olympic movement from the games into communities such as the “Raices del Futuro” Educational Institution located in the Jardín Santander neighborhood in Ibagué, Tolima. This institution has approximately 1.000 students between 5 and 16 years old and a high percentage of its population comes from marginal zones, members of human settlements or displaced from their regions after being victims of natural disasters or armed conflict. Because of this, a part of the community is integrated by demobilized, reinserted, and displaced people among other groups. Being able to interact with such vulnerable communities from the Olympic movement will allow us to take a step closer, through Olympic values to strengthen social conscience. This will in turn generate motivation for students at this school to look for new horizons in sport and other disciplines related to the Olympic movement around the world.

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Equity, Diversity and Inclusion

Body image variables in the context of Olympic athlete health behaviors: implications for body image interference

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Abstract.

Uncontested evidence suggests body-related shame and body surveillance are associated with behavioral outcomes including disordered eating and obligatory exercise among athletes. Olympic athletes in sports emphasizing leanness report greater incidence of previous eating disorders than athletes in non-lean focused sports (Hagmar et al., 2008), though elite athletes (including Olympic-level athletes) commonly report engaging in disordered eating regardless of sport type (Reardon et al., 2019). Evidence also suggests that the presence of such dysfunctional behaviors is likely to hinder an individual's ability to focus and maintain attention, known as body image interference (BII). Researchers have yet to explore the associations of body surveillance, shame, disordered eating, and obligatory exercise with BII among athletes. Maintaining control over one's attention (i.e., navigating BII) is especially important among Olympic athletes as lapses in focus could not only result in the detriment of competitive performance (Steinfeldt et al., 2013), but may also increase the likelihood of sustaining an injury. A sequential mixed methods study was performed to qualitatively explore body image experiences among elite athletes and quantitatively assess these experiences as related to BII. Semi-structured interviews were used to understand athletes' (N = 8) experiences of body image and sport experiences. Findings illustrated that experiences of body shame and body surveillance were described as motivators to engage in disordered eating and obligatory exercise. To further assess these experiences specifically among Olympians, a self-report survey was distributed to Olympic athletes (n = 26, Mage = 27.3 years, 38.5% cisgender men) from a variety of sports (e.g., Athletics, gymnastics, basketball) and data collection is ongoing. Preliminary results demonstrate generally small to moderate effects between body shame and disordered eating, body shame and obligatory exercise disordered eating and body surveillance, and of disordered eating with obligatory exercise (r 's = -.29 to .44). Small-to-moderate associations also emerged between BII and body shame (r = .28) as well as BII and body surveillance (r = .23). These findings highlight the importance of supporting athletes' well-being by exploring how co-occurring body-related affective and behavioral variables interact with body image interference.



Advancing Equity, Diversity, and Inclusion through the Growth of Flag Football and the Los Angeles 2028 Olympic Games

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Abstract.

The International Olympic Committee recently announced that flag football will be featured as a new sport in the 2028 Los Angeles Olympics. The LA28 Sports Director, Niccolo Campriani noted that “Flag football is the future...with approximately 20 million flexible players across over 100 countries with gender balance in participation.”

Leading up to its momentous addition to the Olympics, flag football has emerged as a rapidly growing sport that offers unique opportunities to advance equity, diversity, and inclusion in sports. This presentation explores the multifaceted growth of flag football, examining its potential as a catalyst for positive change in sports culture.

Firstly, the presentation will analyze the increasing popularity of flag football across various demographics, highlighting its accessibility and appeal to a wide range of participants. Unlike traditional contact sports, flag football requires minimal equipment and poses lower physical risks, making it an inclusive option for people of all ages, genders, and abilities. This aspect fosters greater participation and reduces barriers often encountered in other sports.

Secondly, the presentation delves into the role of flag football in promoting gender equity in sports. With the rise of women's flag football leagues and mixed-gender teams, the sport challenges traditional gender norms and provides a platform for female athletes to showcase their skills on an equal footing with their male counterparts.

Thirdly, the presentation will showcase how the Olympic Games will impact flag football, what this means to its future and how it can leverage the benefits of flag football to create more inclusive and equitable sporting environments.

Concluding with future perspectives, the presentation will offer recommendations for further integrating flag football into mainstream sports culture and maximizing its impact on fostering equity, diversity, and inclusion in the athletic sphere.

How Flag Football Compares to American Football

Flag football differs significantly from American football in several key aspects, primarily revolving around safety, equipment, and contact.² Unlike American football, which involves full-contact tackles and substantial protective gear like helmets and pads, flag football is a limited-contact sport where players wear flags attached to their waists.³ Instead of tackling, defenders must remove a flag from the ball carrier to end a play.⁴ This fundamental difference drastically reduces the risk of more collision sport related injuries⁵ and makes the sport more accessible to athletes of all genders and different abilities.

Flag football requires minimal equipment—typically just a football, flags, and a playing field—making it more accessible and cost-effective. The game's pace and style also emphasize agility, speed, and strategic play over the brute force and physicality often associated with American football.⁶ These differences contribute to flag football's broad appeal, inclusivity, and growing popularity across diverse demographics.⁷

The Olympic version of flag football will be played with 5-on-5 rosters, each team allowed a maximum of 12 players.⁸ The games consist of two 20-minute halves, with a continuous clock that stops only during the final two minutes of each half for normal stoppages.⁹ Play begins on the five-yard line, and there are no kickoffs.¹⁰ Scoring rules eliminate kicking, with touchdowns worth six points and post-touchdown conversion attempts offering one or two points depending on the starting yard line.¹¹ This simplistic and fast format makes it more accessible.

The recent transition of the NFL Pro Bowl from tackle football to flag football marks a significant shift in the sport's presentation¹² and offers a blueprint for its inclusion in the Olympic Games. This change underscores the growing recognition of flag football as a legitimate and exciting alternative to traditional tackle football, highlighting its broad appeal.¹³ This shift provides a practical demonstration of flag football's potential to engage a diverse and expansive audience, proving its viability on a grand stage.¹⁴ Furthermore, showcasing youth flag football in conjunction with the NFL Pro Bowl as a flag football event,¹⁵ gives the sport a national platform to support its legitimacy, much like the Olympic stage will.

The Growth of Flag Football: Accessibility and Appeal

Flag football has seen a significant rise in popularity in recent years. The international governing body, the International Federation of American Football, emphasizes equality and inclusion so that diverse groups are fully included in the sport.¹⁶ Flag football is attracting participants from diverse backgrounds and has become “one of the world’s fastest-growing sports...played by over 20 million in more than 100 countries”¹⁷

One key factor contributing to the sport's growth is its accessibility. Research shows that the cost of a sport impacts athletes' ability to play, and disproportionately impacts the participation of girls, and especially girls of color.¹⁸ The minimal equipment requirement of flag football, the offering of financial scholarships,¹⁹ reduces the financial barriers to entry. This makes the sport accessible to individuals and communities with limited resources.²⁰

Furthermore, the perceived lower physical risks associated with flag football make it an attractive option for people of various ages and abilities. According to Dr. Mia Hagen, associate professor in orthopedic surgery at University of Washington, “[b]ecause of its non-contact nature,

you really shouldn't have a lot of head-to-head contact from other players.”²¹ In a study comparing head impacts between youth tackle and flag football it was found that the risk of head impacts is lower in flag football.²² However, concussions can be caused by falls or collisions during the course of play.²³ Flag football rules, though, such as no tackling, eliminating plays that lead to collisions, result in 15 times fewer head impacts than those sustained in traditional football.²⁴ Despite being a limited contact sport, studies do show that there are more injuries in flag football, albeit there are more serious injuries in tackle football.²⁵ Consequently, although there are physical risks associated with flag football, the perception is that it is a safer alternative to tackle football and so will encourage broader participation.

The inclusive nature of flag football is enhanced by its flexible format, which is easily adapted to various settings from informal pick-up games in local parks to organized leagues and competitions.²⁶ This adaptability allows for a wide range of participation opportunities, fostering a sense of community and belonging among players. The sport's simplicity and accessibility have contributed to its rapid growth and widespread appeal,²⁷ positioning it as a valuable tool for advancing EDI in sports.

Promoting Gender Equity through Flag Football

One of the most significant contributions of flag football to the EDI landscape is its potential to promote gender equity in sports. Traditional sports often perpetuate gender norms and disparities, with male-dominated sports receiving more visibility, resources, and opportunities compared to female sports.²⁸ According to the National Federation of State High School Associations, girls participated at a rate of 42% as compared to boys participation at 58% in 2022-2023 in high school sports.²⁹ In a study by the Women's Sports Foundation, they found that girls are less likely to be playing and more likely to drop out of sports than boys.³⁰ Still a third of parents believe that “boys are better at sports than girls.”³¹ Flag football challenges these norms by providing a platform where female athletes can compete on an equal footing with their male counterparts.

Although women's flag football has been around since the 1970s, it has recently experienced major growth.³² The rise of women's flag football leagues and mixed-gender teams exemplify this expansion.³³ These leagues and teams create spaces where female athletes can showcase their skills, gain recognition, and access opportunities for growth and development that may be limited in other sports. However, the opportunities for females to participate in flag football.³⁴ Lack of “access is one of the main reasons that teenage girls stop playing sports at twice the rate of boys.”³⁵

In a time where adding intercollegiate sports in the United States, for example, is difficult under Title IX, women's flag football has been added at several universities.³⁶ By offering a level playing field and increased opportunity for competition, flag football empowers female athletes and promotes the idea that sports should be inclusive and equitable for all participants, regardless of gender.³⁷

The American Football League is contributing to gender equity in the sport by establishing a professional women's flag football league and announcing that the grand prizes would be the same for both the women's and men's league.³⁸ Having access to professional opportunities with equitable compensation highlights a pathway for girls to continue to participate in the sport. One study suggests that gender equality can help both male and female athletes' performance in the Olympic Games.³⁹ The theory is that greater shared resources would be available to both genders,

thus improving training and competition.⁴⁰ This suggests that not only is gender equity important to provide access to females, but that it can also contribute to males' success in sport.⁴¹

While the offering of women's flag football teams is growing the sport, having mixed intramural teams has been known to harm the equitable inclusion of females. At universities where mixed intramural teams apply forced gender rules aimed at ensuring fair competition, this can have the opposite effect of supporting female inclusion in the sport.⁴² Instead, the rules to include females in plays makes them a target by male opponents, or places them in diminished roles alongside males.⁴³ Gendered messaging in coed flag football can therefore hinder participation and negatively impact performance.⁴⁴ Caution must be followed when operating mixed leagues that may harm the females they are designed to support.

Yet the visibility and success of female flag football players can inspire future generations of athletes and contribute to changing societal perceptions of women in sports. As more female athletes gain prominence in flag football, they serve as role models, encouraging young girls to pursue their athletic aspirations and challenging stereotypes that may discourage their participation.

Flag football emphasizes quickness and accuracy, making it suitable for female athletes and providing them a unique opportunity in a traditionally male-dominated sport. The sport's inclusion in the 2028 Olympics has further boosted its visibility and appeal, encouraging more girls to participate and aspire to higher levels of competition.⁴⁵

One of the reasons flag football will be included in the 2028 Olympic Games is because of increased participation of girls and women, which supports the IOC's push towards gender equity.⁴⁶ The inclusion of flag football in the 2028 Olympic Games further amplifies its potential to promote gender equity. The global stage of the Olympics provides an unparalleled platform for showcasing the talents of female flag football players, raising awareness of the sport, and highlighting the importance of gender equity in sports. This visibility can drive greater investment in women's sports, inspire policy changes, and encourage more inclusive practices within the broader sports community.⁴⁷

Promoting Racial Equity with Flag Football

African American youth, especially girls, are more likely to have never played sports.⁴⁸ Flag football has the potential to allow women of color to challenge racial and gender stereotypes. The article "Complicating Sport, Gender, and Race Beyond Black, White, and Male" examines the intersectionality of gender, race, class, and sexuality in the context of women's participation in sports, particularly flag football.⁴⁹ It critiques the historical construction of sports as male-dominated spaces that reinforce hegemonic masculinity and patriarchal authority.⁵⁰ While acknowledging the increased presence of women in sports, the article highlights that this inclusion often entrenches existing power dynamics, especially by focusing predominantly on middle-class white women and African American women, thereby marginalizing other women of color.⁵¹

The study also emphasizes the unique experiences of Asian American women in flag football, who use the sport to challenge racial and gender stereotypes, reclaim their bodies, and assert their athleticism in a predominantly white and hyper-masculine space.⁵² It explores how these women gain symbolic capital and prestige within their communities, positioning flag football as a counter space that allows them to navigate and negotiate their identities against dominant cultural norms.⁵³ The article underscores the need for a broader analysis that includes the diverse experiences of all women of color in sports.⁵⁴ While more research is needed regarding flag

football's impact on racial equality, the broader accessibility of the sport provides a hopeful future for more inclusion.

The Impact of the Olympic Games on Flag Football

Flag football will debut in the 2028 Olympic Games. At the 2020 Olympic Games surfing was touted as achieving gender equity because it would include an equal number of participation opportunities for both males and females.⁵⁵ It is important to recognize, though, that equal participation alone does not result in gender equity and a sport's qualification criteria may in fact limit representation from a diverse group of nationalities and ethnicities.⁵⁶ Inequities with the pipeline of sport, to include lack of competition and funding outside of the Olympic Games, thus precludes access to those with economic barriers.⁵⁷ Despite the international growth of flag football and it being a more affordable sport, time will tell if similar issues will exist in creating an equitable and inclusive pipeline for flag football.

The International Olympic Committee (IOC) recognizes the need to attract more youth to the Olympic movement to ensure its future appeal and viability.⁵⁸ The inclusion of skateboarding and surfing at the 2020 Games and now flag football at the 2028 Games, has the potential to appeal to a younger audience that may increase participation, the fan-base and the representation of females.⁵⁹ Already one of the fastest growing sports for youth, flag football aligns with the IOC's objective to appeal to more youth and capitalize on the Olympic appeal to further grow sport.⁶⁰

The inclusion of flag football in the 2028 Los Angeles Olympic Games is a landmark achievement for the sport and has significant implications for its future. The Olympic Games are the pinnacle of international sports competition, and being featured as an Olympic sport brings a level of recognition and legitimacy that can propel flag football to new heights.⁶¹ Additionally, the sport has the backing of the National Football League and the International Federation of American Football along with high profile global ambassadors that are investing in the future expansion and development of the sport.⁶²

Firstly, the Olympic spotlight will increase the visibility of flag football on a global scale, which will likely attract new fans, players, and sponsors.⁶³ This heightened visibility can lead to increased investment in the sport, including the development of infrastructure, training programs, and competitive leagues, especially internationally.⁶⁴ Such investments are crucial for the sustained growth and professionalization of flag football, ensuring that it continues to thrive beyond the 2028 Olympics.⁶⁵

Secondly, the Olympic platform provides an opportunity to showcase the values of equity, diversity, and inclusion that flag football embodies. As athletes from diverse backgrounds compete on the world stage, their stories and achievements can inspire audiences and promote a more inclusive vision of sports. The representation of diverse athletes in flag football can challenge stereotypes, break down barriers, and encourage greater acceptance and support for EDI initiatives in sports and beyond.⁶⁶

The impact of the Olympic Games on flag football extends beyond the event itself. The legacy of the 2028 Olympics can influence future generations of athletes, coaches, and sports administrators, fostering a culture of inclusivity and equity within the sport. By setting a precedent for other sports to follow, the inclusion of flag football in the Olympics can catalyze broader

changes in the sports industry, promoting the integration of EDI principles across all levels of competition.

Flag Football's Potential to Engage Fans

The shift in the Pro Bowl to a flag football format, where players' faces are not obscured by helmets, touches on several psychological and entertainment aspects that could indeed provide advantages in terms of viewer engagement and sport popularity. Humans have a natural inclination to connect with faces, rooted in psychological and evolutionary factors.⁶⁷

Facial expressions can intensify the emotional impact of a game, making the viewing experience more relatable and engaging. Recognizing individual players becomes easier when their faces are visible, fostering a sense of loyalty and interest in their personal stories and careers.⁶⁸ This can enhance the social connection between viewers and players, amplifying feelings of excitement, tension, and satisfaction for the audience.⁶⁹

The visibility of players' faces could indeed impact the popularity of the sport by making it more personal and emotionally engaging.⁷⁰ This could attract viewers who might not otherwise be interested in the sport, particularly appealing in an era where entertainment options are vast, and sports organizations are competing for attention.⁷¹ As the sport becomes more global, fans may see themselves represented, which can help encourage greater engagement from more diverse audiences.⁷²

The Viability of Flag Football: Attracting Fans, Media, and Sponsorship

Flag football's potential to attract fans and media viewers is significant, particularly given the sport's inherent accessibility and entertainment value. The shift of the NFL Pro Bowl to a flag football format has already demonstrated a strong public interest, drawing considerable viewership and positive reception.⁷³ The fast-paced, high-scoring nature of flag football offers a thrilling alternative to traditional tackle football, appealing to a wide demographic, including those who may be deterred by the physicality of tackle sports. Furthermore, the sport's emphasis on agility, strategy, and teamwork makes it an engaging spectacle for audiences.⁷⁴

Sponsorship opportunities are likely to follow this growing interest, as brands seek to associate themselves with a sport that promotes inclusivity, safety, and broad appeal. Major companies that sponsor traditional sports will recognize the potential of flag football to reach new markets and demographics, particularly the younger generation that values both physical activity and entertainment. The inclusive nature of flag football, with its mixed-gender and female leagues, also aligns well with corporate social responsibility goals, making it an attractive option for sponsors looking to support gender equity and diversity in sports. Nike has already seen the value of investing in the growth of girls' flag football,⁷⁵ further providing legitimacy to the sport.

The popularity of players and teams within flag football is another crucial factor for the sport's sustainability. As the sport continues to grow, standout athletes and dynamic teams are likely to emerge, capturing the public's imagination and loyalty. These athletes can become ambassadors for the sport, much like NFL stars have done for tackle football, driving interest and engagement. Social media and digital platforms will play a vital role in amplifying their profiles, allowing fans to connect with players and follow their careers closely. The personal stories and achievements of

these athletes can inspire new generations of players and fans, fostering a dedicated community around the sport.

The inclusion of flag football in major events like the Olympics can significantly boost its profile, leading to increased investment in infrastructure, training programs, and competitive leagues.⁷⁶ As the sport gains traction, it can develop a robust ecosystem supported by ticket sales, merchandise, and broadcasting rights.⁷⁷ In turn, this financial stability will ensure that flag football remains a viable and thriving sport, capable of supporting professional athletes and teams while promoting its core values of equity, diversity, and inclusion.⁷⁸

Potential Barriers to Flag Football Becoming a Permanent Olympic Sport

While the inclusion of flag football in the 2028 Los Angeles Olympic Games is a significant milestone, there are potential barriers to its acceptance as a permanent Olympic sport and its longevity as a popular sport. One primary challenge is ensuring sustained global interest and participation beyond the initial excitement of its Olympic debut. Without widespread and continuous engagement, there is a risk that flag football may be viewed as a temporary novelty rather than a staple in the Olympic lineup just as other exhibition sports of past Olympic Games.⁷⁹

Another barrier is the competition from more established sports that vie for a limited number of spots in the Olympic program. Each Olympic cycle, the IOC reviews and adjusts the roster of sports, often favoring those with deep historical roots, widespread global appeal, and established infrastructure.⁸⁰ Flag football will need to demonstrate not only its popularity but also its ability to generate significant viewership and sponsorship revenue. It must also show that it can inspire and engage a broad audience, proving its value in the crowded field of Olympic sports.⁸¹

Additionally, flag football must address any perceptions that it is merely a derivative or less exciting version of traditional tackle football. To combat this, the sport needs to highlight its unique attributes, such as its inclusivity, safety, and accessibility. By emphasizing these aspects, flag football can carve out its distinct identity and appeal. Marketing efforts should focus on showcasing thrilling, high-skill gameplay and the diverse backgrounds of its athletes to captivate and retain audience interest.⁸²

Lastly, the sport's governing bodies must ensure that flag football's organizational and regulatory frameworks are robust and internationally consistent. Issues such as standardized rules, anti-doping measures, and fair play policies are crucial for maintaining the sport's integrity and credibility on the global stage. By addressing these potential barriers proactively, flag football can secure its place in future Olympic Games and ensure its growth and sustainability as a popular and respected sport worldwide.⁸³

Future Perspectives and Recommendations

To maximize the impact of flag football on fostering EDI in sport, it is essential to implement strategies that further integrate it into mainstream culture. The following recommendations aim to enhance the visibility, accessibility, and inclusivity of flag football, ensuring that it continues to serve as a catalyst for positive change in the athletic sphere.

Prioritize Inclusion at the Youth and Community Level

“The practice of sport is a human right [for which every] individual must have access to the practice of sport, without discrimination”.⁸⁴ For example, to align with the IOC’s framework on fairness, inclusion and non-discrimination on the basis of physical appearance, gender identity and sex variations, it is important to minimize eligibility criteria that would exclude participants. Instead, eligibility criteria should promote “fair and meaningful competition for elite women athletes,”⁸⁵ such as creating divisions based on the size and power and not just their gender assigned at birth.⁸⁶

Focus on Equity, Not Equality

Men, who control access and resources to sport can be change agents for women’s representation in sport.⁸⁷ Rules and competition formats that support male participation, may not result in fairness or promote inclusion of females.⁸⁸ Instead having an equal number of events and competition opportunities may be more equitable.⁸⁹ Providing funding opportunities to communities and athletes of color and of lower economic means may also result in more equity. Additionally, rules should be created that do not distinguish or segregate genders on mixed teams that make females seem less than the male athletes.

Develop Comprehensive Training Programs

Invest in the development of training programs for coaches, referees, and administrators that emphasize the principles of EDI. These programs should provide education on creating inclusive environments, addressing bias, and promoting gender equity within flag football.

Increase Funding and Resources

Secure funding and resources to support the growth of flag football at all levels, from grassroots initiatives to elite competitions. This includes providing financial assistance for underrepresented communities, developing infrastructure, and supporting the establishment of women’s and mixed-gender leagues and international leagues.

Promote Visibility and Media Coverage

Encourage media coverage of flag football events and athletes, with a focus on highlighting stories and achievements of diverse populations. Increased visibility can attract new participants, sponsors, and fans, furthering the sport’s reach and impact.

Foster Partnerships and Collaborations

Build partnerships with schools, community organizations, and sport governing bodies to promote flag football and integrate it into existing sports programs. Collaboration with educational institutions can facilitate the inclusion of flag football in physical education curricula, promoting early exposure and participation.

Leverage Technology and Social Media

Utilize technology and social media platforms to engage with diverse audiences, share information, and promote the values of EDI. Online campaigns and virtual events can reach a broader audience and create a sense of community among flag football enthusiasts. For example, developing a flag football video game could capture the imagination of young audiences, teaching them the rules and strategies of the sport in an engaging, interactive manner.

Monitor and Evaluate Progress

Implement mechanisms to monitor and evaluate the impact of flag football initiatives on advancing EDI. Regular assessments can identify areas for improvement, track progress, and ensure that EDI goals are being met.

Conclusion

The inclusion of flag football in the 2028 Los Angeles Olympic Games marks a significant step forward in the quest for EDI in sports. The sport's accessibility, minimal equipment requirements, and lower physical risks make it an attractive and inclusive option for participants of all ages, genders, and abilities. By challenging traditional gender norms and providing a platform for female athletes to compete on an equal footing, flag football promotes gender equity and empowers women in sports.

The Olympic Games provide an unparalleled opportunity to showcase the values of EDI that flag football embodies, inspiring audiences and driving broader changes within the sports industry. To maximize the impact of flag football on fostering EDI, it is essential to implement strategies that enhance the sport's visibility, accessibility, and inclusivity. By prioritizing inclusion at the youth and community level, focusing on equity not equality, investing in training programs, increasing funding and resources, promoting media coverage, fostering partnerships, leveraging technology, and monitoring progress, flag football can continue to serve as a catalyst for positive change in the athletic sphere.

As flag football gains prominence on the global stage, its potential to advance EDI in sports becomes increasingly evident. By embracing the principles of inclusivity and providing opportunities for all athletes to succeed, flag football can contribute to creating a more equitable and inclusive sports culture for future generations.

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51 Ibid.

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53 Ibid. ⁵⁴ Ibid.

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Equity, Diversity and Inclusion in the Olympic Games

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Abstract.

The IOC as the governing force of the Olympic Games upholds equity, diversity and inclusion as preserved in the Fundamental Principles of the Olympic Charter and the IOC Code of Ethics.¹ A parallel relationship exists between fairplay, equity, inclusion and diversity pertaining to fairness, ethical considerations, right of access and level playing field. The IOC framework on fairness, inclusion and non-discrimination on the basis of gender identity and sex variations acknowledges diversity in regard to athletic abilities of transgendered people and people with sex variations.¹ A transgender is one born in one sex and now identifies with, and lives as another sex, including one who has undergone sex reassignment procedure.²

Changing social views and laws affecting sexuality has meant an increasing number of cases of transathletes in sports.² The emergent question now is whether reassigned transathletes can compete in fairness with others of their new sex.³ Transwomen athletes are deemed to have advantage thus potentially compromising fairplay. World Athletics requires transfemale athletes to not have experienced any part of male puberty either beyond Tanner Stage 2 or after age 12, to have continuously maintained the concentration of testosterone in their serum below 2.5nmol/L since puberty, and to continue to maintain it that way at all times.⁴ In World Rugby, transwomen may not currently play rugby due to the perceived size, force and power producing advantages conferred by testosterone and the resultant player welfare risks.⁵ The International Tennis Federation requires transwomen to satisfyingly demonstrate that their testosterone concentration has been less than 5nmol/L continuously for at least 12 months.⁶ Athletics, Rugby and Tennis are Olympic sports, and the IOC respects their policies. The policies though aimed at fairplay however violate equity, inclusion and diversity due to the scrutiny and disadvantage athletes undergo in testosterone testing, with some athletes opting rather to not participate in competitions at all. Majority of sport policies are not evidence-based and have participation requirements that are arbitrary and /or not clearly linked to performance.⁷

A discourse ethics approach between International Federations and the IOC based on Olympic values and principles that restricts the compromise of equity, inclusion and diversity so that everyone has a fair and equal chance to participate regardless of their sexual orientation as long as fair play and excellence are not compromised should be considered.

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Challenging Gender Norms: A Critical Analysis of Gendered Media Coverage in the Olympics

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Abstract.

This study aimed to provide a comprehensive literature review to investigate the research trends concerning gendered media coverage of Olympic athletes, and identify the key issues and approaches related to sportswomen representations at the Olympic Games. The research objectives included the understanding and contextualization of gendered media coverage in terms of both quantity and quality. A content analysis was performed over all articles collected from various academic databases. Data extraction contained categories such as theoretical framework, methodology applied, scrutinized channel or editions of the Olympic Games analyzed.

The findings showed that the literature on the topic unveiled gender biases in both quantity and quality. The preponderance of the studies relied on a quantitative analysis, while the longitudinal critical perspective over various editions of the Olympic Games revealed some progress in terms of quantity of coverage in some countries. Scholars predominantly scrutinized London 2012 and Rio 2016, and while quantitative progress was registered by some of these studies, the critical analysis revealed both quantitative and qualitative biases found by various scholars in investigations over the same Olympics.

This study delved deeply into the main issues found by previous systematic revisions of the literature in the topic, including the Olympic effect and nationalism, the application of independent standards of participation and performance, and the prevalent coverage of women athletes primarily in sports traditionally considered feminine. Additionally, the study explored the qualitative aspects of representation of sportswomen encompassing gender marking, infantilization of women, ambivalent attitudes, reinforcing of femininity and heterosexuality, and visual production techniques of diminishing women's sports.

In sum, this research contributes to a deeper understanding of gendered media coverage within the Olympic Games context, underscoring persistent biases and emphasizing the pressing need for more inclusive and equitable portrayals of female athletes.



In the run-up to the Olympic/Paralympic Games, coaching yes, but how? Forms of elite coach leadership through a gender lens

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Abstract.

The IOC and the EU are committed to gender equality and inclusion, with the aim of making the Olympic Games "one of the world's greatest platforms for advancing gender equality in sport" (Nsekera, 2021). This ambition is a response to the under-representation of women coaches at the highest level and their slow progress in recent years. In Tokyo in 2021, the representation of women in coaching positions was just 13% (IOC, 2023). In order to respond to political, societal and sporting issues, the aim of this research project is to identify the forms of leadership used by French top-level coaches, the psycho-sociological mechanisms that shape them, and their effects, all through the prism of gender.

There are many theories on forms of leadership that have been transposed to the sports ecosystem. This is particularly true of the full range model of leadership (Bass & Riggio, 2006), which includes transformational, transactional and laissez-faire leadership. For psycho sociological mechanisms that construct and shape forms of leadership, we use various theories related to gender. These include social role theory: gender roles expectations (Eagly, 1987), hegemonic masculinity: agentic characteristics of a competent leader (Carli & Eagly, 2016) double binds dilemmas: women perceived as less competent leaders or as unlikeable leaders (Catalyst, 2007) and the role congruence: occupy a role that society expects of her (Eagly et al., 2000).

Conduct of 12 interviews with high-level female coaches (i.e., employees of a sports club from the 3 national levels, in team sports: Handball, Rugby, Football, Basketball).

The interviews will take place from February 2024. Analyses of the interviews will be presented at the congress.



Experiences of Egalitarian Access to Olympic and Paralympic Sports Using Digital Technologies Promoted by eMuseum of Sport – Rio de Janeiro

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Abstract.

The eMuseum of Sport is an innovative experience of equity, diversity and inclusion in Olympic and Paralympic Sports using digital advances in an interactive trailer. This moving exhibition makes possible to reach people near their homes and in a diversity of communities in Rio de Janeiro State. The eMuseum of Sport in its origin presented itself as a project of digital technologies but renewed by means of looking for solutions of transition between traditional habits and new modes of coexistence, recently accelerated by the COVID pandemic. This innovative proposal, still experimental in the world of sports, was made possible by the production of a traditional mobility platform, i.e. a trailer for travel by public roads and streets and promotion of meetings without costs or impediments with users of any age, sex, physical condition and socioeconomic status. Thus, the new format of offers of the eMuseum of Sport aims to maintain its egalitarian and diversified purposes by giving them interactive and inclusive attributes. Above all, the new participation offer makes the museum project of hybrid reach combining digital experiences on the Internet with mobility to reach participants in the places where they live. In 2023, the Project gave access to 126392 visitors with different ages and sex including 464 individuals with physical disabilities.

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History of Taiwanese Female Weightlifters at the Olympic Games

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Abstract.

When the first Modern Olympic Games were held in Athens in 1896, only 241 athletes from 14 countries participated in 9 different sports. However, the 241 contestants were men only at that time; women were excluded from the sports realm. Among the 9 sports, weightlifting was featured as an event. The International Weightlifting Federation (IWF) was established in 1905. Before the 1980s, weightlifting was exclusively a male-dominated sport. It was not until 1987 that the IWF organized the first Women's World Championship in Florida, USA. Subsequently, women's weightlifting became an official event at the 2000 Sydney Olympic Games.

In Taiwan, the development of women's weightlifting can be traced back to the late 1980s coinciding with the International Weightlifting Federation's initiatives promoting the sport among women. Since 2000, Taiwanese female weightlifters have achieved impressive results, securing 4 gold, 2 silver, and 3 bronze medals in the Olympics. This remarkable achievement constitutes a quarter of Taiwan's total medals earned at the Olympics.

This study attempts to use historical research methods to review the performance of Taiwanese female weightlifters at the Olympic Games over the last 2 decades. It aims to discover the evolution of women's weightlifting in Taiwan, to explore how the identity of a female weightlifter influences (or is influenced by) Taiwan's societal views on gender roles, and to examine the impact of gender equality issues on international/ Taiwanese female weightlifting.

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Beyond the Rainbow: The Current Progress and Challenges of LGBTQ+ Inclusion in Olympic and Paralympic Sports

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Abstract.

The inclusion of LGBTQ+ athletes (including para-athletes) in Olympic and Paralympic sports has witnessed notable progress in recent years, yet significant challenges remain. This study aims to critically evaluate the current progress and ongoing obstacles faced by LGBTQ+ athletes in the realm of Olympic and Paralympic sports. A comprehensive review of the guidelines, policies, and frameworks of all Olympic and Paralympic sports' governing International Federations (IF) was conducted to assess their approaches to LGBTQ+ inclusion. Data collection involved examining official documents, guidelines, and frameworks accessible through the IF's websites and related publications. Furthermore, qualitative interviews with LGBTQ+ athletes were conducted anonymously, providing a personal perspective on their experiences and the real-world implications of these policies. The findings revealed that while many Olympic and Paralympic sports' governing IF have made commendable strides towards LGBTQ+ inclusion, the effectiveness and implementation of these policies vary widely. The International Olympic Committee and the International Paralympic Committee have established comprehensive frameworks that promote inclusivity and non-discrimination. However, numerous IF still fall short of developing robust policies and guidelines to ensure a safe and supportive environment for LGBTQ+ athletes. The interviews highlighted that even IF with well-developed policies, enforcement, and cultural acceptance are inconsistent, resulting in varied experiences for athletes across different regions. While significant progress has been achieved in the inclusion of LGBTQ+ athletes in the Olympic and Paralympic sports, ongoing challenges emphasize the requirement of persistent efforts. Enforcing policy implementation and cultivating a culture of acceptance through continuous education are crucial for achieving true inclusivity. This study underscores the importance of top-down policy development and grassroots cultural change to support LGBTQ+ athletes effectively. Future research should focus on longitudinal studies to monitor the impact of these policies over time and explore diverse strategies to translate these policies into effective practice. The goal is to ensure that all athletes, regardless of sexual orientation, can compete in a safe, supportive and equitable environment.

Keywords: LGBTQ+ athletes' inclusion, Olympic and Paralympic Sports, International Federations, Policy implementation, Cultural acceptance



A Study on the Challenges and Opportunities of Career Development of Retired Female Olympic Athletes in China

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Abstract.

In the Olympic Charter, Le baron Pierre De Coubertin mentioned that "the purpose of Olympism is to place sport at the service of the harmonious development of the human being in order to contribute to the establishment of a peaceful society in which human dignity is preserved." As we all know, an important prerequisite for harmony is equality. It is worth affirming that the current feminist movement has been emphasized in the Olympic Movement, but through the literature survey, we find that the current criteria for the advancement of gender equality in the Olympics are still using the number of women participating in the Olympic Games and the programs as the evaluation index. It is clear that this has had minimal effect on the advancement of gender equality. The current advancement of gender equality should not only take into account that female athletes face unequal opportunities and outcomes in active service, but also focus on the protection of their labor rights and interests after retirement. Through the interview method, we found that the current employment plight of retired female athletes is very urgent. Compared to male athletes with comparable world rankings and the same sport, there are obvious differences in the employment of retired female athletes both in terms of job opportunities and labor compensation.

In this paper, we use literature method, interview method, questionnaire method and other scientific research methods to interview more than 20 female athletes who are Olympic champions and world champions in China, and five outstanding women with sports competition experience from different fields of scientific research, entrepreneurship, and physical education as in-depth interview subjects, to study the following: the successful experience of retired female athletes' career change, competency migration, and the pressure they face as females. pressures from family and society. The study aims to investigate the difficulties faced by retired female athletes in re-employment due to gender differences, analyze the factors contributing to the difficulties, and then propose solutions for the athletes themselves and society based on their successful experiences.

Through the research and analysis, the following conclusions are drawn:

- (1) The main industries in which retired female athletes are re-employed are mainly sports-related industries, and the main factor affecting their choices is their own comprehensive ability, followed by their career interests;
- (2) All of the above female athletes who have successfully gone through career transformation have faced the following challenges: conflicts between family and career, pressure of childbearing and parenting, and discrimination in entry and promotion selection;
- (3) Successful re-employed female athletes have outstanding performance in the five dimensions of inspiration, foresight, determination, control and influence, and they are able to realize and successfully transfer the spirit and character learned from their sports experience to learning knowledge or skills in other fields;

(4) Policies such as the national "championship class" have reduced the burden of retired athletes. Most of the retired female athletes who have successfully transformed are supported by national policies to study abroad, which plays an important role in the transfer of their professional competence.

Keywords: Olympic; equality; female; retired athletes; transition



The Place of Women Within the Olympic System

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Under the slogan “100% equal Games”, the Organizing Committee for the Paris 2024 Olympic Games displays an ambition confirmed by the IOC in 2020. For the first time, the Paris 2024 Games will present perfect parity between the 10,500 athletes. Today, just like men, female athletes are adored and glorified to become heroes. They represent models who inspire our youth in particular, interest advertisers and arouse the interest of political powers.

How does this announcement constitute a small “revolution” within the Olympic movement? How can female sporting performance resonate in our societies? Can we avoid a political “recovery” during a major Olympic victory? Both an icon and a muse, the Olympic sportswoman carries, sometimes despite herself, a cause well beyond the medals.

The media exposure brought by the most publicized sporting event clashes with current events in the countries involved in this competition. Without even claiming it, sportswomen become the standard bearers for issues that go beyond the simple defense of women's rights. Having become a means of communication, the Olympic Games naturally interest those in power, which questions the apoliticism of sport. Despite the political neutrality advocated by the Olympic authorities, women's sporting victories are, like men's, the subject of particular attention in the service of a societal cause. Indeed, the fight against sexual, religious or racial discrimination, the right to vote and the environment are issues that are being brought into sports arenas through the female Olympic champion. Used as “soft power”, Olympic sportswomen are, today, real relays to embody a movement or a demand capable of changing certain ideas in our societies.



Perception of Transgender Policies in Elite Sports Competition - from National Sports Competition to the Olympic Games

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Abstract.

The binary system that divides the sports field into male and female categories is constantly being challenged by society's evolving understanding of gender boundaries. It is therefore imperative for the sports community to adapt and reflect these societal changes. Adhering to rigid gender categorizations without accommodating evolving understandings of gender poses significant challenges for the sports world, as it risks excluding athletes who identify beyond the traditional binary framework. Therefore, this paper provides a comprehensive examination of the discourse surrounding transgender inclusion in elite sport, aiming to present a complete picture rather than focusing on singular aspects. A comprehensive review of historical, biological, ethical, and political considerations regarding the inclusion of transgender athletes is presented alongside current transgender policies in elite sport and innovative policy ideas. It examines the International Olympic Committee's (IOC) evolving role from enforcing strict eligibility rules for transgender athletes in the past to providing guidelines today that some perceive as overly passive. This shift in the IOC's stance reflects broader societal changes and challenges the sports community to adapt policies that accommodate gender diversity while maintaining competitive fairness. A thematic analysis of six interviews conducted with a diverse group of stakeholders, including both cisgender and transgender athletes, a sports journalist, a psychiatrist specializing in transgender youth, and a physical education professor, revealed a spectrum of diverse opinions and confirmed the findings of the literature review. The debate on the inclusion of transgender women in sports largely centers on weighing the ethical and social justice need for inclusivity against concerns of competitive fairness based on perceived biological advantages over cisgender women. This discussion underscores the critical need for policies that carefully balance scientific evidence, ethical considerations, and the diverse experiences of athletes to promote equitable and inclusive sports environments. The debate over biological advantages focuses primarily on physiological differences attributed to male puberty. Recognizing the historical struggles for equality in the female category, concerns about potentially undermining female athletes' achievements are voiced. This concern is not necessarily rooted in prejudice against transgender individuals, but in a fear of regression to a state where women's sport is further marginalized. Simultaneously, the debate acknowledges the systemic inequities faced by transgender athletes, including gender dysphoria, the anxiety of managing hormone levels and the fundamental human desire for inclusion and acceptance. The findings, therefore, underscore the complexities of integrating transgender athletes into elite sport and highlight the challenges of formulating policies that respect gender diversity while also ensuring fairness in competition.

By integrating the perspectives of multiple stakeholders, as well as a thorough academic literature review, the study achieves a multidimensional understanding of the issues at hand. By highlighting the difficulties of policy formulation in the face of societal change, this thesis contributes to the academic and practical discourse advocating for adaptable policies that honor the dignity of athletes while ensuring competitive equity.

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Media Coverage and Laurel Hubbard's participation in Tokyo 2020 Olympic Games: a preliminary study

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Introduction

Historically, sports have been structured based on a binary understanding of gender. The preestablished notion of 'male' and 'female' is reflected in the categories labeled as 'men's' and 'women's' by sports institutions. This configuration continues to underpin the organizational structure of sports today. In this setting, gender identities are reduced to biological assumptions, which in turn create dichotomies that position men and women as opposing poles.¹

In fact, this hegemonic scenario has been subject to tensions and contradictions arising from binarism itself, which has not been representative of gender diversity in society. This means that the plurality of gender identities – including those of transgender people – is not accommodated within this model. More than that, sports organizations have long evaded or resisted discussions on transgender eligibility policies.

Conceptually, from a post-structuralist perspective, the word transgender is considered an "umbrella" term that includes non-binary individuals and people who challenge socially constructed norms that impose a belief that identifying with the gender you were assigned at birth and being heterosexual is the rule.²

The sports scene, based on the binary logic of gender, has always produced conflicts that have been evident since cisgender (cis) women strived to participate and compete in sports.³ For a long time, scientific discourses supported the belief that women were naturally inferior to men in athletic performance and, thus, it was necessary to promote measures to discourage men from trying to participate in the "women's category" as "intruders".⁴

In this context, "sex tests" were introduced to monitor the participation of women in sports. These were promoted by the International Olympic Committee (IOC) and were carried out in an invasive way through visual inspections of the genitals to ensure that only verified women were represented in the "women's category". Later, the visual inspections were replaced by a chromosomal test called the "Barr cospuscle", which was still intended to control the participation of women. The immediate result was the exclusion of transgender women from sports due to accusations and attributions of unfair competitive advantage. They were also responsible for the "deletion" of official records of intersex women in sport.⁵ This process contributed to the erasure of trans identities in the sports scenario, including those of intersex people.⁶

Following the ending of sex tests, the IOC attempted to respond to sports and gender diversity by drawing up the first recommendations for trans people's participation in sports in 2004. Initially, gender reassignment surgery and legal recognition were deemed necessary for trans women and men, as well as at least two years of hormonal treatment for trans women. Otherwise, trans people would not be able to participate in sport.⁷ However, the IOC had to face further questions,

particularly concerning the requirement for surgery and legal recognition. Therefore, in 2015, the organization proposed new guidelines in which the requirement for surgery and legal recognition for trans women and men was eliminated and the eligibility of trans women was based solely on blood testosterone levels. A threshold of 10 nmol/L was established, which had to be verified at least one year prior to the competition and maintained throughout the duration of the event.⁸

In 2021, the IOC revised its recommendations to handle eligibility rules. It promoted studies to support more effective eligibility policies and established principles for the participation of trans athletes, guiding International Federations to develop their policies independently.⁹

With these changes, Laurel Hubbard, a trans woman and weightlifter, was eligible to compete in the Tokyo 2020 Games.¹⁰ Hubbard met the criteria set by the IOC at the time and became the first out transgender Olympian to compete in the "women's category."

Given the significance and legitimacy of the transgender eligibility agenda in sports, and cognizant of the prejudices and risks that pervade the lives and careers of transgender athletes – particularly women – this study sets out to scrutinize the Brazilian media's coverage of Laurel Hubbard's participation in the Tokyo 2020 Olympics. Brazil is the country with the highest number of transgender murders in the world, highlighting a violent context that constantly threatens the lives of these individuals.¹¹ Considering the potential of media to inform and influence social imaginary, this work seeks to put into perspective the paradigms of Brazilian media coverage. Additionally, building on the initial objective, the paper will further contextualize Laurel's participation within the broader scope of international literature on media coverage of her participation to discern patterns, similarities, and differences in the global discourse surrounding Hubbard's participation in the Olympics.

Methodology

This study is qualitative in nature. Data collection was drawn from Brazilian media coverage of the 2020 Tokyo Olympic Games, from July 23rd, 2021, to August 8th, 2021 (from the opening to the closing ceremonies of those Games). For data search, we used different combinations of descriptors in "www.google.com", and selected the "News" filter during that time frame. We used the following combinations of descriptors in Brazilian Portuguese: "Laurel Hubbard AND trans AND Jogos Olímpicos", "trans AND Jogos Olímpicos AND Tóquio", and "Olimpismo AND trans AND mulher". We included articles, reports, and/or news items about Laurel Hubbard's participation in the Olympics, excluding those that required a subscription to full access and identical copies of previously published articles. We applied discourse analysis to process and interpret data, along with the encoding/decoding model proposed by Stuart Hall.¹²

We also collected secondary sources to ensure this analysis is both thorough and contextually grounded within the broader scholarly conversation. We conducted a comprehensive bibliographical search and cataloged free-access papers, both in English and Portuguese. The time frame considered for the search is from 2003 (the year when the first guidelines for trans eligibility were established by the IOC) to 2023 (the year this research project started). The descriptors were: "Tokyo 2020 AND Laurel Hubbard", "Laurel Hubbard AND media". We selected free-access papers and publications directly related to the theme of this study, which focuses on media coverage of Laurel Hubbard's participation in the Olympics.

Results and discussion

From our bibliographical search, initially, we were able to find 24 academic pieces corresponding to the descriptors (10 in English and 14 in Portuguese). Considering our inclusion criteria, we selected those that dealt with media coverage of Laurel Hubbard's participation in the Tokyo 2020 Games - or with an explicit focus on the impact of her participation at the Olympics.

Thus, the number of academic works selected for this study was reduced to 4 papers, all published in English.¹³ Media coverage of Laurel Hubbard's participation in the Olympic Games is absent in the Brazilian literature, and no articles were found in Portuguese.

In general, those papers showed that international media reported on Hubbard's inclusion in the "women's category" at the Olympics as a legitimate controversy, pointing out discussions between inclusion and fairness, and encouraging a polarized debate that invited public participation.

Throughout media narratives from New Zealand, the United States, the United Kingdom, Australia and Spain, literature demonstrated that media featured more cisgender people than trans people as authors and commentators, even to emphasize opinions in favor of Laurel's inclusion. Sports officials and important sports personalities were commonly represented in this coverage to make opposing arguments. The opinions of trans people who were against Laurel's inclusion were more strongly represented than those of trans people who were in favor of her participation. Although the IOC guidelines were mentioned in general coverage, they were used as a subtext to categorize the process of Hubbard's inclusion as "suspicious" - and to put a question mark over the IOC recommendations - as well as to reinforce the rhetoric of the controversy behind Hubbard's participation.

In addition, international media blamed Laurel's presence for the exclusion of cisgender women from the competition and pointed to Hubbard's previous gender as decisive for her good performance.¹⁴ On the other hand, one of the studies - with findings from semi-structured interviews - reported that some journalists mobilized to reflect on and learn from their analysis and impact of transgender inclusion in sports to write more humanistic, empathetic, and social justice-focused reports.¹⁵

As for Brazilian media coverage, after applying the inclusion and exclusion criteria, we were able to find 16 articles, reports, and/or news. The narratives on Brazilian news sites are similar to the international media covered by the papers we described.

Brazilian media portrayed Laurel Hubbard's participation as controversial, using different strategies to develop a rhetoric that reinforced this. By stating that Laurel "triggered a debate through her appointment after meeting the criteria of the International Olympic Committee (IOC)"¹⁶, the portal "G1" on the website "Globo.com" did not make it clear who were the debaters. This obfuscation is maintained in the continuation of the article, in which: "Hubbard's supporters say her qualification for the Games is a victory for inclusion and the rights of transgender people."¹⁷ According to the article, there were claims that she "had an unfair advantage over her competitors because of her physical abilities, which she inherited from decades ago when she competed as a man."¹⁸

Recent research shows that there is a limited number of studies analyzing the effects of hormonal intervention on trans athletes. Therefore, researchers need to become more involved in this discussion to contribute to better eligibility guidelines.¹⁹ By stating that Hubbard's participation "sparked a debate"; however, they are not referring to experts on the subject, but rather to the

general public. This rhetorical strategy contributes to the perception of a legitimacy controversy surrounding the athlete's inclusion in the Olympics.

The controversy framing is also present in "Galileu" website. It acknowledges Laurel's inclusion and points out that: "Although the athlete's participation in the Olympics is historic and important for the representation of the trans community, it is also seen as controversial."²⁰ The author encodes the message with a discursive construction that protects herself from potential criticism that might suggest that the article is biased against Hubbard's participation by emphasizing it as "historic" and "important to the representation of the trans community."

Immediately afterward, however, the notion of controversy is introduced. This aligns with what Stuart Hall describes as the article's "preferred reading," guiding the reader to interpret the message as indicating a contradiction within the IOC.²¹

Galileu's article presents the IOC's policy on transgender admissions and suggests a scenario in which this "should change in the future", drawing on the words of the IOC's medical director. The aim, then, is to emphasize that uncertainties are coming from the very body that promotes the guidelines - information that adds to the notion of "controversy".

The "Gazeta Esportiva" website uses almost identical editorial strategies. One of them states that: "The IOC is aware that the new framework, which provides international federations with simple guidelines rather than rigid rules, is not the last word on the subject, which will be debated for a long time to come."²² Here the article's author discreetly gives a personal opinion by pointing out that the IOC has "simple guidelines." In this narrative construction, the IOC guidelines are not detailed, which helps the public to understand them as "simple." The text also highlights the 'controversy' surrounding Laurel's participation, as evidenced by the excerpts:

'Her participation also sparks heated debate on one of the most controversial topics in sport', and "Debate on this subject is intense and occasionally heated, particularly on the internet."²³ These excerpts, recurrent in each report, underscore the controversy surrounding Hubbard's participation, characterizing it as 'one of the most disputed matters in sport.' However, this assertion appears to be based on the author's viewpoint, as he does not introduce supporting evidence or materials to the reader.

In these cases, the IOC guidelines were presented as a discursive mechanism in the rhetorical construction of the controversy over Laurel's participation, underpinning what is to be said and what is to be obscured. In another instance, this construction is even more obvious, where the website "Pleno.news" contextualized the IOC's recommendations by stating that: "Hubbard has been eligible to compete in the Olympics since 2015, when the IOC issued new guidelines allowing any transgender athlete to compete as a woman..."²⁴ The article not only obscures information about what the IOC is proposing but also contains information that does not correspond to reality. The claim that the new guidelines "allow any transgender athlete to compete as a woman" does not correspond to what is stated in the recommendations, as there are requirements regarding hormonal interventions and testosterone that must be met for a trans woman to compete in the "women's category". We can think of two main explanations for this narrative construction: The first is that the author of the article is simply unaware of the IOC guidelines. In the second, the incongruence could be a narrative strategy to get the decoder to preferentially read the recommendations as simple or poorly worded. As for the latter, the prejudices associated with the inclusion of trans athletes in sports already favor this preferred reading in itself.

Another constant narrative within Brazilian coverage was a discursive construction that portrayed Hubbard's performance as negative, inadequate, and even different from what was "expected"

because she did not win a medal. The aforementioned "Galileu" report described the athlete's performance as: "surprising, considering that the athlete was considered one of the favorites for the podium due to her history in weightlifting."²⁵ Later in the text, Laurel's participation in the so-called "men's category" is cited to justify the surprise: "She competed in the men's category and lifted around 300 kg in domestic competitions."²⁶ In this way, Hubbard's history is taken as an indication that the athlete would win a medal, on the assumption that the public will be surprised by the athlete's result. Emphasizing that Laurel did not win a medal could be a strategy to keep the decoder's attention. If we draw a comparison between the international reports, some of them showed public opinion polls in the run-up to the athlete's participation in the Olympics in which people believed Hubbard would win a medal.²⁷

This narrative construction also appears in other reports, such as the one quoted above from "G1" on the website "Globo.com", where the author highlights the athlete's performance in the following excerpts: "However, she failed to qualify for the final in the weightlifting +87 kg category as she failed in all three attempts"²⁸ and "As she could not complete any of the attempts, she was excluded from the medal race."²⁹ A similar discourse is maintained here, also emphasizing the number of attempts Laurel was allowed, but not enough to win a medal.

This coding further emphasizes the athlete's "failure". On Globo Esporte website, there is a similar discursive construction in the title: "Laurel Hubbard, the first transgender woman to compete in the Olympics, misses the medal race"³⁰ and the subtitle, which indicates that the athlete: "failed the pull-up in three attempts."³¹ Again, the outcome of Hubbard's performance is emphasized in the rhetoric, which throughout the text still expresses Laurel's performance as "unsuccessful"³² and "did not even participate in the throw"³³, reinforcing the narrative of surprise. This is reinforced by the mention of Hubbard's past: "Laurel Hubbard competed as a man until she was 30."³⁴ A preferred reading emerges that this was a justification for expecting a better performance from her.

"Pleno.news" was another portal that constructed the story of the surprise behind Hubbard's performance, right in the headline: "First trans athlete at the Olympics fails to win a medal"³⁵ and also in the subtitle: "Laurel Hubbard did not make it to the second part of the competition."³⁶ In Portuguese, an error is noticeable in the headline, where the term "Primeiro" (in Portuguese, this is a masculine noun, meaning "first") is used to refer to Laurel Hubbard and is repeated throughout the article. This is a misunderstanding of the athlete's gender identity and misleads the decoder of the report to believe that Laurel is a man. Furthermore, the narrative reinforces Hubbard's performance as negative, again to grab the audience's attention. The excerpt: "Laurel Hubbard, the first transgender athlete to compete in the Olympics, was left out of the women's weightlifting medal race"³⁷ shows that the error in the treatment of Hubbard's gender identity was no accident, as the athlete is again treated as a man (again using the term "Primeiro"), reinforcing the preferred reading that Laurel is not a woman.

The common discursive construction between these accounts can be understood from two perspectives. First, there is the possibility that the coders of the messages understand that highlighting Laurel's performance as negative can generate public gratification, as transgender athletes' careers are constantly crossed by challenges to their eligibility when they compete in the "women's category."³⁸ The categorization of Laurel Hubbard's participation in the Olympics as a "failure" could therefore provide the audience with a sense of "justice." This could explain why Hubbard's "failure" was not only quoted, but repeated, emphasized, and accompanied by other elements that add weight to the idea that Hubbard "failed" at the Olympics. In the second distortion, the assumption of biological "advantage", a recurring subtext in the careers of trans athletes, operates in the construction of the narrative.³⁹ It influences both the sender of the message and the receiver to frame Hubbard's disqualification as surprising.

The assumption of biological "benefits" is directly reflected in the Brazilian media coverage. The "G1" website expresses this in the following excerpts: "Others claimed that he had an unfair advantage over his competitors because of his physical abilities inherited from decades ago when he competed as a man"⁴⁰ and "The IOC, however, acknowledged that Hubbard's presence raises some legitimate questions about whether Hubbard has, in the jargon of the panel for these issues, a 'disproportionate competitive advantage.'"⁴¹ This article, which had already labeled Laurel's participation as controversial, here highlights the possibility that there are biological "advantages" for the athlete over the others. In an attempt to amplify his rhetoric, the author points out that the IOC was the pioneer of the guidelines that allowed Hubbard's participation and yet acknowledges the possibility of the existence of "advantages", leading the decoder to the idea that there is a contradiction in the guidelines and that they need to be revised. The reference to an IOC "doubt" about "benefits" is a powerful narrative construction to persuade the public that the guidelines are flawed.

The website "Forbes Brasil" addressed the issue of "advantages" in the text: "A distinction is usually made between gender identity and gender, with the biological advantages of the latter (such as high testosterone levels) being used as justification for excluding competitors from events that match their gender identity."⁴² It is suggested that the justification for the exclusion of trans athletes from sport is based on the biological "advantages" argument, and although the text indicates (a posteriori) that questioning these advantages is not usually accompanied by scientific reasons, the construction of this narrative reinforces the interpretation that the "advantages" discourse is plausible for the exclusion of trans athletes, as other existing justifications for this exclusion, such as prejudice and transphobia are not mentioned here.⁴³ The presumption of "advantages" was also indirectly addressed by the websites "O Tempo" and "Exame", which added information referring to Laurel's age, which was advanced compared to that of the other athletes. This is evident in the excerpts: "Ten years older than the second-placed athlete, Laurel had qualified by lifting 115 kg at the start"⁴⁴ and "At 43, New Zealand weightlifter Laurel Hubbard is almost twice as old as her competitors in Tokyo 2020."⁴⁵ Possibly through an association between advanced age and a decline in athletic performance, the coders believe that Laurel's advanced age is an indication of her general advantages. The construction of the narrative leads decoders to assume that Hubbard's age conceals something questionable. This becomes even clearer in the report "Exame", in which Laurel's participation is described as: "a question as contentious as whether the Games should have taken place during a global pandemic."⁴⁶ The coders understand Laurel's age as a relevant factor to be emphasized, as they create an association between old age and the assumption of advantages that are already naturalized in the sporting context.

In addition, some narratives took a more explicit stance. In two reports on the "UOL" website, Laurel's participation was defended by the authors of the texts pointing out in bold and capitalized letters that: "**THIS TEXT DOES NOT NECESSARILY REFLECT THE OPINION OF UOL.**"⁴⁷ By doing so, this media vehicle tries to distance itself from what is expressed in the texts that were in favor of the inclusion of Laurel. It does not guarantee that the company is "neutral" or that the decoder of the message will readily accept this discourse, but this organization makes it more difficult to perceive the company's stance more clearly. In one of these "UOL" articles, in contrast to "Gazeta Esportiva", which described the IOC's guidelines as "simple guidelines", it was claimed that: "A strict list of requirements makes up these guidelines: from a self-written document stating that she is a trans woman to the verification of testosterone levels in nanomoles (previously 10 and now less than 5) in the blood"⁴⁸ and "These requirements seem important, but they represent an exaggerated concern."⁴⁹ What is striking here is the completely different positions that different media take on the same guidelines.

Again, the "UOL" website attempts to distance itself from what the author of the text, who is also a trans woman, explains - using the same wording as in the previous article. As it can be seen from the narratives: "Their presence has sparked controversy in the sports industry"⁵⁰ and "A controversy surrounds these people in competition: is their presence fair on 'biological' reasons?"⁵¹ The idea of controversy is also naturalized here, but the author tries to deconstruct this representation by explaining that the assumption of advantage "relies very heavily on the misinformation of the general population - and the institutional transphobia of the sports environment"⁵² and that: "It only takes a little bit of information to understand that the root of the problem is the same as it has always been – transphobia."⁵³ This discursive construction is very different from the majority of media vehicles in Brazil and is coded to preferentially read that the discourse of "advantages" is not based on a genuine concern for "justice" in sports. It is therefore a counter-hegemonic narrative - within the national and international scenario. Hall defines that there are "codes of opposition" in these contexts that create a potential force of political resistance.⁵⁴

In contrast to the "UOL" reports, there was one media publication that took a position that clearly delegitimized Laurel Hubbard as an athlete and a woman. This was published by the website "Gospel Prime", an evangelical website that, as can be noted from other articles, is heavily involved in political agendas. As for Laurel, it is clear from the title that this is a post that once again confronts the athlete's gender identity by using a masculine treatment (using the term "Eliminated"). The text says: "Laurel Hubbard, a biological male who identifies as a trans woman, failed to advance in the Olympics."⁵⁵ It reinforces the denial of the athlete's gender identity and encodes the message for a preferred reading that Laurel is a man, with the decoder expected to agree with the placement as the page appears to have a clearly defined target audience. This coding is based on a conservative bias that is reflected in the entire structure of the website, which likely seeks a dialogue with like-minded people.⁵⁶

Indeed, not only is the treatment of the athlete as a man, but a man who falls into the "women's category", which is likely to be interpreted as absurd. It can be understood that the narrative is structured from this point of view, through the use of the expression "biological man", with which the coder wants to emphasize that it is the "biological" that defines the gender identity of a subject, which runs counter to the perspective of gender studies, which understand it as a socio-cultural construction.⁵⁷ It should be noted that this portal also casts Hubbard's achievement in a negative light and constructs the "narrative of failure" in a different way. Throughout the text, there are passages such as "she broke several records held by former Olympian and retired New Zealand weightlifter Tracey Lambrechts after competing in the women's category"⁵⁸ and "she won gold by beating two women from Samoa at the Pacific Games, lifting 7 kilos more than the silver medalist."⁵⁹ The discourse is organized to draw attention to the athlete's good results in the "women's category", even though the final performance was the one that did not result in medals at the Olympics.

It is possible that this organization was made to stun the reader of the message, who may have already clicked on the article in anticipation of this reaction. It is understandable that because of the conservative and religious bias on which the website is based - even though the article points out in the title and throughout the article that Laurel did not win any medals at the Olympics - the athlete's victories after her gender change are emphasized. By pointing out that the athlete: "broke several records... after competing in the women's category", the preferred reading is likely to be that Laurel's gender reassignment was a turning point for better athletic performance. In this context, the narrative of controversy reappears in the passage, "Many people, however, object to biological men who identify as women competing with biological women."⁶⁰ The inclusion of both Laurel and trans women in sports, in general, is polemized.

The rhetorical strategy of obscuring who "are" the people against transgender inclusion in sports is frequent. Only one person is mentioned among the opponents: "Beth Stelzer", who represents a group that is against the inclusion of trans people in sports. However, the lack of studies on the subject, which has already been pointed out, suggests that the "many people" are individuals whose knowledge is at the level of "common sense" and who ultimately reproduce prejudice and discrimination through their "expression of opinion."⁶¹

Conclusions

A comparison of the English-language literature with what was found in the results of this study reveals considerable similarities. The narrative of legitimate controversy was reflected in the media narratives analyzed, with trans eligibility guidelines used to support this discourse. Even when attempting to protect themselves with the argument of "impartiality" - which is flawed when analyzing discursive constructions - the digital media reinforces controversies and biases already present in the social imagination. The media was generally underprepared to deal with gender issues in sports, leading to misunderstandings and misinformation being spread. Even in reports that have acknowledged the inclusion of trans athletes in sports, some constructions seem so entrenched that they are unconsciously reinforced. Undoubtedly, the assumption of biological "advantage" is evident in the Brazilian media. Many media vehicles have great persuasive power and influence, resulting in the construction of discourses that can validate and delegitimize individuals such as Laurel Hubbard, both as athletes and as human beings.

Endnotes

Post-structuralist theories have been appropriated to discuss gender issues in several parts of the world. In this work we are considering the perspective of South American sports scholars: Fabiano P. Deive et al., "Estudos de Gênero na Educação Física Brasileira," *Motriz: Revista de Educação Física* 17 (2011): 93-103. <https://doi.org/10.5016/1980-6574.2011v17n1p93>

See about this in: Wagner X. Camargo and Cláudia S. Kessler, "Além do Masculino/Feminino: Gênero, Sexualidade,

Tecnologia e Performance no Esporte sob Perspectiva Crítica," *Horizontes Antropológicos* 23 (2017): 191-225.

<https://doi.org/10.1590/S0104-71832017000100007>.

Cisgender is a concept to define individuals who identify with the gender assigned at birth. See about this in: Jaqueline G. de Jesus, *Orientações sobre Identidade de Gênero: Conceitos e Termos*, in *Guia Técnico sobre Pessoas Transexuais, Travestis e Demais Transgêneros, para Formadores de Opinião* (2012), 42.

The choice to use "women's category" is due to the way the Olympic Games and most sports competitions are structured. The quotation marks have been placed to challenge the gender binarism imposed by sports organizations.

Claire F. Sullivan, "Gender Verification and Gender Policies in Elite Sport: Eligibility and 'Fair Play'," *Journal of Sport and Social Issues* 35, no. 4 (2011): 400-419.

<https://doi.org/10.1177/0193723511426293>. See also Patricia Lessa and Sebastião J. Votre, "Carteira Rosa: A Tecnofabricação dos Corpos Sexuados nos Testes de Feminilidade na Olimpíada de 1968," *Revista Brasileira de Ciências do Esporte* 35 (2013): 263-279.

<https://doi.org/10.1590/S0101-32892013000200002><https://doi.org/10.1590/S0101-32892013000200002>.

Intersex people differ from the standard of what is culturally established as male/female, due to specific configuration of chromosomes, the location of genital organs, or the coexistence of testicular tissue and ovaries. A comprehensive work consulted for this topic is: Jesus, Orientações sobre Identidade de Gênero, 25. Silvana V. Goellner, “Mulheres e Futebol no Brasil: Entre Sombras e Visibilidades,” *Revista Brasileira de Educação Física e Esporte* 19, no. 2 (2005): 143-151. See also: Sullivan, “Gender Verification and Gender Policies in Elite Sport,” 400-419.

“IOC Approves Consensus with Regard to Athletes Who Have Changed Sex,” *International Olympic Committee*, accessed Apr 30, 2024, <https://olympics.com/ioc/news/ioc-approves-consensus-with-regard-to-athletes-who-have-changed-sex-1><https://olympics.com/ioc/news/ioc-approves-consensus-with-regard-to-athletes-who-have-changed-sex-1>.

“IOC Consensus Meeting on Sex Reassignment and Hyperandrogenism November 2015,” *International Olympic Committee*, accessed Apr 30, 2024, https://stillmed.olympic.org/Documents/Commissions_PDFfiles/Medical_commission/2015-11_ioc_consensus_meeting_on_sex_reassignment_and_hyperandrogenism-en.pdfhttps://stillmed.olympic.org/Documents/Commissions_PDFfiles/Medical_commission/2015-11_ioc_consensus_meeting_on_sex_reassignment_and_hyperandrogenism-en.pdf.

“IOC Releases Framework on Fairness, Inclusion and Non-discrimination on the Basis of Gender Identity and Sex Variations,” *International Olympic Committee*, accessed Apr 30, 2024, <https://olympics.com/ioc/news/ioc-releases-framework-on-fairness-inclusion-and-non-discrimination-on-the-basis-of-gender-identity-and-sex-variations><https://olympics.com/ioc/news/ioc-releases-framework-on-fairness-inclusion-and-non-discrimination-on-the-basis-of-gender-identity-and-sex-variations>.¹⁰ Due to the consequences of the Covid-19 pandemic, the Tokyo 2020 Olympic Games have been postponed until 2021.

Information on this matter can be found in different sources, such as: Transgender Europe (TGEU), “Trans Murder Monitoring: Annual Report 2023,” accessed May 30, 2024, <https://transrespect.org/en/tmm-update-trans-day-of-remembrance-2023><https://transrespect.org/en/tmm-update-trans-day-of-remembrance-2023>. In fact, Brazil is the country with the highest number of transgender people murdered for fifteen consecutive years, as shown by data on this report: Bruna G. Benevides. Dossiê: Assassinatos e Violências Contra Travestis e Transexuais Brasileiras em 2023 (Brasília: ANTRA, 2024): 1-121, <https://antrabrasil.org/wp-content/uploads/2024/01/dossieantra2024-web.pdf><https://antrabrasil.org/wp-content/uploads/2024/01/dossieantra2024-web.pdf>.

The discourse analysis technique was based on the importance of narratives to interpret social paradigms. See: Rosalind Gill, “Discourse Analysis,” in *Qualitative Researching with Text, Image and Sound*, ed. Martin W Bauer and George Gaskell (London: SAGE Publications Ltd, 2000), 177-191. The encoding/decoding model is a theoretical tool to interpret media. See: Stuart Hall, “Encoding/Decoding.” In *Culture, Media, Language: Working Papers in Cultural Studies*, 1972-79, ed. Stuart Hall, Dorothy Hobson, Andrew Lowe, and Paul Willis. (London: Hutchinson, 1980), 128-138.

Some studies have addressed media narratives of another trans athletes' participation in the Olympic Games. See, for example: Thiago C. Iwamoto, “Do Mundo Offline para o Online: Discursos em Rede Contra a Inclusão de Atletas Transexuais,” *CSONline-Revista Eletrônica de Ciências Sociais* 31 (2020): 302-323, <https://doi.org/10.34019/1981-2140.2020.30788>; and Gabriel F. Pedrosa, Rafael M. Garcia, and Erik G. Pereira, “A Cobertura Televisiva sobre Atletas Transgênero: O Caso do Esporte Espetacular,” *Movimento* 29 (2023): 1-19, <https://doi.org/10.22456/1982-8918.129681><https://doi.org/10.22456/1982-8918.129681>.

¹⁴ Shannon Scovel, Monica Nelson, and Holly Thorpe, “Media Framings of the Transgender Athlete as “Legitimate Controversy”: The Case of Laurel Hubbard at the Tokyo Olympics,” *Communication & Sport* 11, 5, (2023): 838-853, <https://doi.org/10.1177/216747952211168>. See also Azul K. Olvera and Beatriz M. De Dios, “Transsexuality, and

Sports: The Media Polyphony on ‘Normalization’ in the Case of Three Transsexual Sportswomen,” *The Journal of Communication and Media Studies* 8, 2, (2023): 27-48, <https://doi.org/10.18848/2470-9247/CGP/v08i02/27-48>.

¹⁵ Holly Thorpe et al., “Journalists on a Journey: Towards Responsible Media on Transgender Participation in Sport,” *Journalism Studies* 24, 9, (2023): 1237-1255, <https://doi.org/10.1080/1461670X.2023.2206920>.

France Presse, “ ‘Esporte é Para Todas as Pessoas’: A Polêmica em Torno da Primeira Atleta Transgênero a Competir nas Olimpíadas,” *GI*, August 02, 2021, <https://g1.globo.com/mundo/noticia/2021/08/02/esporte-e-para-todas-as-pessoas-a-polemica-em-torno-da-primeira><https://g1.globo.com/mundo/noticia/2021/08/02/esporte-e-para-todas-as-pessoas-a-polemica-em-torno-da-primeira-atleta-transgenero-a-competir-nas-olimpiadas.ghtml>.

Ibid. ¹⁸ Ibid. ¹⁹ Rafael T. Coelho, “Atletas Transgêneros: Tabu, Representatividade, Minorias e Ciências do Esporte,” *Revista de*

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Roger Scruton conceptualizes conservatism as a construct derived from a sense of belonging to a continuous, preexisting social order. This order serves as the foundation for determining appropriate social actions and behaviors.

From Scruton’s perspective, conservatism must be rooted in an organic society, characterized by shared meanings and values. These commonalities not only influence an individual’s self-perception but also shape their political views and actions. See about that in: Roger Scruton, *The Uses of Pessimism: And the Danger of False Hope* (New York: Oxford University Press, 2010).

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Navigating the Dual Career Path: Exploring Low Energy Availability Health Issues among Chinese University Female Olympic Football Athletes

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Abstract.

To investigate the issue of Relative Energy Deficiency in Sports (RED-S) that Chinese female Olympic football athletes may encounter while pursuing dual career goals in academics and sports. We will utilize a smartphone application to conduct comprehensive monitoring and assessment of the athletes' physical and mental health status. The assessment will include sleep quality, stress perception, fatigue level, muscle soreness perception, and menstrual cycle changes. By integrating validated screening tools such as the Female Energy Availability Questionnaire (LEAF-Q), Recovery-Stress Questionnaire for Athletes (RESTQ-Sport-36), and RED-S Clinical Assessment Tool (RED-S CAT), we will explore potential correlations between academic and training pressures, RED-S symptoms, and overall well-being. The study hypothesizes that female athletes may face a higher risk of RED-S due to the dual pressures of academics and training, and that academic and training pressures significantly impact their physical and mental health status.

Research Background

In China, traditional educational philosophy emphasizes that students should prioritize academic achievement by dedicating the majority of their time and energy to studying in order to attain outstanding grades. Meanwhile, the athlete development system demands high-level athletes to undergo long hours of intensive training in their daily lives to enhance their athletic performance and represent the country in various sports competitions. The conflict between this traditional educational philosophy and athlete development system arises from the fact that schools require students to focus on academics, while high-level student-athletes, especially those participating in Olympic events, need to invest more time and effort into training. Consequently, high-level athletes are confronted with two different pressures, striving to strike a balance between academic pursuits and athletic training, which poses significant challenges to their physical and mental well-being. For female athletes, these challenges may lead to greater health issues.

Relative Energy Deficiency in Sports (RED-S) during exercise is caused by low energy diets(intentional or unintentional) and/or excessive training[1]. Female athletes are more likely to experience a phenomenon where the intake of calories cannot meet the energy expenditure during exercise, or energy demands cannot be replenished in a timely manner during excessive training, leading to the phenomenon of Low Energy Availability (LEA), which in turn leads to RED-S during exercise. LEA may have adverse effects on women's health, manifesting physiologically as

disruptions in the menstrual cycle of adolescent girls, including menstrual and libido disturbances, gastrointestinal and cardiovascular functional disorders, as well as poor bone health, all of which may adversely affect the athletes' performance.

In recent years, a large number of studies have emphasized the importance of assessing athletes' status through various monitoring indicators. However, research on high-level athletes in universities primarily focuses on males, lacking in-depth monitoring and intervention measures for RED-S issues that female athletes may encounter. Although there have been a few studies involving adolescent female athletes, the questionnaires and detection tools used or designed in professional sports teams are mostly based on male athlete groups, with limited specific discussions and applications for female groups. These tools still operate under the assumption that the responses of males and females are comparable[2].

Through an analysis of past injuries among male professional football players, it was found that the probability of excessive exercise injuries during training was second only to that during matches, reaching as high as one-third[3]. Such injuries are typically caused by stress-induced pressure resulting from repetitive movements in specialized training and further aggravated by insufficient recovery after injury. However, research on injury analysis and excessive exercise injuries among female professional football players remains very limited.

Research Objective

The main problem of something is discussed the issue of REDS that Chinese female Olympic football athletes may encounter in the process of achieving academic and maintaining sports performance dual career goals. We will explore the triggering mechanisms in this process and differences with male university student athletes, investigate potential exercise injuries, and strive to maintain good athletic condition. Through this study, we hope to provide more scientific and healthier guidance and reasonable dietary strategies for Chinese female Olympic athletes, ensuring that they can ingest sufficient calories to support training and helping them recognize the importance and methods of regulating stress to effectively prevent excessive exercise injuries.

Research Methods

This study designed a questionnaire based on validated screening tools, integrating content from the Female Energy Availability Questionnaire (LEAFQ), Recovery-Stress Questionnaire for Athletes (RESTQ-Sport-36), and RED-S Clinical Assessment Tool (RED-S CAT). Through a smartphone application, we conducted in-depth monitoring and comprehensive assessment of the physical and mental health status of high-level female athletes in universities. The assessment content includes two main parts. The first part includes sleep quality, daily stress perception, daily mental fatigue level, and muscle soreness perception, using a four-level scoring mechanism, with individual scores ranging from 1 to 7, comprehensively reflecting the subjects' perceived conditions, with a maximum total score of 28, representing the worst perceived condition. The second part includes fatigue and stress perception after academic and training sessions. To more accurately portray academic and training pressures, this study introduced the Borg Rating of Perceived Exertion (RPE) 10-level scoring table, achieving quantitative evaluation from 0 (no effort) to 10 (maximum effort)[4]. The monitoring content

includes recording the duration of each training session, using the exercisers' session-Ratings of Perceived Exertion (sRPE) to score session perceived exertion, retrospectively calculating internal training load (ITL) using sRPE method, and detailing the monitoring process of menstrual cycle changes to assess potential menstrual cycle fluctuations[5]. Data collection mainly relies on questionnaire surveys, combined with daily automatic pop-up training logs and assessment content, as well as weekly questionnaire survey reminders, to ensure the coherence and completeness of data collection.

Expected Results

1. We expect that female Olympic football athletes pursuing dual career goals in universities may face a higher risk of LEA during the process, leading to symptoms related to RED-S, such as menstrual cycle disruptions, libido disturbances, gastrointestinal and cardiovascular functional disorders, and bone health problems.
2. Through the monitoring and assessment of physical and mental health status, we expect to find that female athletes participating in the study may have certain issues in sleep quality, stress perception, fatigue level, and muscle soreness perception.
3. It is anticipated that female athletes may experience fluctuations in the menstrual cycle and higher levels of perceived exertion (RPE) under higher internal training load (ITL) scores, indicating greater physical and mental stress, affecting the realization of their dual career goals.

Hypotheses:

1. We hypothesize that the occurrence rate of LEA is higher among female Olympic football athletes under the dual pressures of academic studies and training.
2. We hypothesize that academic and training pressures have a significant impact on the physical and mental health status of female athletes, potentially leading to a range of RED-S-related symptoms.
3. We hypothesize that there may be correlations between the sleep quality, stress perception, fatigue level, muscle soreness perception of female athletes and LEA.
4. We hypothesize that changes in the menstrual cycle of female athletes may be associated with academic and training pressures, as well as LEA.

Keyword: Dual Career Low Energy Availability; Relative Energy Deficiency in Sport; Olympic female football athlete

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Latin American and Caribbean Women and the Olympic Podium

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Abstract.

Literature on Latin American and Caribbean sports history has highlighted the profound influence of historical factors on the development of competitive sports. The themes of colonization, exploitation, invasions, and the resulting cultural, political, and socioeconomic impacts are integral to the study of the region's sports development. The global phenomenon of women's struggle for sports participation is evident. In the last two decades, the role and place of women's sports in Latin America and the Caribbean have received more scientific attention. This work delves into data regarding Latin American women's Olympic podium achievements from 1980 to 2021. Despite Maria Lenk from Brazil attending the Olympic Games in 1932, it wasn't until 1980 that Maria Caridad Colon Ruenes from Cuba became the first Latin American and Caribbean woman to achieve Olympic gold. The first Olympic medal by a Brazilian woman was obtained in 1996, by Jaqueline and Sandra in beach volleyball. Latin American and Caribbean women have won 36 gold medals. Overcoming social barriers for Olympic excellence remains a challenging process for women from Latin American and Caribbean countries or territories.

Introduction

Literature on Latin American and Caribbean sports history has highlighted the profound influence of the region's historical formation on the development of competitive sports. The themes of colonization, imperialism, and the resulting cultural, political, and socioeconomic impacts are integral to the study of Latin American and Caribbean sports.¹

Indeed, the global diffusion of modern sports occurred at the same time as the establishment of colonial empires and world markets. Arguably, sports literature from different parts of the world points out that the so-called common language of sports is a representation and a form of imperial deep-play.²

Whereas modern sports primarily originated in Europe, the substance and nature of an international physical culture emerged from a battleground between Europe and the United States of America. This underscores the influential roles both regions played in shaping the global sports landscape.³ Despite the assertion of sports universality, it is noteworthy that international sports and its organizations were predominantly under the control of European men who were white, Christian, and belonged to the aristocratic or upper-middle class, and so it was with the Olympic Movement, its organization, and Games. Taking this context into account, the construction of a worldwide

sports community has had implications of every kind for the integration of developing countries and territories into the global system, including race and gender ideologies.⁴

In particular, literature on gender ideologies and sports has continually examined and re-evaluated the position of women within the Olympic Movement. Different analyses around the world extend beyond women's mere participation, delving into the cultural significance that such involvement embodies.⁵

Indeed, it is important to address that there is no single or universal understanding of the phenomenon of women's integration into the Olympic Movement. In the twentieth century, women in Latin American and Caribbean countries and territories struggled for their recognition as subjects, citizens, and workers in a sporting scenario characterized by the ideals of eugenics and proper motherhood, with slow legislative advancements that forged conditions and challenges with particular timelines for feminist agendas. In fact, in the second half of the twentieth century, feminist movements in Latin American and Caribbean countries or territories experienced a different moment compared to those in Europe and the United States.⁶

Although women's struggle for sports participation is recognizably a global phenomenon, the lingering effects of colonialism, combined with the acquiescence of English-speaking culture and epistemology, have created a significant divide between the global North and South on what is known about sportswomen and their achievements in the Olympic Games.⁷ Given the intricate cultures of this expansive continent, this issue undeniably merits a more thorough examination.

There is extensive literature dealing with the expansion of the Olympic Movement in Latin America in the 1920s and 1930s when the Olympic Games spread throughout the region and achieved great popularity and global significance that distinguished them from the previous Games.⁸

In fact, the 1930s were a milestone in the history of Latin American women at the Olympic Games because in the 1932 Los Angeles Games, Maria Lenk, from Brazil, was the first and only Latin American woman to take part in the Olympic Games. Lenk, a woman of German descent born and raised in Brazil, learned to swim on a doctor's recommendation, taught by her father in Rio Tietê, São Paulo. She joined the Brazilian Olympic team at the age of 17. She finished twentieth in the 100m freestyle, was disqualified in the 100m backstroke, and finished eleventh in the 200m breaststroke. Her results and career are considered inspirational. At the 1936 Berlin Games, she had a woman teammate, Piedade Coutinho. The two have been widely recognized in both Brazilian and international sports literature and by sports entities.⁹

It is important to emphasize that there are numerous Latin American and Caribbean researchers, academic organizations, and publications in Spanish or Portuguese dedicated to the study and promotion of physical education and sports for girls and women. More recently, individual and collaborative publications are helping to overcome the language barrier to give Latin American sportswomen the wider audience they deserve.¹⁰

This work is part of an ongoing research project that aims to comprehensively examine gender, sport, and colonial history in Latin America in the context of the Olympic Games. This particular paper is aimed at identifying Latin American and Caribbean women athletes who have won gold medals at the Summer Olympic Games, including their names, countries of origin, and the specific events in which they competed. It is not this study's aim to compare sports development and gender gaps between Latin America, the Caribbean, and Europe, but it does reflect on broader societal and

historical factors that have impacted Latin American and Caribbean women's sports experiences and achievements at the Olympic Games.

Methodology

In this study, the term "Latin America" is used to refer to the region extending from the southern boundary of the United States to the southernmost point of South America, including the Caribbean. This concept is rooted in the religious, cultural, and linguistic commonalities that emerged from the geopolitical landscape of the 19th century.

It is important to acknowledge that the exact number of countries can vary depending on the specific definition of a "country" and their political standing based on different authoritative sources. Thus, in this study, we will include data pertinent to those countries or territories officially associated with the Pan American Sports Organization (PASO) through their respective National Olympic Committee, except the United States of America and Canada.

Established in the 1940s, such a continental organization has been instrumental in advocating for the interests of sports across the Americas and the Caribbean and is also the supreme authority of the Olympic Movement in the continent. The International Olympic Committee (IOC) officially recognized PASO in 1948, and its very existence was structured with the involvement and directions of the IOC. This organization celebrated the commencement of its first continental Games in Buenos Aires in 1951, assuming the role of promoting the Olympic Movement across the Americas, a mission it continues to uphold to this day.¹¹ In 2019, PASO underwent a significant rebranding and is presently known as PanAm. Currently, it represents 41 National Olympic Committees.

This work delves into data regarding Latin American women's Olympic achievements from 1980 to 2021. This temporal frame is predicated on the historical milestone that the first ever gold medal won by a Latin American woman was achieved in 1980. Thus, data was obtained from the official websites of National Olympic Committees associated with the PanAm. Further data was gathered from the results repository of the International Olympic Committee (IOC).

This study also utilizes secondary sources, mainly from Latin American authors, to offer valuable context and insights into the historical and socio-political dynamics shaping Latin American women's experiences in sports.

Acknowledging Post-Colonial Hurdles: Latin America and the Olympic podium

We were able to examine medal data from 39 National Olympic Committees that are part of the PanAm organization. In general, for Latin American athletes to reach the Olympic podium is a rare feat.¹² In fact, from data collection, we were able to determine a number of countries and territories from the region that have never won an Olympic medal. They are Antigua e Barbuda, Aruba, Belize, Bolivia, British Virgin Islands, Dominica, El Salvador, Honduras, Nicaragua, Saint Kitts and Nevis, Saint Lucia.

The factors influencing Olympic success are often tied to the level of investment and priority that nations and regions can allocate to sports development and sports policies. According to the World Bank, all countries in Latin America and the Caribbean are considered developing countries. Also,

this is one of the most unequal regions of the world.¹³ Indeed, research indicates a clear link between a nation's economic prosperity, as measured by Gross Domestic Product (GDP) per capita, and its population size, with both elements contributing to heightened levels of participation and achievement in the Summer Olympics.¹⁴ Also, there is evidence of a positive correlation between a country's Olympic medal tally and its Human Development Index (HDI), suggesting that broader socio-economic development correlates with sporting excellence.¹⁵

As we may not trivialize structural inequalities and their impact on Olympic Success, it is important not to simplify the various effects of colonial history in Latin America and the Caribbean's sporting development and the paradoxes of searching for national, regional, and hemispheric identity while defining political and economic goals "based on standards, values and institutions of the global centre's capitalist or socialist systems".¹⁶ At the same time, when dealing with sports diffusion, these processes should not be viewed merely as cultural impositions but also as phenomena of cultural appropriation.¹⁷

Nonetheless, it is important to acknowledge that the colonial matrix of power resulted in leaving Latin American and Caribbean countries and territories impoverished, both economically and technologically dependent. This is encapsulated in Eduardo Galeano's seminal work through the metaphor of 'open veins,' to refer to the profound and lasting effects of colonialism on Latin American and Caribbean countries and territories.¹⁸ The colonial civilizing masculinized project left hurdles in the development landscapes of Latin America and the Caribbean. These challenges have impacted women differently based on gender, ethnicity, and origin, resulting in multiple struggles for rights such as formal education, health care, and, arguably, access to sports.¹⁹

From 1896 to 2016, Latin America and the Caribbean won 4.51% of the total medals in the Olympic Summer Games.²⁰ The fact is that before Tokyo 2020, countries and territories from Latin America and the Caribbean had an average of 28 medals at the Summer Olympics (men's and women's).²¹ After Tokyo, Brazil and Cuba, together, totaled 385 Olympic medals. These numbers are modest when contrasted with countries such as France (751 medals), Germany (655), the United Kingdom (916), and the United States (2,629).

In the inaugural edition of the modern Olympic Games, held in Athens in 1896, Luis Subercaseaux, a diplomat and athlete, is recognized by the Chilean National Olympic Committee as the first Latin American athlete to have ever competed. Later, only five Latin American countries had sent athletes to the Olympics up until the 1920 Antwerp Games, which marked the beginning of the Olympic Movement's expansion in Latin America.²²

In fact, of the 39 NOCs investigated in this study, four of them were recognized by the IOC in the 1920s, which were Argentina, Haiti, Mexico, and Uruguay. In the 1930s, nine more NOCs from Latin America were recognized: Bermudas, Brazil, Bolivia, Chile, Costa Rica, El Salvador, Jamaica, Peru, and Venezuela. In the 1940s, it was the time for the NOCs of Colombia, Guatemala, Guyana, Panama, Puerto Rico, and Trinidad and Tobago. **Table 1** shows a representation of the recognition of the region's NOCs, and the corresponding cumulative number of institutions over the decades.

Table 1 – Representation of Latin American and Caribbean NOC's recognition by the IOC over decades

Decade	Number of NOCs recognized	Cumulative NOCs
1920s	4	4
1930s	9	13
1940s	6	19
1950s	8	27
1960s	2	29
1970s	3	32
1980s	4	36
1990s	3	39

Source: Based on the IOC's database

Literature indicates that as early as 1900, Ramon Fonst, a Cuban fencer who had resided in France for an extended period, secured the first Olympic medal for Latin America. He won épée events in Paris 1900. However, because he received his sports education in France and lived there, organizers treated him as a local.²³ Time passed and it wasn't until the XXII Olympiad in Moscow, in 1980, that a Latin American woman achieved Olympic gold, a milestone that will be explored in the following section, as well as the achievements of other golden trailblazers.

Golden Trailblazers: Latin American Women's Achievements in the Olympics

María Caridad Colón Ruenes holds the distinction of being the first Latin American woman to win a gold medal at the Olympic Games. She was born on March 25, 1958, in Baracoa, Cuba, and she is recognized as a woman of both black and indigenous heritage.²⁴ She won the women's javelin in Moscow 1980, and established a new Olympic record at that time.

Beyond her great achievement, María has served on several important commissions, as noted in her official IOC biography. She was the chairperson of the Cuban Olympic Committee's Women and Sport Commission, served as a member of the World Athletics Women's Committee, and also of the PanAm Women and Sport Commission. In addition to her sports career, María is also an academic. She worked as a professor and holds a master's degree in Physical Culture Sciences. In 2009, she was honored by the IOC Women and Sport Awards, in recognition of her contributions to enhancing the involvement of women and girls in sports internationally.²⁵

While María's life and sporting achievements have been mentioned in a couple of academic papers, there appears to be a lack of scholarly work specifically focused on her.²⁶ We could not find any academic biographical analysis of her in either English or Spanish within internationally accessible databases. In 2020, María became a member of the IOC and has served the Commissions of Olympic Education and Culture, as well as Olympic Heritage.²⁷

The list of Latin America and the Caribbean countries or territories boasting women Olympic gold medalists is rather limited and has risen in this century. Table 2 identifies the first gold medalist women of each Latin American or Caribbean country or territory.

Table 2 – First gold medals from Latin American and Caribbean women per country or territory.

Country	Year	First gold Medalist and sport
Cuba	1980 Moscow	María Caridad Rolon (Athletics Javelin)
Brazil	1996 Atlanta	Jacqueline Silva and Sandra Pires (Beach Volleyball)
Costa Rica	1996 Atlanta	Claudia Poll Ahrens (Swimming 200m freestyle)
Bahamas	2000 Sydney	Pauline Davis-Thompson (Athletics 200m)
Colombia	2000 Sydney	María Isabel Urrutia ** (75kg weightlifting)
Mexico	2000 Sydney	Soraya Jiménez Mendivi (58kg weightlifting)
Jamaica	2004 Athens	Tayna Lawrence, Sherone Simpson, Aleen Bailey, Veronica Campbell (Athletics 4 × 100 m relay)
Argentina	2016 Rio de Janeiro	Paula Pareto (Judo)
Puerto Rico	2016 Rio de Janeiro	Mónica Puig (Tennis) **
Bermudas	2020 Tokyo	Flora Duffy ** (Triathlon)
Venezuela	2020 Tokyo	Yulimar Rojas (Athletics Triple Jump)

Source: Based on the IOC's database

** First-ever Olympic Gold of the country

The experiences of women in post-colonial Latin America and the Caribbean were modeled after hierarchies based on gender, race, and class in which their position in society certainly imposed structural limitations to basic rights, including their access to sports. Among the gold medalists identified in **Table 2**, there are several women of black and Indigenous heritage. Despite the complexities of racial identities and identification in such a vast region with varying census systems, the representation of black women is crucial for discussing sports as potential catalysts for social transformation and inclusion.

Although there are many different roles of women in Latin American and the Caribbean societies, they do share similar effects of colonialization and slavery, which left historical structures of oppression, as explained by Brazilian feminist intellectual Lélia Gonzalez. Gonzalez conceptualized and theorized the idea of “Amefrica Ladina”, to mobilize the formation of transnational feminist solidarities that account for the specificities of Latin America, acknowledging the massive presence of African and Indigenous people.²⁸

Brazilian women won their first medals at the 1996 Olympic Games in Atlanta, four Olympic Games later than María's achievement. Jacqueline Silva and Sandra Pires won a gold medal in beach volleyball's debut in the Olympic program. Notably, it took until 2008 for Maurren Magi to clinch Brazil's first women's individual sports gold medal. Such achievements came significantly later compared to Brazil's first gold Olympic medal, which was won during the nation's inaugural participation in the 1920 Games in shooting.

In the last two decades, Brazilian Olympic women have received academic attention in different publications, with considerable sources based on archival material, media, and interviews.²⁹ Women athletes in Brazil conquered space in different social scenarios as they resisted and

confronted people and policies toward democratization, and it was no different in the sports context. A law that lasted from the 1940s to the 1980s prohibited women from engaging in sports practices such as soccer and combat sports, or other sports considered “incompatible with their nature”.³⁰ In April 1940, two women were arrested for practicing soccer in Minas Gerais. Their names are Arletina and Enedina, and they are a symbol of women’s struggle for rights as simple as enjoying sports activities in public spaces.³¹

In Latin America, data from 2017 shows that more than 80% of adolescent girls are physically inactive. In Costa Rica, a study showed that young girls reported feeling anxious around the prospect of being shamed and sexually objectified during exercises.³² In this scenario, Costa Rican Claudia Poll’s gold medal from 1996 remains the only gold medal the country has won to date. She was 17 years old at the time. Her sister, Silvia Poll, won a silver medal in the 1988 Seoul Games. They were both of German descent and, together, they are responsible for two of Costa Rica’s four Olympic medals. The literature surrounding the two sisters suggests that their victories were primarily the result of their personal efforts, rather than state participation.

National press narratives about Claudia’s victory have faced criticism, highlighting her self-subordination to the patriarchal relationship she had with her coach, to whom she dedicated her effort and athletic triumph.³³ In the 2000 Sydney Games, Claudia won two bronze medals.

At the 2000 Sydney Olympic Games, Bahamian sprinter Pauline Davis Thompson was the first Latin American woman to win two Olympic golds in a single edition of the Olympic Games. First, individually, and then with her 4 x 100m relay team: Savatheda Fynes, Chandra Sturup, Debbie Ferguson, and Eldece Clarke-Lewis. Bahamian women had done well in previous Olympic Games, winning medals since 1984. No specific academic literature on their accomplishments was found either in English or Spanish.

María Isabel Urrutía, from Colombia, and Soraya Jiménez Mendi, from Mexico, also made history for their respective countries in weightlifting in the 2000 Games. Urrutía became the first Olympic gold medalist of Colombia. A journal paper accounted for her accomplishments and investigated her training preparation for the 2000 Games.³⁴ As for Soraya, we were able to identify that she is mentioned in a book titled “Mujeres en la creación de México,” by Clara Meierovich, that honor women important to the country’s national identity.³⁵

The years 2004, 2016, and 2021 marked significant milestones as they continually introduced pioneering athletes who secured their country’s first Olympic medal for women: Jamaican Tayna Lawrence, Sherone Simpson, Aleen Bailey, Veronica Campbell (Athletics 4 × 100 m relay), Argentinean Paula Pareto (Judo), Puerto Rican Mónica Puig (tennis), Bermudian Flora Duffy (triathlon), and Venezuelan Yulimar Rojas (Triple Jump). **Table 3** compiles other women's gold medals from Latin American or Caribbean countries and territories.

Table 3 – Other gold medals from Latin American or Caribbean women per country or territory.

Country	Gold Medals/ Olympic edition		Total
Cuba	María Caridad Colón Ruenes (Javelin)	1980 Moscow	8
	Curt Volleyball Team	1992 Barcelona	
	Odalís Revé (Judo)		
	Maritza Martén (Discus throw)		
	Curt Volleyball Team		
	Curt Volleyball Team	1996 Atlanta	
	Curt Volleyball Team	2000 Sydney	
	Yumileidi Cumbá (Shot put)	2004 Athens	
Brazil	Jacqueline Silva and Sandra Pires (Beach Volleyball)	1996 Atlanta	10
	Curt Volleyball Team	2008 Beijing	
	Maurren Maggi (Long Jump)		
	Curt Volleyball Team	2012 London	
	Sarah Menezes (Judo)		
	Rafaela Silva (Judo)	2016 Rio de Janeiro	
	Martine Graell and Kahena Kunze (Sailing)		
	Rebeca Andrade (Artistic Gymnastics)		
	Martine Graell and Kahena Kunze (Sailing)	2020 Tokyo	
	Ana Marcela (Open water 10km)		
Bahamas	Pauline Davis-Thompson (Athletics 200m)	2000 Sydney	3
	Savatheda Fynes-Coke, Chandra Sturup, Pauline Davis-Thompson, Debbie Ferguson-McKenzie and Eldece Clarke (4 x 100m)		
	Tonique Williams Darling (Athletics 200m)	2004 Athens	
	María Isabel Urrutia Ocoró (75kg weightlifting)	2000 Sydney	

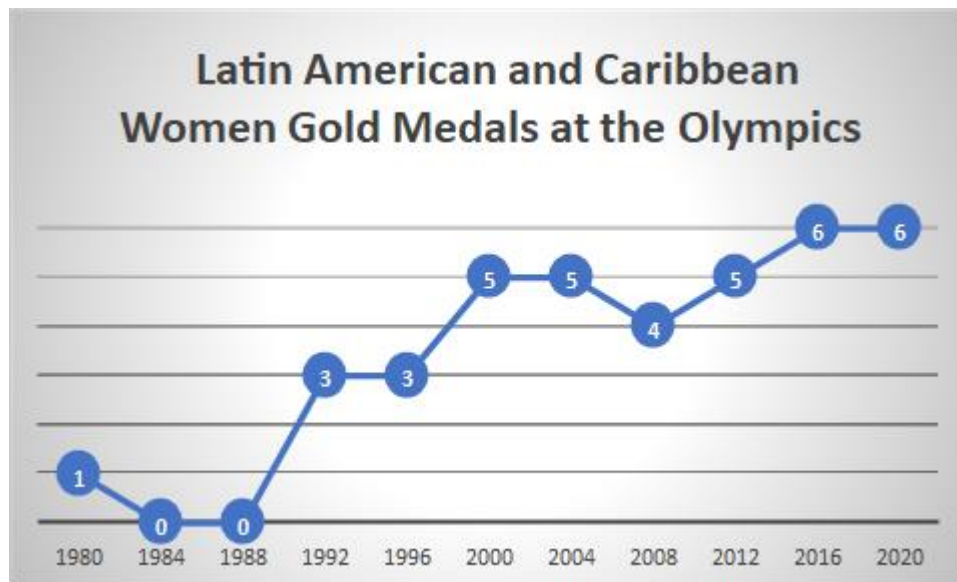
Colombia	Mariana Pajón (Cycling BMX)	2012 London	4
	Caterine Ibargüen (Triple Jump)	2016 Rio de Janeiro	
	Mariana Pajón (Cycling BMX)		
Mexico	Soraya Jiménez Mendi (58kg weightlifting)	Sydney 2000	2
	Paola Espinosa and Alejandra Orozco (Synchronized swimming, 10 meter diving)	2012 London	
Jamaica	Veronica Campbell (Athletics 200m)	2004 Athens	6
	Tayna Lawrence, Sherone Simpson, Aleen Bailey, Veronica Campbell Brown (Athletics 4 × 100 m relay)		
	Shelly-Ann Fraser (Athletics 100m)	2008 Beijing	
	Melaine Walker (400m hurdles)		
	Shelly-Ann Fraser (Athletics 100m)	2012 London	
	Elaine ThompsonHerah, Shelly-Ann Fraser-Pryce and Shericka Jackson, Briana Williams (4 X 100m)	2020 Tokyo*	

Source: Based on the IOC's database

*Tokyo 2020 Games happened in 2021 because of the pandemic world.

Considering **Tables 2** and **3**, Latin American and Caribbean women have won 38 gold medals. Of course, women from the region have not won only gold but also silver and bronze medals in the Olympics, and every participation and medal is important. Other medal data will be further analyzed and integrated into the broader research study we are conducting.

On **Graphic 1** the number of gold medals won by Latin American and Caribbean women from the 1980 Moscow Games to the 2020 Tokyo Games is represented.



Conclusions

Overcoming social barriers for Olympic excellence remains a challenging process for women from Latin American and Caribbean countries or territories. Despite the importance of such accomplishments, the fact that these ‘firsts’ are still occurring as late as 2020 Tokyo stresses the ongoing challenges and disparities in global sports culture. This situation reflects broader sociopolitical hurdles faced by women from Latin America and the Caribbean.

For a comprehensive analysis of sports and gender relations in the particular contexts of the region, it is important to put in perspective the unique impacts of colonialism on the agenda and timing of feminist movements in Latin American and Caribbean countries and territories, and their consequences for sports development.³⁶

As we approach gender and sports relations in Latin America and the Caribbean, a call for transnational, postcolonial, and intersectional research is crucial, considering an analysis of sports policies in the region. Promoting sports for social change and gender inclusion in the Olympic Games will benefit from a more diverse epistemological representation of women, who merit visibility for their struggles and accomplishments in all parts of the world.

Endnotes

1. For instance, the work of Antonio Sotomayor, “The Triangle of Empire: Sport, Religion, and
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3. For instance, consider the work from the United States: Mark Dyreson, “Imperial ‘deep play’: reading sport and visions of the five empires of the ‘New World’, 1919–1941,” *The International Journal of the History of Sport* 28 (2011): 2421–2447. See also the work of Latin American scholar: Eduardo Galeano, *Soccer in Sun and Shadow* (London: Verso, 1998), 30.

4. Barbara J. Keys, *Globalizing Sport: National Rivalry and International Community in the 1930s* (Cambridge: Harvard University Press, 2006), 40-46.
5. Ibid.
6. In Brazil, the foundational research on this subject was published in 2006. See: Ana Maria Miragaya,
7. "The Process of Inclusion of Women in the Olympic Games." PhD diss., Gama Filho University, http://sportsinbrazil.com.br/teses/tese_ana_miragaya_comp.pdf.
8. Julie Jarty and Karina Batthyány, "Recent Evolutions of Gender, State Feminism and Care Models in Latin America and Europe," in *Towards a Comparative Analysis of Social Inequalities between Europe and Latin America*, ed. Pedro López Roldán and Sandra Fachelli (2021): 361-385.
9. See: Rosa López De D'Amico, Tansin Benn, and Gertrud Pfister, eds., *Women and Sport in Latin America* (Routledge, 2016).
10. See, for example, Cesar Torres, "The Latin American 'Olympic Explosion' of the 1920s: Causes and Consequences," *The International Journal of the History of Sport*, 23 (2006): 1088.
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17. ¹³ World Bank. "2023 in Nine Charts: A Growing Inequality." 2023.
18. <https://www.worldbank.org/en/news/feature/2023/12/18/2023-in-nine-charts-a-growing-inequality>. ¹⁴ Daniel Johnson and Ali Ayfer, "Coming to play or coming to win: Participation and success at the Olympic Games." *Wellesley College Dept. of Economics Working Paper*, no. 2000-10 (2000). ¹⁵ Chandra Vanu Som, "Building a case for incorporating sport as an indicator in human development index," *Sport Sciences for Health* 19, no. 1 (2023): 177-184.
19. Joseph L. Arbena, "Nationalism and Sport in Latin America, 1850–1990: The Paradox of Promoting and Performing 'European' Sports," in *Tribal Identities*, (Routledge, 2022), 220-238.
20. J. A. Mangan and Lamartine P. DaCosta, eds., *Sport in Latin American Society: Past and Present* (New York: Routledge, 2001), Kindle edition. ¹⁸ "As Veias Abertas da América Latina" is a seminal work by Eduardo Galeano, first published in 1971.
21. Galeano argues against the economic exploitation and political domination of Latin America, first by Europeans and their descendants, and later by the United States. See: Eduardo Galeano, *As veias abertas da América Latina* (Porto Alegre: L&PM Editores, 2010).

22. ¹⁹ Sharlene Mollett, "Irreconcilable Differences? A Postcolonial Intersectional Reading of Gender, Development and Human Rights in Latin America," *Gender, Place & Culture* 24, no. 1 (2017): 1-171. ²⁰ Eloy Altuve Mejía, *Deporte, sociología, ideología, política, poder y globalización* (Lima: APJDAT, 2020).
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24. Marcia de Franceschi Neto-Wecker and Christian Wacker, "Brazil Goes Olympic: Historical Fragments from Brazil and the Olympic Movement until 1936" in *Agon Sportverlag*. 2010.
25. See Cesar Torres, "Like Father, Like Son: The Tale of Francisco Carmelo and Carmelo Félix Camet at the Olympic Games," *The International Journal of the History of Sport* 19, no. 4(2002): 179-191. ²⁴ See the news report from Cuba at <https://cubasi.cu/en/news/if-it-werent-wizard-who-fell-sky> ²⁵ <https://olympics.com/ioc/news/ioc-celebrates-2009-women-and-sport-awards>.
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Olympic Sports in Modern Time

Sport, Health and Education: A eurhythmic universal podium

GILLES LECOCQ

WELLNESS & EMPOWERMENT

Abstract.

This communication proposal concerns first three forms of gymnastics that in France have developed often in opposition to each other, while feeding on complementary contributions with each other. We will thus have the opportunity to identify the resonances that allowed Pierre de Coubertin's utilitarian gymnastics, Philippe Tissie's voluntary gymnastics and Georges Hébert's natural gymnastics to foster the emergence of a Universal Design where eurhythmy constitute one of the main foundations of a religio-athletae.

In a second part, we will focus more particularly, on how in 2024 the legacy of this Universal Design is transmitted, in connection with ethical concerns that have evolved over the space of more than a century, in France and around the World. Thus, we will specify the ways in which a natural method, a utilitarian method and a voluntary method are defined in the light of the twenty-first century, which promote the emergence of a sports education that is combined with a health education. For that, we will define the dimensions of Eudemonic Well-being, Compassionate Assertiveness, Authentic Resilience and Non-Violence to characterize the four foundations, which constitute a homo-sportivus who is also a homo-fractalis.

Therefore, in a third part, we will conclude our remarks by identifying the contours of an Unfinished Olympian Symphony that is fortunately always in motion. This will be an opportunity to promote a Universal Design for Learning, which allows Adapted Physical Activities to participate to the inclusion of everyone, everywhere.



Mental Health Assessment and Monitoring for Brazilian Olympic Athletes Heading to Paris 2024.

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PONTIFÍCIA UNIVERSIDADE CATÓLICA DO RIO GRANDE DO SUL; GRUPO DE PESQUISA EM ESTUDOS OLÍMPICOS AND COMITÊ OLÍMPICO DO BRASIL

Abstract.

Olympic-level athletes suffer from more than 640 mental health stressors that can affect their performance. With this in mind, the International Olympic Committee - IOC developed a battery that assesses athletes' mental health, the Sport Mental Health Assessment Tool - I (SMHAT-I). The battery consists of seven questionnaires: APSQ, screening tool; GAD-7, which investigates anxiety issues; PHQ-9, which analyzes depressive aspects and possible risk of suicide; ASSQ, which assesses sleep; AUDIT-C, which investigates alcohol use; CAGE-AID, which checks drug use; and BEDA-Q, which assesses the existence of eating disorders. The Brazilian Olympic Committee – COB, interested in validation for the Brazilian context, partnered with the Olympic Studies Research Group to translate and validate the SMHAT-I. After the project was approved by the PUCRS Research Ethics Committee, the battery translation process began by independent professionals in the field of training and psychology. Next, the clarity of the items was assessed by a committee of judges who generated important semantic adjustments to finalize the translation. With the version developed in Portuguese, data collection began with Brazilian Olympic athletes linked to the COB, through the Qualtrics platform. Participated in data collection 185 athletes, of both sexes and from different sports. Currently, statistical analyzes are being carried out using the R Studio platform. As a result, we found that 73.51% of the sample suffers from some type of stressor that was evaluated during the battery, corroborating research in the area of psychology and training. To evaluate the internal consistency of the questionnaires, two variables were used: Chrombach's Alpha and Mc Donald's Omega with reliability of 0.7 or more. As results, we obtained the following Alpha and Omega respectively: in APSQ (0.77 and 0.78), in PHQ-9 (0.82 and 0.83), in GAD-7 (0.87 and 0.87), in ASSQ (0.51 and 0.54). AUDIT-C (0.80 and 0.80), CAGE-AID (0.79 and 0.79) and BEDA-Q (0.68 and 0.72). The results demonstrate that the battery is suitable for evaluating psychological stressors in high-performance athletes, with the exception of sleep-related symptoms, which are not being correctly identified. In order to avoid overdiagnosis and to obtain more consistent results and more robust analyses, new applications are suggested.

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Safeguarding and vulnerabilities of Olympic athletes: Risk-taking and doping

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Abstract.

The current literature on sport safeguarding, primarily rooted in psychological and sociological research, adopts a descriptive approach focusing on identifying, mitigating, and punishing behaviors detrimental to athletes' integrity and well-being. However, this literature often overlooks the issue of doping in Olympic sports, failing to consider it as a form of abuse within sports. Furthermore, theories of vulnerability are rarely integrated into this discourse, leading to a limited moral focus that intensifies threats to athlete welfare. To address these gaps, it is imperative to incorporate insights from bioethics, particularly the concept of relational vulnerability, into the analysis of doping risks.

An ethics of vulnerability in sports necessitates addressing several fundamental aspects: defining what constitutes vulnerability and identifying its various types, understanding why vulnerability gives rise to moral obligations and duties of justice within the context of sports, determining who bears the primary responsibility for responding to vulnerability, and establishing the most effective ways to fulfill these obligations. These considerations are crucial for comprehensively understanding and mitigating the complex interplay between risk factors and resilience factors in doping vulnerability.

Values alone do not fully explain the doping decision-making process. Contextual factors and coping strategies, such as normalization or moral disengagement, also play significant roles (Petroczi et al., 2017). This analysis embraces the notion that the human relationship to enhancement is profoundly influenced by cultural factors. Therefore, vulnerability toward enhancement drugs is relational rather than an innate inclination toward efficiency and victory. This perspective underscores the importance of considering the sociocultural context in which enhancement decisions are made, recognizing that social norms, values, and beliefs significantly shape attitudes toward enhancement technologies and practices.

Institutional paternalism in Olympic sports, where coaches and parents make decisions on behalf of athletes, further compounds athletes' vulnerabilities. Young athletes, often stripped of their autonomy regarding training, nutrition, and movements, operate in a context that limits their resistance to coercive practices, including doping. This lack of autonomy and the relational vulnerability it creates means athletes are at risk of being coerced into using performance-enhancing substances by those meant to protect them.

The prevalence of a punitive model over a preventive one in anti-doping measures also remains a source of vulnerability, undermining athletes' autonomy and privacy. While the current system may exacerbate vulnerabilities, initiatives like the Enhanced Games, which claim to mitigate these issues, might introduce new risks, highlighting the need for careful ethical scrutiny.

By incorporating feminist theory into the examination of vulnerability, we can uncover alternative, relational interpretations that challenge the dichotomy between vulnerability and autonomy. This approach seeks to overcome the negative connotations of vulnerability in sports and emphasizes the importance of fostering autonomy while addressing vulnerabilities. Therefore, there is a pressing need to develop a comprehensive conceptual and ethical framework for vulnerability in sports, aiming for conceptual precision and normative significance. This framework should clarify which parties are responsible for addressing various forms of vulnerability and how best to fulfill these duties, ultimately promoting athlete well-being and autonomy.



Winning More than Medals: A Holistic Approach for Sustainable Olympic Sports

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Abstract:

With its modest population, Norway has consistently been at the top of the medal count in the past Winter Olympics. However, the tiny nation has also emerged as a force in many summer sports – such as athletics, golf, handball, and tennis. When inquired about the secret behind its success, the head of the National Olympic Training Centre attributes it to the unique organization of kids' sports. In Norway, no medals are awarded for placing until 12 years of age, and the slogan for every athlete at every level is to have fun. This intentional focus on fostering a love for the sport from an early age underscores Norway's commitment to holistic athlete development. However, there are huge differences between sports in Norway, too - numerous sports fail to adhere to recommended guidelines.

In a series of studies, we have purposefully sampled sports with Olympic medal success but also known for their sustainable practices with coaches and athletes. Some would attribute Norway's success to financial means, but half of the recipients of the Olympic scholarships are living below the poverty line set by the European Union.

The takeaway from the past studies from Norway is a sports leadership style based on collaboration, self-determination, and development of the whole person – also an Olympic sport. Recent investigations have involved interviews with athletes, coaches, team leaders, and directors, shedding light on how organizations achieve sports results while embracing more sustainable practices. Notably, specific high-performance organizations have prioritized athlete and coach well-being, exemplified by improved treatment for athletes experiencing life-altering events such as childbirth. The forthcoming presentation aims to spotlight these findings, emphasizing their positive impact on individual performance, team dynamics, and the overall success of Olympic organizations.

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The Excitement and Dilemma of Fusion Narration: A Review of the Olympic Animation Film Me and My Winter Games

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Abstract.

In the current media communication environment, people's attention has become a scarce resource, and the dissemination of Olympic culture needs to seize people's attention. Spreading in the form of animated films can be a breakthrough path. Olympic themed animated films are not only important media roles for the dissemination of Olympic culture, but also play an important economic role in seizing the film market as commercial films. The steady recovery of the Chinese film market and the flourishing development of new film production technologies have given the possibility of innovative development in animated films. On the eve of the closing of the 2022 Winter Olympics, the Olympic themed animated film Me and my Winter Games, jointly created by renowned Chinese manga directors and produced by the official Winter Olympics and Paralympics, was released in mainland China, retaining the Olympic popularity, continuing the dissemination of Olympic culture, and exploring the commercial value that accompanies the Olympic Games. Me and my Winter Games consists of a preamble unit and four main narrative units, covering more than 30 well-known IP characters, including the mascots of the Winter Olympics, Bing Dwen Dwen and Shuey Rhon Rhon. The characters and their plots are virtual and real; Arousing the exclusive collective memory of audiences in the past five eras through four perspectives of narrative; Wake up the "dynamic" bloodline of animation and motion to present a wonderful visual feast. However, the fusion narrative also puts the film in a dilemma of lacking artistic perception and unclear narrative themes, relying solely on emotions and ideas, overemphasizing "truth, goodness, and beauty", leading some viewers to call it "cliché". The adaptation of classic animation also deconstructs the sovereignty discourse of classic movies to a certain extent. Although the fusion narrative pulls itself between excitement and difficulties, Me and my Winter Games is still a family friendly animated film suitable for whole families to watch.

Keywords : Olympics; Animated movies; Narrative Theory

Introduction

The changes in the online communication environment, the development of new media technology, and the seizure of social traffic by short, medium, and long videos have attracted people's attention. Attention has become a scarce resource, and the dissemination of Olympic culture has become a "war" that grabs people's attention^[1], In this context, it is necessary to see the cultural value of Olympic themed films as a medium for the dissemination of Olympic culture, which can be regarded as a breakthrough path. In March 2023, China Film Data Information Network released a

market analysis stating that the box office in 2023 exceeded 15 billion yuan. With the release of previously suppressed market demand and the continuous influx of high-quality films into the market, the Chinese film market has steadily rebounded and the trend is improving^[2], Sports movies, as an indispensable part of the film industry, contain immeasurable commercial value. Under the dual values of culture and commerce, it is necessary and urgent to study Olympic themed films.

The 24th Winter Olympics (hereinafter referred to as the Winter Olympics), which opened on February 4, 2022 and closed on February 20, is a grand international Olympic event hosted by China. On February 19, in order to preserve the cultural heritage brought by the Olympic movement and continue the commercial value caused by the Winter Olympics, The Olympic themed animated film *Me and my Winter Games* produced at the 2022 Beijing Winter Olympics and Paralympics has been released in mainland China. *Me and my Winter Games* continues the fusion narrative technique of the main theme films "Me and My Parents" (2021), "Me and My Hometown" (2020), and "Me and My Motherland" (2019), using the same theme, multiple units, and different styles of storytelling^[3], The plot boosts the progression of emotions, forming a complete story narrative (see Table 1). The film gathers more than 30 well-known IP characters, including the Winter Olympics mascots "Bing Dwen Dwen" and "Shuey Rhon Rhon", connecting the childhood memories of five generations.

2 A wonderful presentation of diverse integration

2.1 Integration of virtual and real

In the preface unit, the character appearing is "Luo Xiaohei", who wakes up in a cave in the ice and snow, drills into the snow and plays with animals such as squirrels and rabbits. The young skinhead Qiang who appeared in Unit 1 and his partner got to know the ski sports star Xiao Xue in the ski resort, followed by the young Xiong Da Xiong 2. Bing Dwen Dwen and Shuey Rhon Rhon also participated in the story of Unit 1 in the form of dimension breaking. Unit 2 is the "inhuman" series, including IP characters between animals and people, such as September, Ao Lie, Xiao Tian, Xiao Yu, etc., and Unit 1, Bing Dwen Dwen and Shuey Rhon Rhon, participate in the development of the plot. The third unit is the classic puppet show Tigress and the old birthday star shuttling between virtual and reality. The final unit is produced by Shanghai Art Film Studio, featuring familiar faces such as Qi Tian Da Sheng, Huluwa, Snow Child, Black Cat Sheriff, Egg Sheng, and other traditional characters. There is also a big ear image that symbolizes the current animation image. The image and the cross time vertical interaction of Qi Tian Da Sheng are a fusion of characters in the temporal dimension. The above IP characters represent the true feelings of audiences in different eras and are fictional narrative characters. They have broken through the dimensions of games and animations, crossed the barriers of time, and are the fusion of virtual and virtual.

The IP characters appearing in the movie are personified images of animals, while real animal images add vitality to the virtual character creation. In addition to incorporating real-life animal imagery, in interviews with the *Me and my Winter Games* series, the producers mentioned incorporating "the shadows of many outstanding athletes" in the creative process, such as Gu Ailing, Su Yiming, and Ren Ziwei^[4]. The athlete appearing in the "Ice and Snow Roses" unit is called Xiaoxue, a freestyle skier who is referred to as Gu Ailing and Su Yiming. In the "Little Tigress Strange Dream" unit, the protagonist of the short track speed skater Tigress is the sexual transformation image of athlete Ren Ziwei. In the second unit, the production team of "Unhuman"

specially inserted passersby characters based on the founder of Chinese animation film Wan Laiming and the prototype of mainland Chinese animation director, screenwriter, and painter Te Wei in the screen, using virtual images to depict reality and paying tribute to the predecessors who have made great contributions to the development history of Chinese animation in a form exclusive to the animation industry.

The mutual reflection between virtual and real is reflected in the sports behavior of injecting IP characters into the Winter Olympics sports events. In the original animation, Bald Head Qiang is the opposite image of logging. In "Me and my Winter Games," Bald Head Qiang "is afraid of skiing, but he overcame himself due to the encouragement of Sister Xiaoxue. In the animation, he showcases the professional skills of skiing. In the original work, Qi Tian Da Sheng caused a disturbance to the Dragon Palace in order to obtain the "weapon" Dinghai God Needle, while in the animation, Da Sheng and the image after causing a disturbance to the Dragon Palace in order to obtain the "ice weapon" Xueyun God Boot. The homophonic meaning from "weapon" to "ice weapon" transforms the conflict in the original plot into a symbolic symbol of the Winter Olympics. The film production team has stated in an interview that they have observed numerous professional actions of real ice and snow sports during the creative process, providing inspiration and scientific and technological action support for the creation of animation images.

The technology of virtual production and practical operation is also an important part of movies. The preface unit and unit 1 are presented using 3D animation, unit 2 is presented using 2D animation, and unit 3 is presented using a puppet image using freeze frame animation technology. It is noteworthy that in Unit 3, the characters, props, and scenes are all made from handmade puppet models and the latest 3D printing technology. Each puppet undergoes processes such as production, drying, coloring, and painting^[5]. The animated characters are actually produced, combined with a restoration of the scene "Old Beijing Inner City Hutong", and then handmade by puppet animation artists to create a continuous image. Ultimately, what emerges in front of the audience is a fusion of virtual and real puppet drama segments.

From the perspective of plot analysis, there are also plot conflicts between virtual and reality. The protagonist of Unit 3, Tigress, actually skates on the ice in the park, but accidentally breaks into a game stall. Her self-esteem is hurt and she cries in the room. Suddenly, virtual time takes over from real time, and Tigress enters the virtual world under the load of a swallow kite. Encountering Fortune, Wealth, and Life Samsung in the virtual world, Tigress sincerely and bravely fought against the "Dragon" on her skates in order to rescue the trapped (ice) pier in the virtual world. After a struggle, Tigress returned to reality. The virtual world turned out to be a dream, but when she returned to reality, Tigress no longer feared skating and became an athlete representative to participate in the "Winter Olympics Village Opening Ceremony". For the audience, movies are a virtual world created, and the stories of virtual worlds have the potential to inspire human behavior in the real world. The imagery conveyed by movies can help the audience find answers in their hearts through self-evident experiences^[6].

2.2 Quadruple perspective fusion

Animation movies mainly use children's perspectives to narrate^[7], That is to see the story from the eyes of children. But the production team expressed the hope of integrating the memories and emotions of several generations as much as possible, and seeing the fusion of multiple perspectives in the movie. The entire film is presented in the form of animation, expressing a preference for children and young audiences. The processing of the dialogue language of animated characters in each unit tends to be childlike and cute. In the promotional film for the 2022 Beijing Winter Olympics by Shanghai Art Film Studio, Sun Wukong's line "Ice and snow sports must be grasped by children" perfectly reflects the children's perspective of the animated film. The purpose of presenting the promotional film for the Winter Olympics in the form of animation is not only to promote the Winter Olympics, but also to promote ice and snow sports to children and adolescents. The lines in the movie story are educational and approachable, targeting children and adolescents, such as:

- Unit 1: Don't just look at your feet, look far away. There are your goals and important people in the distance.
- Unit 2: If the strings collapse too tightly, they are prone to breakage, and if they are too loose, they may not be able to form a melody. Only when there is a certain degree of relaxation and relaxation, can the music of the Heavenly Harmony be created.
- Unit 3: Stand up on your own.
- Unit 4: It turns out that the power of strength is not force, but unconditional love can water the seeds to bloom and bear fruit.

The second perspective of the film is the contemporary youth group. The second unit is the evolution of the *Non-Humans* series of comics. *Non-Humans* is serialized on contemporary online media such as Weibo's *Non-Humans* comics, Bilibili comics, NetEase comics, Youyao, Tencent anime, etc. Unlike traditional radio, television, and paper media, it represents a more modern media orientation for young people. The character of September in the movie is a "worker" who works in a company. The entire story runs through the urging of the leader and the scenes of abuse among colleagues, reflecting the real life of young people's work and learning.

The third perspective is for enthusiasts of traditional Chinese culture and crafts. Little Tigress' Strange Dream "is a puppet freeze frame craft film that relies on pure handmade techniques. Director Zhuang Hao excitedly stated in an interview that puppet animation" has a history of 75 years from 1947 to now, and is also the earliest and most unique artistic expression in Chinese animation ". However, due to the development of digital animation seizing the market and traffic," this animation format has not been screened on large screens for almost 20 years "[5]. It is not only the presentation form of Unit 3, but also the classic swallow kite, old Beijing Tomatoes on sticks and other handicrafts with a strong sense of retro in the story, which are also the symbols of Beijing culture in the eyes of Chinese traditional culture and crafts enthusiasts.

The fourth perspective is for audiences who have a collective memory of the film. The most classic animations of Shanghai Fine Arts Film Studio since its establishment in 1957 include "The Heavenly Palace", "The Legend of the Book of Heaven", "The Black Cat Sheriff", and "The Hulu Brothers". Audiences who have collective memories of these classic animations from the last century can find their own memories and develop a positive sense of belonging in *Me and my Winter Games*. The *Big-ear Tutu*, *The Legend of LuoXiaohei*, "The Adventures of Bears", and "Unhuman" are outstanding contemporary works since the 21st century. Contemporary audiences who cannot empathize with the classic animations of the last century can also use the memories of these animations to find their emotional outlet.

2.3 The integration of animation and motion, awakening the blood of "movement"

The initial form of animation was the movement of the film, and American Blackton invented the frame by frame filming of the film. In his 1906 film "The Humor of the Funny Face," there were comic characters like "raising eyebrows" and "little dog jumping." Although the animation was still rough and stiff, the desire to express elasticity and movement was obvious^[8], Combining motion forms with animation is the awakening of the "dynamic" bloodline.

The major categories of Winter Olympics events, such as alpine skiing, freestyle skiing, snowboarding, ski jumping, cross country skiing, Nordic biathlon, figure skating, ice hockey, curling, and snowmobiling, are all reflected in the animation. Wang Zheng, the producer of *Me and my Winter Games*, said in an interview: "In this film, you can see popular cartoon idols in September and Ao Lie playing curling together, and you can also see Bing Dwen Dwen and Shuey Rhon Rhon participating in skating and skiing, and Xiong Da Xionger may show us a sled car"^[9]. In Unit 2, in September, Ao Lie presented a comedy plot of curling, with the conflict point of "not understanding the curling rules", which was the "curling rule meme" that hit the social media hot list during the Winter Olympics^[10].

One of the directors in Unit 2, Zhong Ming, once participated in the production of the animated film "True Kung Fu: Olympics at My Home". The director has a unique creative approach to embodying the spirit of sports and sports scenes in the story^[11]. Unit 2 takes place in Beijing Hutong and Beihai Park, but in fact, the people of Beijing do engage in mass ice sports and leisure activities in Beihai Park. In the movie, the rules of curling are integrated into the image of the "standard" master in Beijing Park, and the "clapper style" plot handling successfully integrates the difficult "knowledge popularization" segment into the plot, enriching the vivid character image, Make the plot lively^[12].

3 Narrative Dilemma and Artistic Lack

Of course, while affirming the value of *Me and my Winter Games* for the dissemination of Olympic culture and the commercial value of the film market, it is also worth in-depth research on the lack of artistic standards, excessive reliance on emotions, and unclear narrative themes of the film. The process of integrating multiple unit stories into narrative is inherently difficult, and the "Me and Me" main theme film series itself is also controversial on the mainland film rating website Douban. Different directors create characteristic units, but the simple stitching of the plot lacks coherence in direct visual perception, which is more evident in *Me and my Winter Games*. Borrowing the comment from Douban Network that the film is the first to receive a hot review, the film "fully exposes all the current problems in China's animation industry"¹. It is precisely because of the integration that the Olympic animated film of the family happy style is presented, but also because of the integration, the potential problems of domestic animation are exposed in this film.

Relying solely on emotions to create ideas, overemphasizing "truth, goodness, and beauty" while neglecting the artistic presentation of movie stories. In an interview, the director of Shanghai Fine Arts Film Factory, Suda, stated that "truth, goodness, and beauty" is the narrative theme of the traditional classic animation of the film factory. This theme also extends to *Me and my Winter Games*, where success leads to failure and failure. It is precisely the pursuit of "truth, goodness, and beauty" to maintain the innocence of the children's world, which makes some adult audiences call it "clichés" and difficult to break through in art. At the same time, the tribute adaptation of the 1960s' 'The Great Trouble in the Heavenly Palace', although spanning half a century, has not undergone significant changes in its value core^[13]. The adaptation of the fat version of Qi Tian Da Sheng has to some extent dispelled the mysterious authority of the characters in classic animation. The reason why classics are classics is due to the social environment in which they were born, and it is a product of technological breakthroughs at that time. However, based on the simple modern reproduction of the film at that time, even the fat treatment of the protagonist is difficult to ensure that the sovereignty discourse of classic movies will not be deconstructed. For example, "The Black Cat Sheriff" leaves a deeply rooted image that allows people to closely associate the connotation of "the black cat" with the subconscious of "the sheriff". Its content is in line with the "most secret pulse" and "most subtle psychological demands" in Chinese society in the 1980s^[14]. By simply and crudely quoting classics, one can freely control the audience's inner and outer emotions.

Heidegger's contemplation on art mentions that works of art do not only indicate the meaning of display, nor are they just the objects themselves, but also imply the profound meaning behind the objects. In his explanation of the social function of art, Lukacs attributed the function of art to: inspiring people's emotions and helping people understand the world (different from the cognitive role of science)^[15]. The dilemma of *Me and my Winter Games* in terms of film artistry lies in the fact that the content conveyed in the film is too shallow, and as a text, the profound connotation is insufficient. The main argument that art film enthusiasts scoff at commercial films is also the lack of artistic quality in commercial films. Perhaps due to technological advancements, the audience can gain visual enjoyment from the animated scenes, but the superficial storyline is superficial. The shallow intention ultimately leads to the audience being at a loss during the viewing process, and the brief emotional fluctuations during the viewing process are only a false representation of artistic functions.

Conclusion

Me and my Winter Games is a promotional film that undertakes the functions of Winter Olympics event information and Olympic culture dissemination. As a commercial film, it also bears the box office expectations of the production team. The special Olympic theme of the film has effectively promoted children's and youth's ice and snow sports, driving the nationwide "ice and snow sports fever". From the perspective of film production, the creation and re creation of animated characters can also be regarded as an innovation in modern animated films. Amidst the atmosphere of the Winter Olympics and the hosting of the "Double Olympics" in Beijing, despite not being able to meet the demands of all audiences for the film in terms of narrative and artistry, *Me and my Winter Games* is still a wonderful and diverse animated film suitable for whole families to watch.

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The Latin America way: Olympism and the Santiago 2023 opening ceremony

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Abstract.

Speeches, narratives and rituals are among the elements that mark and characterize the opening ceremonies of Olympic patronized events, such as the Pan-American Games (PAG), which are the focus of this study. The ceremony that opens the calendar of the PAG consists of narratives that permeate value dimensions within the philosophy of Olympism, geopolitics and socio-cultural aspects that materialize in speeches, artistic performances and other ritual elements and protocols of the ceremony. Through the ceremonies, host countries/cities reaffirm and celebrate their identities and values, and at the same time, social tensions inevitably arise around the host country or city and the participating countries. Based on these aspects, we sought to analyze speeches and representations of identity, values and geopolitical issues that emerged during the opening ceremony of the Santiago 2023 Games. The research is qualitative, and the data was collected through ethnography. The technique of discourse analysis was used to analyze the narratives. The city of Santiago hosted the PGA for the first time in 2023, and its opening ceremony emphasized its historical formation amid conflicts. The central element of the ceremonial ritual emphasized the geographical and territorial problematic of Chile, which stands between the “end of the world” and “the beginning of the world”. This element was present in the choice of the scenario and in the artistic representations that surrounded it, symbolizing disputes and struggles, fragmentation and unification. The ceremony established itself as a transcendental and ritual cultural celebration, on a stage to make visible issues of identity crossed by intersectional elements of the constitution of the host country/city in a dialectic with the Americas as a whole, and with Latin America in particular. The speeches emphasized that Santiago, as city, will take on a different status in the world of sport after the 2023 PAG.



The implications of 'Dual Olympic City' on the Olympic Movement: The case of the Beijing 2022 Winter Olympics

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Abstract

The modern Olympic Games have a long legacy of impact on cities and regions where the Games were held. Former Olympic stadia such as those in Berlin and Amsterdam remain largely intact and in use, while in other cases such as Sydney and London, the host stadia were repurposed and downsized for long-term use. Many Winter Olympic facilities are also used for training or competition purposes. However, there is only one case where the Summer and Winter Games have been hosted by the same city, that was in Beijing in 2008 and 2022 respectively.

Mega-sports events are often used for city development, and they can also promote the development of the economy and society, as well as interact with the art and hygiene of a city (Esses & Chalkley, 2003; Gratton, 2001). However, for those host cities, only those with the core concept of sustainable development could acquire stronger development advantages and the Olympic Games could bring negative effects such as ecological environment destruction and economic crisis (Van den Berg, 2008). Sports and sporting events have become integral components of a global political economy, which has seen production shift from developed to less developed societies. Therefore, the pursuit and sponsorship of major games has become an increasingly popular strategy of governments, corporations, and other 'boosters' world-wide. (Black & van der Westhuizen, 2004: 1195; Nite, Ballouli & Nauright, 2023; Nauright, 2004)

Unlike the Summer Olympics, many venues for the Winter Olympics rely on "natural" resources, such as ski resorts, which have a certain maturity of tourism and hospitality capacity before the events take place. As the first city to host both the Summer and Winter Olympic Games, Beijing became the world's first dual Olympic City in 2022.

The aim of this study is to explore the legacy of the 2022 Beijing Winter Olympic Games on urban development and economic growth. A qualitative case study was applied. The primary data were gathered from semi-structured, in-depth interviews with key stakeholders, and secondary data were collected via archived documents from numerous sources.

Preliminary findings showed that hosting the 2022 Winter Olympics brought great opportunities for urban renewal and the economic growth of Beijing. The construction of a comprehensive green and smart demonstration area promotes sustainable development, and the games provide an opportunity to improve the quality of public services and achieve social stability. In addition, the economic growth of Beijing was boosted and Shougang Park was used as a sport venue to enhance the classification, protection, and organic renewal of industrial resources.

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Breaking and Paris 2024: An Actor-Network Theory Oriented Exploration of Breaking's Olympic Judging System.

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Abstract.

Breaking will make its Summer Olympics debut in Paris 2024 following a successful inauguration at the 2018 Youth Olympic Games. The original dance style of hip hop culture, breaking shares commonalities with action and urban sports such as snowboarding and skateboarding, which have boosted Olympic youth engagement. Mainstreaming of these subcultures has been impactful, with factors such as professionalization and challenges to cultural identity reported¹. Literature suggests that judging systems are an influential factor in the complex Olympic inclusion process, particularly in artistic and subcultural disciplines². Culturally, a singular universal breaking judging system does not exist, indeed two judging systems have been used in breaking's Olympic qualification process. This research aims to examine the influence of the judging system on breaking's evolution as an artistic Olympic sport and increase knowledge regarding the significance of judging systems on the transition of subculture activity to mainstream sport.

The study is theoretically oriented by Actor-Network Theory (ANT), a sociomaterial approach that foregrounds the significance of relational networks between human and non-human entities. Adopting an ANT-inspired ethnographic methodology, the research methods include document analysis, interviews, and observation, theoretically complemented by constant comparative analysis. Preliminary findings have exposed the significance of accountability, authority, ethics, identity, and legacy. Breaking's Olympic legacy is notably pertinent given that it will not feature in the Los Angeles 2028 program; the influence of the Olympic judging system on that legacy has potentially long-term significance. The relational networks have revealed key stakeholders including the breaking community, the World DanceSport Federation as breaking's governing Olympic federation, the Organizing Committee of the Olympic Games, and the International Olympic Committee. The networks have foregrounded the political associations that have both influenced and been influenced by the judging system through the translation of power. Furthermore, this research has highlighted the length, complexity and fluctuating nature of relational networks surrounding the judging system.

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Examining Chinese people's attitudes towards naturalized athletes at the 2022 Beijing Winter Olympics

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Abstract.

Athletes can become symbols for a nation, influencing how the nation is perceived globally and contributing to the construction of national identity through their achievement and conduct. Throughout the world, more and more athletes have chosen to change their nationality and represent other countries at the Olympic Games and other international competitions. Following China's successful bid for 2022 Beijing Olympic Games, the naturalization of foreign winter sports athletes began. The Chinese government managed to naturalize a group of athletes in various sports including freestyle skiing, ice hockey, figure skating and short track speed skating. These naturalized athletes faced scrutiny and varying perceptions from the public and media. Due to the differing performances of the naturalized athletes during the 2022 Winter Olympics, there were significant differences in the level of national identification with them among Chinese people. Chinese people's opinion regarding the legitimacy of their representation for China can influence discussions around national identity and sports. This paper will document the diverse attitudes of Chinese people towards naturalized athletes based on social media content analysis. The research found that good performances by naturalized athletes in the Games could increase the extent to which Chinese people identified with them. This suggests that Chinese identity is changing. As a result of sports naturalization, an athlete's performance has become a competing factor alongside kinship, cultural heritage, and language that have traditionally influenced Chinese people's national identity. Last but not least, the paper will discuss the complex relationship between ethical heritage and performance contributing to Chinese people's identity to naturalized athletes.



High-Performance Coaches' Learning: Changes Since 2008 Beijing Olympics

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THE QUEENSLAND ACADEMY OF SPORT (SPORT, PERFORMANCE,
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Abstract.

High-Performance coaching in Olympic sports is somewhat distinctive given the long period between peak competitions and the multi-sport format. The development of athletes in Olympic cycles is the longest process leading into a sporting event. It is also the most internationally recognized and perceived as the highest achievable sporting award. One of the few in which becoming an 'Olympian' is a classification on its own (Jensen et al., 2014). While Olympic coaches seem responsible for the shaping of athletes, the intersections of Olympic coach learning and experience has not been studied extensively. This presentation will discuss how Olympic coach learning has developed since the 2008 Beijing Games onwards. Providing an insight into the learning and experience of Olympic sports coached via a qualitative case study. Making use of a 'letter to former self' and follow-up semi-structured interviews, data were generated with Australian representative coaches who worked at the Beijing, London, Rio and the Tokyo Olympic Games inclusive. In addition, Olympic athletes across the same Olympic cycles were interviewed around their experiences tailored to coach learning. The data was Thematically Analyzed (Braun & Clarke, 2023) and three themes were conceptualized. Providing an overlap in themes, one participant alluded to a difference between becoming and being an Olympian, shaping athletes believes (McEwen et al, 2018). Highlighting the importance of this transition, and the understanding and awareness of coaches to guide athletes in this process. Results from this study and current research in progress, with current and emerging Olympic coaches, are projected to create contemporary guidelines for future Olympic coaches. Potentially enabling a better understanding of coach development, support, and changes at the highest level of sport representation. Notwithstanding a focus on the Australian high-performance Olympic landscape, possible opportunities, and constraints for Olympic themed or related coach programs will be accentuated.

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Presenter Biography

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Perceptions of the Presidents of Olympic Sports Federations of Chile regarding the organization of Mega Sporting Events of the Olympic cycle: The case of the XIX Pan American Games of Santiago 2023

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Abstract.

The purpose of this study is to evaluate the quality organization of the Sport Mega Events in the Olympic Cycle. There is a constant concern of countries and institutions and its different participants about this subject matter. In this study, the President's perceptions of the National Olympic Sport Federation from Chile are analyzed. The analysis is in relation to the organization of the XIX Pan American games held in Santiago 2023. A mixed-method approach was used, incorporating both positivist and interpretative paradigms, with an observational-analytical design and a non-probabilistic sample, using intentional or occasion selection. An instrument for assessing perceptions was created and validated. It comprised 5 dimensions such as: Prospective, Structural, Organizational, Financial and Technical dimensions. Every dimension included its own reactive data. Measurements of central tendency and dispersion were used. Atlas TI software was used for the hermeneutical analysis of inductive analysis. Finally, the level of global satisfaction was identified in relation to the organization of the Games in Santiago in the year 2023.

The study had the support of the Olympic Academy of Chile and the informed consent from participants. The results contribute to the legacy of the Pan American Games, reflecting on their organizational process, which showed positive perceptions, critical incidents, successful elements, and lessons learned for improving the management model and governance for future events in the Olympic cycle.

Likewise, the results allow us to observe that the presidents align with the management concepts outlined by the International Olympic Committee in the Agenda 2020+5 (Villegas, 2016). The role of managers and those responsible for sports disciplines, such as federation presidents, in mega sporting events can be crucial for their success and effective organization. Their role in planning and coordination, representation of sports, promotion and marketing, and crisis management allows them to be active participants in the organization.

The IOC's Agenda 2020+5 reinforces the role of presidents through a long-term strategy aimed at strengthening the Olympic Movement and adapting it to changes in society and the world of sports. It includes several objectives, such as promoting sustainability, inclusion, gender equality, digitalization, and good governance.



Olympic Games promote urban renewal: A study on sports and urban development from the perspective of urban sociology

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Abstract.

From the perspective of urban sociology, sports and urban research has turned from culture to space to life, and its historical context, application development and theoretical limitations are of reference and reflection significance to local research. Through the integration of the theoretical schools of urban sociology and the research issues of sports and cities, it is found that the research of sports and cities in culture is influenced by the Chicago School method and vision, and involves the interaction of class, race, gender, subculture and sports participation. Following the spatial production theory of new urban sociology, the study of sports and city in space aims to expose and criticize the alienation of human and sports space in cities caused by the specific characteristics of capital. Sports and urban studies in Life abandon the theoretical orientation of new urban sociology, and advocate humanistic planning thoughts of returning to daily life and rebuilding urban rights. In the future, local sports and urban research should start with the object and method, and extend the existing boundaries of sports and urban research; With local practice as the core, it guides the healthy development of sports and urban studies.



Paralympic Sport

Best practices and emerging challenges in Paralympic sponsorship on the road to Paris 2024: the case of the Spanish Paralympic Team sponsors

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COMPLUTENSE UNIVERSITY OF MADRID

Abstract:

While the global relevance of the Paralympic movement is steadily increasing, the commercial value of the Paralympic Games remains limited (Misener et al., 2013), and the Paralympic sponsorship construct is still in a relatively early stage of development (Legg & Dottori, 2017). Positive associations with the exceptional sports performance of athletes with disabilities, as well as new meanings of social inclusion and disability that generate meaningful connections with consumers are identified as key drivers of the commercial support by national and global brands to the Paralympic Games (Jackson-Brown, 2020; Macdougall et al., 2014). However, substantial knowledge gaps persist regarding the intricacies, challenges and best practices of Paralympic sponsorship, communication, and legacies (Kolotouchkina et al., 2021; Pullen & Silk, 2020).

The Spanish Paralympic Team is supported by more than 20 sponsors, including global and national brands participating in the national plan ADOP (Support to Paralympic Key Sports in Spanish), coordinated by the Spanish Paralympic Committee. Main action lines of sponsorship range from personal grants for athletes to economic support for Paralympic sports federations and communication and promotional campaigns.

Through a case study approach, this research aims to contribute to the Paralympic sponsorship knowledge by revealing: (1) best practices and underlying challenges of the Paralympic Sponsorship in Spain; (2) further insights into the research of complexities of the Paralympic Sponsorship construct.

Data is collected using qualitative research method, through: (1) personal interviews with sponsorship managers of global and local brands engaged in the Spanish plan ADOP and (2) content analysis of communication campaigns developed by Spanish Paralympic Sponsors for Paris 2024 Games.

Preliminary research results reveal a strong commitment from sponsor brands to generating a profound social impact and establishing a long-term shared value with the Spanish Paralympic Committee through enhanced social visibility and the overall relevance of the Paralympic movement.

Keywords:

Athletes with disabilities; Spanish Paralympic Committee, Paralympic sponsorship; Paralympic Games; Paris 2024.

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A qualitative exploration of body-related appearance and functioning experiences of high-performance Paralympic athletes with disabilities using the quality participation framework

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Abstract.

Paralympic athletes are at an increased risk of experiencing mental health challenges and mental illness (Swartz et al., 2019). Body image is a combination of the thoughts and feelings one has about their body and can include both positive and negative domains. Negative body image relates to body dissatisfaction and may contribute to future mental health challenges (Soares Filho et al., 2020). Research on body image among high-performance athletes without disabilities highlights the risk of negative body image, most notably in women and aesthetic sport athletes (De Bruin et al., 2007). It is currently not known whether these experiences are similarly reflected among high-performance athletes with disabilities. Guided by the quality participation framework, this study aimed to explore body appearance and functioning experiences of athletes with disabilities in relation to the quality of their sporting experiences.

Virtual semi-structured individual interviews were conducted with 10 high-performance athletes with disabilities (Mage=34.6 years; 7 men, 3 women; impairment type: 8 physical, 2 sensory, 2 intellectual; 7 also identified a diagnosed mental illness). Interview questions focused on the relationship between the mental health and illness experiences of the athletes within the context of the quality participation framework (i.e., autonomy, belongingness, challenge, engagement, mastery, meaning). Interviews were transcribed verbatim and analyzed using inductive codebook thematic analysis. Preliminary themes include ‘(fit)ting the athlete stereotype’, ‘I’ll just deal with it’, and ‘the role of the influential other in shaping body image self-perceptions’.

The findings highlight that, while athletes with disabilities may have a heightened awareness of their disabled bodies’ physical appearance and functioning due to their sport involvement, influential others (i.e., coaches and teammates) contribute to the athlete’s body-related perceptions. This influence was reflected in the way influential others either foster or neglect the quality participation experiences of the athlete. This work may inform future explorations of the body-related experiences and needs of athletes with disabilities. Future work is needed to better understand the role of influential others both within and outside of sport (e.g., coaches, teammates, family members) in shaping quality sport environments to foster positive body-related experiences for athletes with disabilities.



Intercultural Empowerment: Paralympic Education in Fostering Inclusivity of the Confucianism-influenced Paraclimbing Culture in China

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Abstract.

As modern sports gain prominence in the Olympics and Paralympics, there have been transformative shifts in sports trends, mass sports culture, and policies worldwide. Climbing, stemming from mountaineering, has also evolved with its inclusion in the Olympic Games, experiencing rapid development. However, in China, a competitive Para climbing team is notably absent, and scenes of Para climbing remain scarce in the burgeoning climbing gyms. Furthermore, while China has demonstrated remarkable achievements in the Paralympic Games over the years, disability sports continue to encounter challenges as mass sports, shaped by sociocultural influences (Kalashnyk et al., 2020).

This study outlines the organizational framework and policies of Para climbing-related projects in China, conducting in-depth interviews with leaders from governmental departments. The goal is to comprehend the opportunities and challenges in constructing China's competitive Para climbing teams. Additionally, an online survey explores the grassroots status of Para climbing, addressing attempts and challenges in enhancing inclusivity. The survey encompasses eight key aspects, including infrastructure, cultural attitudes, special training, and social participation etc.

Findings indicate that for China to establish a mature competitive Para climbing team and talent development system, drawing on advanced intercultural experiences and seeking international guidance is imperative. The climbing gyms' owners' and coaches' attitudes towards Para climbing and infrastructure construction are influenced by historical and cultural contexts, particularly Confucian culture, which traditionally embodies hierarchical social views (Campbell & Uren, 2011). The Paralympics education, breaking down societal barriers and altering perceptions of individuals with disabilities (Rocha et al., 2023), has significant potential to foster the inclusivity of Chinese sports culture, and encourage a broader recognition of individual worth and dignity. This research advocates for a synergy between Paralympic culture, educative initiatives, and localized cross-cultural training, aiming to foster dual inclusivity in Para climbing at both the elite and mass sports levels.

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Olympic Sport & Politics

The exclusion of countries at the Olympics 1924-2024

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Abstract.

Many countries such as Germany, Japan, South Africa, Indonesia, Afghanistan, etc. and their athletes have been excluded from past modern Olympic Games for various reasons which can all be qualified as political. This paper gives an overview of the reasons and circumstances for these exclusions since 1924 in order to shed light on the possible exclusion of Russian and Belarussian athletes from Paris 2024. Such a possible exclusion will have been decided when the paper will be presented at the ICOS-16 Symposium in July 2024, one century after the Paris 2024 Games to which Germany was not invited. The paper does not deal with countries which voluntarily excluded themselves because of boycotts, but only with countries and athletes which were barred by the International Olympic Committee or the Organizing Committee from participating or had to participate under a different denomination than their countries' name (such as "independent athletes").

Over the course of the Olympic Games, many countries - such as Germany, Japan, South Africa, Indonesia, and Afghanistan - and their athletes have been excluded from the Olympic Games for what can best be described as political reasons. This article looks back at these exclusions throughout the last century to better understand the situation of Russia and Belarus in the run-up to Paris 2024.

While the exclusion of Russian and Belarusian athletes from the Paris 2024 Games has been widely discussed since the war raged in Ukraine (and will have been decided or not when the ICOS Symposium takes place), it is instructive to look at how and why athletes and countries have been completely or partially banned from past Olympic Games (OGs). We are not talking here about countries that voluntarily excluded themselves from the Games because of a boycott (for example, the Americans at Moscow 1980 or the Soviets at Los Angeles 1984), but about countries whose invitation to take part was withdrawn or simply not extended.

Today, invitations to the Olympic Games are sent by the IOC (International Olympic Committee) to all the NOCs (National Olympic Committees) recognized by it and not suspended¹ - over 200 at present - which in principle correspond to as many countries "recognized by the international community" (rule 30 of the Olympic Charter) or territories historically active in sport (such as Hong

¹ In July 2023, the IOC did not send an invitation to the NOC of Guatemala (suspended) and the NOCs of Ukraine and Belarus. In October 2023, the IOC suspended the NOC of Russia - which will prevent it from taking part as a team in the Paris 2024 Games - because it had admitted into its structures the sports authorities of the breakaway republics of Ukraine recognised by the Russian Federation.

Kong). Since the end of the 1980s, an NOC that refuses an invitation to the Summer Games is not invited to the next Games (Olympic Charter rule 27.3). This is what happened to the NOC of North Korea, which voluntarily did not come to Tokyo 2020 and was therefore not invited to the Beijing 2022 Winter Games. Until the 1984 Los Angeles Games, official invitations were sent by the OCOG (Games Organizing Committee) and not by the IOC.

Over the course of the Olympiads, countries have been excluded from the Games on quite a number of occasions. We begin our retrospective with Paris 1924, the Games organized almost a century ago in the French capital.

EXCLUSIONS DUE TO THE TWO WORLD WARS

Paris 1924 saw the exclusion of Germany, which had just lost the First World War and had already been banned from the 1920 Antwerp Games in Belgium, along with its allies during this major conflict (Austria, Bulgaria, Hungary and Turkey). These last four countries took part in the 1924 Paris Games, but the French organizers did not want to invite Germany because resentment towards this country was still too strong in France in the 1920s.² The great German neighbor returned to the Games in Amsterdam in 1928 and Los Angeles in 1932, before organizing the Games in Berlin in 1936.

London 1948 (and also the St Moritz 1948 Winter Games) saw a similar scenario play out, with the exclusion of the German and Japanese teams (on the pretext that their NOCs had not yet been reconstituted after the war). These two countries would not return until the following Games, in Helsinki 1952 (with the USSR admitted to the Olympic system shortly before). The decision to exclude two victors of the Second World War was clearly a political one on the part of the British and the IOC, even though the IOC President at the time strongly opposed it.

From the 1956 to 1968 Games, the two German NOCs (East and West) were obliged by the IOC to take part in a "unified German team" under the German tricolor emblazoned with the Olympic rings (and not behind the flag of their respective countries), with the East German NOC not being recognized until the 1972 Games in Munich.³

EXCLUSION FOR RACIST SCHEMES

Since Tokyo 1964 and up to and including Seoul 1988, South Africa has been excluded from the Games by decision of the IOC, first provisionally and then from 1968 definitively, due to the loss of recognition of its NOC as a result of the apartheid regime. From Mexico 1968, the African NOCs, newly recognized by the IOC with the independence of their countries, threatened to boycott the Games if South Africa took part. This position was supported by the Soviet Union. The IOC's decision was difficult because its American president opposed it, stating that sport should not be

² Thierry Terret, *Les paris des Jeux Olympiques de 1924*, Atlantica, 2008. Austria and Hungary also participated in the 'Week of Winter Sports on the occasion of the VIII Olympiad' in January 1924 in Chamonix, which were later recognised by the IOC as the first Olympic Winter Games.

³ Gail A. Carr, 'The involvement of politics in the sporting relations of east and west Germany, 1945- 1972', *Journal of Sport History*, 8(1) 1980.

affected by politics.⁴ But it was facilitated by the adoption in 1965, under the aegis of the UN, of a Convention on the Elimination of All Forms of Racial Discrimination, which was supplemented in 1978 by a Convention against Apartheid in Sports, ratified by a large number of countries.

In 1963, the IOC suspended the Indonesian NOC, which did not issue visas for Israeli and Taiwanese athletes to the 4th Asian Games in 1962 although NOCs for Israel and Taiwan were recognized by the IOC. The following year, Indonesia organized the first (and last) GANEFO (Games of the New Emerging Forces) in Jakarta. These Games were set up by the "non-aligned countries" of the time (Egypt, India, Indonesia, Yugoslavia, etc.) to compete with the Olympics.⁵ Its NOC being suspended, Indonesia was unable to take part in the 1964 Tokyo Games (North Korea excluded itself). And came back only at Mexico 1968. A similar attempt to the GANEFO seems to be underway today with the countries of the Shanghai Security Organization (Russia, China, India, etc.) or those of the recently enlarged BRICS (Brazil, Russia, India, China, South Africa) or the World Friendship Games to take place in Moscow and Ekaterinburg (Russia) in September 2024. The BRICS Games are scheduled to be held in Kazan (Russia) in June 2024.

At Mexico 1968, Spain was only admitted to the Games on condition that it used the Spanish Republican flag, the symbol of a regime that was still recognized by Mexico in place of Franco's regime (which had been in place for a long time). A case that never happened again! At Munich 1972, it was Rhodesia (now Zimbabwe) that was excluded from the Games shortly before they began because of the apartheid policy of this newly independent country, again to the great regret of the IOC President, who complained about this in his famous "The Games must go on" speech the day after the Israeli team was massacred by a Palestinian commando (which also led to the withdrawal of several Arab countries such as Egypt and Syria).

The threat of an African boycott on the grounds of apartheid became a reality in Montreal in 1976, when the IOC refused to exclude New Zealand, which was criticized by the Africans for sending its rugby team on a tour of South Africa. The IOC pointed out that rugby was not (then) an Olympic sport, but some thirty African countries withdrew from the Games, although many of them having taken part in the opening ceremony.⁶ In addition, the Canadian government banned the Taiwan team from entering its territory to take part in the 1976 Montreal Games under pressure from the PRC (People's Republic of China - Beijing) government. This situation was not resolved until 1979, when the IOC recognized the NOC of the PRC, while requiring the Taiwan NOC to call itself the "Chinese Taipei" and not to use its country's flag but the one emblazoned with the NOC emblem (which Taiwan finally accepted). To this day, the two NOCs take part in the Games side by side, a unique exception in the international system where Beijing's China considers Taiwan to be one of its provinces. (When the Taiwanese team entered the Opening Ceremony of the Beijing 2022 Winter Games and also the 2008 Summer Games in the Chinese capital, the official broadcast focused on a different aspect of the ceremony).

⁴ Allen Guttman, *The Games must go on*, Columbia University Press, 1984.

⁵ Chris A. Connolly, 'The politics of Games of the New Emerging Forces (GANEFO)', *The International Journal of the History of Sport*, 29(9): 1311-1324, 2012.

⁶ Eric and Catherine Monnin, « Le boycott politique des Jeux de Montréal », *Relations internationales*, 134: 93-113, 2008.

EXCLUSIONS FOR VARIOUS POLITICAL (AND SPORTING) REASONS

In Moscow in 1980, around forty countries boycotted the Games and fifteen of the 80 NOCs taking part used the Olympic flag instead of their national flag (e.g. Great Britain, Australia, etc.) or a flag bearing the emblem of their NOC (New Zealand).⁷

In 1990, Iraq (under Saddam Hussein), which had just invaded Kuwait (first Gulf War), was excluded from the Asian Games that year, but not from the 1992 Olympic Games. For the first time at the Barcelona 1992 Games, the expression "individual Olympic athlete" was used, parading behind the Olympic flag and playing the Olympic anthem if they won a gold medal. This name was given to certain athletes from the former Yugoslavia. This federal republic had just broken up into several countries following a terrible civil war. In 1991, a UN Security Council resolution imposed sanctions in all areas against the Serbs, Montenegrins and Macedonians, which Spain was obliged to apply as a member of the UN. This solution was worked out with the Spanish government, the UN and the IOC to facilitate maximum participation at Barcelona 1992.⁸ Athletes from the former Yugoslav republics of Bosnia, Croatia and Slovenia could take part without sanction and with their flag, as their NOCs were already recognized by the IOC.

In 1992, for the first time since the first Games of the modern era, the whole world took part in the Olympic Games for a few Olympiads, a situation that could be described as the "Pax Olympica".⁹ South Africa was back because the apartheid regime was over. So did the People's Republic of China (since 1984). The two Koreas and a reunified Germany were there. Twelve of the fifteen republics of the former USSR took part together with their flags under the name "Unified Olympic Team" (of the Commonwealth of Independent States) and finished ahead of the United States in the medals table! The NOCs of the three Baltic States took part under their own colors, as their NOCs had been recognized in time by the IOC.

At Sydney 2000, the NOC of Afghanistan was not invited because it had been suspended due to the plight of women under the Taliban regime. A similar situation could arise again for Paris 2024. On the other hand, four athletes from Timor-Leste (then known as East Timor) took part in the Games as "international Olympic athletes" with the Olympic flag, even though their NOC was not yet recognized by the IOC. In Sydney North and South Korea march for the first time together under a flag representing the (unified) Korean peninsula. This will also be the case at the Athens 2004 and PyeongChang 2018 Games.

No NOC was excluded from the Athens 2004 Games, even though a coalition of countries led by the United States and the United Kingdom invaded Iraq in 2003 (second Gulf War).

⁷ Philippe Tétart, 'Le boycott des Jeux de Moscou (1980) : les athlètes à l'écran, entre impossible deuil d'un accomplissement sportif et sens de la responsabilité', *Parlement(s), Revue d'histoire politique*, 29: 71-81,

⁸ NN, 'Jeux olympiques : l'ONU autorise les athlètes Yougoslaves à participer à titre individuel', *Le Monde*, 23 July 1992.

⁹ Jean-Loup Chappelet, 'La fin de la Pax Olympica?', *Le Temps*, 21 May 2022: 19.

At London 2012, athletes from South Sudan (which did not yet have a recognized NOC) and the Netherlands Antilles (now part of the Netherlands) marched behind the Olympic flag.

At Rio 2016, Kuwait was not invited because its NOC had been suspended by the IOC for government interference, but the country's athletes were included in a team of "independent Olympic athletes". One of these athletes (Fehaid al-Deehani) won a gold medal in shooting and had the Olympic anthem played in his honor as the Olympic banner was raised. But when he returned home, he was celebrated with his country's flag and leaders.¹⁰ At Rio 2016, the IOC also introduced a small team of refugee athletes who could not be selected by their countries for political reasons. They paraded under the Olympic flag during the ceremonies. The experiment was repeated at the next Games in Tokyo (with athletes from Afghanistan, Cameroon, Congo-Brazzaville, Republic of Congo, Eritrea, Iraq, South Sudan, Sudan, Syria and Venezuela) and at Paris 2024.

At Tokyo 2020, because of a sanction imposed for Russia's "institutional" doping, notably at the Sochi 2014 Winter Games, Russian athletes took part behind a flag emblazoned with the logo of their country's NOC, which chose the beginning of Tchaikovsky's Symphony No. 1 as its anthem in the event of victory (with the agreement of the IOC). At the PyeongChang 2018 Winter Games, they took part under the fairly transparent name of "Olympic Athletes of Russia", with the Olympic anthem and flag. At Rio 2016, some Russian athletes (notably in athletics and weightlifting) were unable to take part because they had been sanctioned by their international federation for doping. At all three Games, Russian government officials (ministers, etc.) were not accredited. Russia has also been excluded from the Beijing 2022 Paralympic Games, after having invaded Ukraine shortly beforehand the opening of the Paralympics.

What will be the fate of Russian and Belarusian athletes in Paris 2024 if the war in Ukraine continues right up to the Games? The decision will have to be taken by the IOC in early 2024. For the moment, the IOC is trying to find solutions so that the athletes from these countries, which have won so many medals in the past, can initially qualify, i.e. meet the minimum performance standards set by the international sports federations (IFs). This is a necessary but not sufficient condition. The French government will undoubtedly have something to say about this, as it is not possible to enter French territory if the State does not agree (although the host city contract signed with the IOC stipulates that all accredited persons must have visa-free access to the Games on simple presentation of an Olympic identity card and a passport). If the Russian NOC is still suspended in 2024, any athletes "carrying a Russian passport" who take part will not be able to parade as a team from that NOC during the ceremonies, only possibly taking part in the competitions for which they have qualified, provided that their IF deems them to be "neutral".



¹⁰ Agence France Presse, 'JO-2016/Tir: les deux médailles du Koweït font oublier les tensions', Le Point, 16 August 2016.

The IOC and Political Norms of Recognition

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Abstract.

The aim of this paper is to interrogate the International Olympic Committee's (IOC) responses to geopolitical military conflicts utilizing a combination of post-colonial and feminist approaches. On February 24, 2022, Russia invaded Ukraine. On February 24, 25, and 28, the IOC issued three public statements and resolutions condemning the Russian military invasion. Some have described the IOC's immediate response as controversial, severe, and unprecedented. The response has also elicited controversy among the international sporting community, especially regarding the challenges it poses to the principles of political neutrality and non-discrimination defined respectively by points 5 and 6 of the Fundamental Principles of Olympism.

This paper explores the response from a different perspective, we delve into the research question: what are the sociopolitical effects of the IOC's unprecedented decision? To address this question, we use Judith Butler's public grievance framework to critically analyze the IOC's seemingly exceptional response to the Russian invasion of Ukraine. We will argue that such severe resolutions, along with their justifications, are unprecedented and exclusionary, thus create new political norms of recognition. We will contrast the unprecedentedness and severity of the resolutions, against the lack thereof of any resolution (or response) related to other contemporary armed conflicts, particularly in the Middle East and most recently in Palestine. In doing so, we exemplify how this series of public statements have created norms of recognition that are informed by global racial hierarchies, which also shape our understandings of who belongs, and who does not, within the imagined global Olympic community. We conclude that the creation of such norms instead of "creating a way of life based on the joy of effort, [...] and respect for internationally recognized human rights and universal fundamental ethical principles [...] that] promote a peaceful society" (Olympic Charter, 1908/2023, p. 8), advance a biased political neutrality—and human rights—ideology, to the detriment of individuals, societies, and athletes from the Global South.



Sport under Attack? The Takeover and Suspension of the Guatemalan Olympic Committee in 2022

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Abstract.

With effect from 15 October 2022, the Guatemalan Olympic Committee (COG) was suspended by the International Olympic Committee (IOC) as consequence of a legal and political controversy surrounding the elections of the COG and the suspension of Guatemalan Sports Laws guaranteeing the autonomy of the COG by the Constitutional Court of Guatemala.

Analyzing the events surrounding the election and the following suspension, using hermeneutical text analysis of news articles, relevant legal documents, public letters by IOC and Panam Sports, and other sources, it becomes evident how state actors tried to infringe sports autonomy and the independence of the Olympic Movement to install an NOC president and board politically close to them. Although the autonomy of sports and the Olympic Movement were legally guaranteed in Guatemala at the time, it can be demonstrated how legislation aimed at controlling the transparency and legality of state funded activities was used to undermine the autonomy of the sports system, which was supported by public funds to a high extent.

It can also be shown that facing a co-opted state, with most legislative and judicial institutions under control or influence of the executive, the COG had limited options to try to protect its autonomy. A unified approach by the Olympic Movement to defend the COG's autonomy can be identified, with the IOC, Panam Sports and other actors trying to create public pressure through the threat of suspension of athletes from international events.

The case study of the suspension of the COG can serve as a starting point to investigate the relations between IOC, National Olympic Committees (NOCs) and state actors from a governance perspective. The Olympic Charter allows for sanctions against NOCs that violate the Olympic Charter, but also explicitly gives the IOC Executive Board the option of sanctions to protect the autonomy of the Olympic Movement (§ 27, 9). To investigate how such sanctions can be used and how they can potentially influence the struggle for political control of sports and/or negotiations between state actors and the Olympic Movement in different cases can be of interest to the Olympic Movement.

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The impact on internationalism by Refugee Olympic Team in Olympics

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Abstract.

This paper discusses the theme of "The Impact of Refugee Athletes in the Olympic Games on Internationalism," using the concepts of internationalism and cosmopolitanism to discuss Olympic nationalism. Olympic nationalism refers to the totality of ideas, movements, and institutions toward Nations in the Olympics. The question is how the International Olympic Committee (IOC)/UNHCR/newspapers represent the Refugee Olympic Team in the Olympic system and its promotion and publicity process. IOC press releases, UNHCR/UNHCR Japan press releases, and the Yomiuri Shimbun were treated as subjects and critical discourse analysis was used as the research method. The analysis revealed three keywords and their meanings. 1) Regarding the keyword "country," the athletes spoke of three different belongingness depending on their circumstances: 1.1) home or country of origin, 1.2) refugee athletes, and 1.3) country of settlement through citizenship acquisition. 2) The keyword "sport" refers to 2.1) physical health, 2.2) mental health, 2.3) a tool to engage with society, 2.4) the power of change, and 2.5) identity. 3) The keyword "refugee" refers to 3.1) hope for refugees, 3.2) a wake-up call to society, 3.3) refugees are human beings, and 3.4) identity. Although national Olympic committees (NOCs) based on countries and regions are assumed in the system, it became clear that athletes not only change their attribution regarding "country", but also "sport" and "refugee" can be one of their identities. This is why internationalism in the Olympics is emphasized based on institutions, but athletes make representations that can be seen as cosmopolitanism.



The Unintended Consequences of Commercializing the Olympics

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Abstract.

Globalized access to the Olympic Games is an incredible feat that helps bring people together from numerous countries and walks of life. However, the Olympics have increasingly become embedded in the alluring culture of consumerism and have transformed into a commodity to be sold for profit. The Olympics unjustly aid corporate capitalists, while residents and local communities are left to bear the brunt of the social impact. This phenomenon is evident in the bidding process, preparation, aftermath, and legacy of hosting the Olympic Games. The most notable social consequences, although unintentional, appear in four main areas: (1) governments exaggerating the economic benefits of hosting the Games while simultaneously downplaying the costs the public will have to undertake, (2) consumer buying practices moving from local businesses to corporations, where corporate partnerships overshadow and dispossess locals of resources, (3) the use of public money to fund the games, and (4) local communities becoming uprooted for private development and new Olympic facilities. These four social consequences were highlighted in the 2016 Olympic Games held in Rio de Janeiro. The Brazilian government hoped to use the Games as a means to initiate development projects, boost their economy, and earn international prestige. At first glance, these are great propositions that could have potential long-term advantages. Yet, this was a gilded promise. The Games primarily aided wealthier Brazilians and private corporations while exploiting lower and middle-class Rio residents. A prevalent example of this uneven distribution was evident in the eviction of Vila Autódromo favela residents. Locals, often struggling to make ends meet, were forced from their homes and communities to make room for capitalist interests despite their favela's rich cultural and political history. In addition to Vila Autódromo, countless other inhabitants were removed under the guise of urban development projects. These types of projects were a part of the proposed urban Olympic legacy that was alleged to benefit Rio for years to come. With this said, Rio's Olympic legacy is not solely limited to its negative externalities. There are a copious number of benefits that a host city reaps from hosting the Games. These positive legacies include an increase in organized sport development, a showcasing of national culture and pride, and a way to promote international understanding and cooperation. The 2016 Rio Olympic Games is only one of many examples of the social impacts arising from the commercialization of the Olympics.



Nation-state wars and International Olympic Committee sanctions: An awkward and imprecise history

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Abstract.

In December 1945, just months after the end of World War II, the acclaimed writer and pacifist, George Orwell, remarked that “Sport is war minus the shooting”. This dystopian declaration was, as Beck has argued, consistent with Orwell’s “growing recognition of the political symbolism of sport, particularly as a highly visible tool of nationalism” (2012, p. 72).

Taking that historical sport-war metaphor as a cue, this paper explores its enlistment in debates about the inclusion or otherwise at the Olympics by nations – or their representative teams – from participation at the Games.

The deployment of sport sanctions during war is not unprecedented, though such bans have been applied inconsistently. After World War I, the Central Powers were not invited to the 1920 Olympics, while in the wake of World War II, Germany and Japan were not invited to the 1948 Games. However, whereas in 1920 the IOC supported the exclusion of aggressor nations, it did not do so in 1948 – the Organizing Committee for the XIV Olympiad London took that position. Indeed, by contrast to 1920, the IOC tried to insist that Japan – which (unlike Germany) had applied to send a team to London – be accepted (Vrchoticky, 2021). Johannes Edstrom, the IOC president, complained to Games’ organizers: “I am surprised that you take this attitude three years after the war has ended. We men of sport ought to show the way for the diplomats” (Rosenwald, 2021).

Seven decades later, the IOC is again wrangling with the impact of war on sport and questions about eligibility for athletic competition. Initially, in the wake of Russia’s invasion of Ukraine, the IOC adopted a punitive stance, asserting that Russian and Belarusian athletes should not be invited or allowed to participate in international competitions. The IOC President, Thomas Bach, was furious that Putin’s commitment to the Olympic truce had been broken as soon as the Beijing 2022 Games were over. However, with the Paris 2024 Games imminent, the IOC has now pivoted, insisting that no athlete should be denied participation “based on their passport”.

In sum, this paper will evaluate the few occasions when nation states at war with others have been disinvented from the Olympic Games, and how the IOC has altered its invitation policy to accommodate 'neutral' athletes from countries banned from the Games.

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A Latent Anti-Corruption and Human Rights Legacy: The Paris 2024 Summer Olympics

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Introduction

In the evolution of the notion that mega sports can leave a human rights and anticorruption legacy, France is a key player for two reasons. As this paper will explain in detail, the country presents as promising an opportunity to leave a proactive, intentional, and two dimensional legacy as one could imagine. Globalized anti-corruption and human rights reforms intersected in France with the hosting of a mega sporting event as dramatically as they ever could.

And yet, stakeholders to the Paris 2024 Summer Olympics largely seem not to have noticed. France thus illustrates what we might achieve, and yet at the same time underscores what remains to be done if we are to achieve it.

France's extraordinary opportunity lies in the remarkable confluence of four distinct events in a single year: 2017. First, France adopted a landmark anti-corruption law, called Sapin II law, requiring large French companies to adopt anti-corruption compliance programs. Though previously thought something of an anti-corruption laggard relative to the UK, Germany, and other European peers, Sapin II is an innovative anti-corruption statute that positions France as something of a global anti-corruption thought leader.

The same year, France adopted a similarly pathbreaking law imposing human rights obligations on corporations. In contrast to the anti-corruption arena, France has a proud human rights heritage dating back to Enlightenment and the French Revolution. Building on that heritage, the new Duty of Vigilance Law requires larger French companies to identify and prevent human rights and environmental impacts companies among themselves, the companies they control, and their subcontractors and suppliers. The Duty of Vigilance Law places France at the very forefront of the movement to make companies more cognizant of the human rights risks in their global business practices.

The year the Duty of Vigilance Law and Sapin II took effect is also the year the IOC awarded France the rights to host the 2024 Summer Olympics. 2017 was likewise the same year the IOC introduced the new anti-corruption and human rights provisions into the host-city contract. Thus a country already immersed in a domestic anti-corruption and human rights movement would be tasked with designing the original precedent for operationalizing the new host-city contract provisions.

This is a human rights and anti-corruption legacy opportunity if ever there were. The mega sport came to France at precisely the moment the country needed to implement its new laws. The laws included both anti-corruption and human rights dimensions. There had not yet been a major anti-corruption or human rights scandal, raising the possibility of a proactive rather than reactive legacy. It might even be fitting that the country which gave birth to modern mega sports in the late nineteenth century could now create the first complete anti-corruption and human rights legacy. The only remaining piece, of course, is intentionality: mega sport organizers, or other stakeholders, would need to recognize, as Qatar did, the opportunity to create a legacy and formulate an intention to build it.

That intention seems not to have formed. A research grant from the IOC's Olympic Studies Centre financed multiple in-person interviews conducted over two years. Those interviews illustrated a commitment among many to adopt meaningful preventative anticorruption and human rights measures. These efforts should be lauded. So too may these efforts leave an accidental legacy – lasting impacts on norms, policies, and practices that no one intended but that nonetheless occurred. But through no fault of those stakeholders, the notion that these preventative measures could leave a legacy – that Paris, and France, could have lasting, positive anti-corruption and human rights impact as a direct result of the event, and that we could reasonably say describe Paris and France as stronger, not weaker, because they hosted the Olympics – had not yet taken hold.

This paper first details the extent of the reforms France adopted at the moment it won the rights to host the 2024 Games. It then explores a variety of policies relevant French organizations have adopted or, as the case may be, not adopted, and their legacy implications. The paper concludes with reflections on the juxtaposition of France and Qatar and what it means for the development of the human rights and anti-corruption legacy.

France's Anti-Corruption and Human Rights Moment

France emerged in 2017 as a global anti-corruption and human rights reform hot spot. At least in the human rights space, this was not surprising. Since the 1789 Declaration of the Rights of Man, France has been widely associated with the notion that governments had human rights obligations. But in 2017, France brought its human rights leadership to a new domain: the obligations of business.

The founding document of France's human rights tradition, the Declaration of the Rights of Man and of the Citizen, was written at the peak of the revolution in 1789 and consists of 17 articles.¹ The basic idea of the document is encapsulated in its First Article that all “men are born and remain free and equal in rights.”² These rights included the principle of personal liberty, inviolability of the person, resistance to oppression, equality before the law, and freedom of religion and speech.³ While the was written in the same years as the U.S. Bill of Rights, the Declaration had the added moral credibility of not tacitly condoning slavery.⁴

However, its impact was limited because the French constitution did not historically allow oversight of legislative decisions with regards to human rights. This changed in 1971 when the French Constitutional Council in a landmark decision established the principle of the “constitutional block.”⁵ This principle enables the Constitutional Council to vacate any law violating the French constitution itself or one of its preambles. The texts referenced in the preambles are the Declaration of the Rights of Man and of the Citizen, the preambles of the constitution of 1946, and the Charter of the Environment of 2004.⁶ The preambles of the constitution of 1946 includes social rights, such as the equality of men and women.⁷ France has ratified both human rights conventions discussed in Chapter 1. Other notable human rights treaties ratified or ascended to by France include the International Convention on the Elimination of All Forms of Racial Discrimination; the Convention on the Elimination of All Forms of Discrimination against Women and its optional protocol; the Convention on the Rights of the Child and its amendment; the convention on the Rights of Persons with Disabilities and its optional protocol.⁸ Notably, France, like most other developed countries, has not signed or ratified the Convention on the Right of Migrant Workers. France has also ratified or signed conventions relating to refugees. These include the Convention relating to the Status of Refugees and its protocol, and the Convention relating to the Status of Stateless Persons.⁹ Lastly, France is a member of the International Labor Organization, which provides further human rights related obligations. As a member state, the International Labor Organization Declaration on Fundamental Principles and Rights at Work is binding upon France.¹⁰ France also adheres to the European Convention on Human Rights.¹¹

With the government’s obligation to protect human rights thus firmly embedded, the extension of similar obligations to corporations would take place following a catalyzing event in 2013. A poorly constructed complex of garment factories in Bangladesh collapsed, killing over a thousand people and injuring thousands more.¹² Western retailers were profiting from the factories concerned, including big French retailers such as Auchan and Carrefour.¹³ Human rights groups, as well as the general public, in France demanded better supply chain management regarding human rights. The French legislature responded with the Duty of Vigilance Law.

The Duty of Vigilance law requires the following:

“[A]ny company that employs, for a period of two consecutive financial years, at least five thousand employees itself and in its direct or indirect subsidiaries whose registered office is located within French territory, or at least ten thousand employees itself and in its direct or indirect subsidiaries whose registered office is located within French territory or abroad, shall establish and implement a vigilance plan in an effective manner”.¹⁴

The law applies only to the largest French companies. Parent companies must comply with the law if their number of employees exceeds 5,000, including direct or indirect subsidiaries with a registered office in France, for a period of two consecutive fiscal years. Furthermore, parent companies must comply with the law if their number of employees exceeds 10,000, including direct or indirect subsidiaries with a registered office in France or abroad, for a period of two consecutive fiscal years. For a group of companies, the relevant procedure is counting the employees individually for each company and then checking if any exemptions exist. An exemption is in place for companies that are controlled by another company which already satisfies the requirements of the law.¹⁵ After an interpretation by the Constitutional Council, the law is only applicable if a parent company is registered in France.¹⁶ The explanatory memorandum to the law explicitly references the United Nations Guiding Principles on Business and Human Rights as one of the reasons the law was drafted and these principles are broadly construing the scope of business obligations.¹⁷

Any company subject to the law must establish, implement, and publish a vigilance plan. The plan must “identify the risks and prevent severe impacts on human rights and fundamental freedoms, health and safety of persons and on the environment.”¹⁸ The vigilance plan of a company must include more than just the company itself. It must include all activities of the “companies that it controls ... as well as the activities of subcontractors or suppliers with whom they have an established commercial relationship, when these activities are related to this relationship.”¹⁹ Supplying can potentially be interpreted as “any provision of goods and services to a company by operators”, which would significantly increase the scope of the law.²⁰ Accordingly, a vigilance plan should include the parent company, the controlled companies, and subcontractors and suppliers of both the parent and the controlled entities.

The law does not provide a definite, exhaustive list of covered human rights. The French legislature and government purposefully rejected including a list because the international conventions ratified by France are sufficiently precise to establish the legal norms.²¹ Moreover, the evolving nature of human rights can better be captured without referencing an exhaustive list. However, the preparatory work mentions the International Bill of Rights, the Preamble of the French Constitution of 1946, and the European Convention for the Protection of Human Rights and Fundamental Freedoms.²² Furthermore, the French legislature in its preparatory work mentioned the inclusion of first-generation rights, referencing political rights, second-generation rights, meaning social, economic, and cultural rights, and third-generation rights, such as environmental rights.

Vigilance plans are different from traditional risk assessments. Where traditional compliance measures involve risks for the company, the vigilance plan focuses on the rights of individuals. Thus, a company must consider all possible impacts on individuals rather than any risks to itself. The vigilance plan must be dynamic, process-based on specific instances, and tailored to the affected individuals.²³ A vigilance plan must have five components: (1) risk mapping, (2) processes for a regular assessment, (3) tailored measures to prevent severe impacts, (4) an alert mechanism established with trade unions, and (5) an implementation monitoring system.²⁴

A comparison to other countries' corporate human rights statutes in place in 2017 underscores the cutting-edge character of the Duty of Vigilance law. The Modern Slavery Act of the United Kingdom requires companies with an annual turnover of more than £36,000,000 to publish a slavery and human trafficking statement.²⁵ A company can either choose to report the steps taken to prevent slavery and human trafficking in its supply chain or report that no steps were taken. There are no penalties or fines for a lack of due diligence. The government of the United Kingdom presumes that the public and non-governmental organizations will pressure companies to implement due diligence plans. Similarly, the California Transparency in Supply Chains Act requires companies with annual worldwide gross receipts of over \$100,000,000 to disclose what steps were taken to prevent human trafficking and slavery in its supply chain.²⁶ If there were no steps taken, there is no responsibility to report anything. The Duty of Vigilance law is different to the laws in the United Kingdom and California because it requires that companies have due diligence plans.

Following enactment of the Duty of Vigilance, other countries followed France's lead. In 2020, the Dutch Senate voted to adopt the Child Labour Due Diligence Bill to combat child labor in global supply chains. This law is similar to France's Duty of Vigilance Law, in that companies must determine whether child labor occurs in their supply chains and, if so, establish a plan of action to address this, as well as a statement on their investigation and plan of action.²⁷ However, it only covers child labor and not human rights violations in their entirety.²⁸ Switzerland took up legislation on the same issue. In 2019, Switzerland's Council of States voted to adopt a government proposal that was limited to reporting, and issue-specific due diligence, without liability rules. Switzerland's due diligence law has been criticized for not having adequate provisions that would give the law enforceability, nor provisions that properly hold corporations accountable.²⁹ Also in 2020, the European Commission announced it would develop legislation requiring EU companies to carry out environmental and human rights due diligence.³⁰ France is thus clearly on the front end of a burgeoning movement to bring human rights obligations to the private sector. So too does it have leading ideas in the anti-corruption space, though it took some time to get there.

France has typically been viewed as an anti-corruption laggard in both enforcement and compliance,³¹ as reflected in non-enforcement of prior French anti-corruption legislation.³² Some commentators observe that the French have traditionally tolerated corruption, particularly in the political sphere, if it meant that political ends were being accomplished.³³ Corruption has been found outside politics as well, including business. The GAN French Corruption Report highlighted corruption as a particular problem in public procurement and when "business and politics overlap."³⁴ GAN also reported that illegal political funding was common in many French politicians' careers.³⁵ The public historically viewed corruption and bribery in politics as tolerable so long as the politician is acting on behalf of their interests;³⁶ Many companies admit to taking kickbacks.³⁷ Previous to Sapin II, corporate compliance and corporate anti-bribery rules were a "nonobject" in French criminal law.³⁸ The OECD Working Group was "seriously concerned" with the number of foreign bribery proceedings in France.³⁹

However, several recent scandals illustrate the public's recent shift in perspective. Jacques Chirac, France's president from 1995 to 2007,⁴⁰ and Nicolas Sarkozy, France's president from 2007 to 2012,⁴¹ have faced corruption charges. The prosecutor leading Chirac's case, Eric Halphen, discussed the problem of corruption in politics lay partly with French voters, who accept this behavior if their interests are pursued.⁴² The push back against corrupt practices in politics appears to have begun with Sarkozy as his "political ends" did not always align with French voters.⁴³ The French did not agree with Sarkozy's policies in Libya and, thus, may have been less tolerant of his behavior.⁴⁴ This lack of tolerance was demonstrated in the past year when Francis Fillon, a presidential candidate, dropped out from the race after facing several corruption scandals, including giving his wife an apparently sham position as an administrator and funneling 900,000 euros into her private bank account.⁴⁵ Recent surveys also illustrate that the French are rejecting corruption in favor of more transparency from their government.⁴⁶

The primary catalyst for Sapin II was the United States Department of Justice's ("DOJ") enforcement of the Foreign Corrupt Practices Act ("FCPA") against several French companies, which the French viewed as harsh and overreaching.⁴⁷ Four corporations, including AlcatelLucent, Alstom, Technip and Total, have entered deferred prosecution agreements with the DOJ.⁴⁸ At one point in time, each of these settlements landed in the top ten largest FCPA settlements.⁴⁹ These agreements coupled with criticism from groups such as the OECD and Transparency International pushed the French legislature to enact Sapin II.⁵⁰ There is a perception that fines from a French enforcement agency are more palatable than fines imposed by the DOJ.⁵¹

In December of 2016, France passed Sapin II, which went into effect in June of 2017.⁵² The requirements of Sapin II are laid out in the text of the law and clarified through guidelines released by AFA, a national government service.⁵³ The guidelines are not binding but provide companies and public sector organizations guidance on how to comply effectively.⁵⁴ Most importantly, Sapin II places requirements on those in both the public and private sector to implement compliance programs aimed at preventing corruption.⁵⁵ Those covered include: Companies headquartered in France that employ over 500 employees and have an annual revenue of at least [100,000,000 euros] or, companies belonging to a group headquartered in France that employ over 500 employees and a consolidated annual revenue of at least [100,000,000 euros]. In the case of a group, the parent company must implement a compliance program in all its subsidiaries (including their foreign subsidiaries). Conversely, subsidiaries whose parent company has a Sapin II compliance program are deemed to comply with Sapin II.⁵⁶

Failure to implement offense could lead to a maximum of two years of imprisonment and/or a fine of 50,000 euros.⁵⁷ Moreover, the law applies to all public entities.⁵⁸

Though seemingly straightforward, this requirement that companies adopt anti-corruption compliance programs is actually quite novel. While the U.S. and U.K. are widely perceived as global leaders in the anti-corruption compliance movement, few realize that neither country requires companies to adopt compliance programs. That is, failure to adopt a compliance program is not itself punishable in either the U.S. or U.K. Rather, both jurisdictions provide various kinds of rewards in the course of a corruption investigation, but neither actually requires a compliance program.⁵⁹ With Sapin II, France became the first major country to do so, thrusting itself into the forefront of anti-corruption policy debates.

To help implement the newly required compliance programs, Sapin II established the Agence Française Anticorruption (“AFA”).⁶⁰ Notably, AFA is not a criminal prosecutor. Rather, AFA is a dedicated anti-corruption compliance regulator. AFA’s responsibilities include helping both the private and public sector to prevent and detect corruption, reviewing companies’ compliance programs, reporting potential violations to prosecutors and overseeing company monitorships.⁶¹ It is subject to the French Ministry of Justice and the Minister for the Budget and will be led by a judge who will serve a six year term.⁶² Its enforcement powers include conducting off- and on-site reviews of company procedures required under Sapin II.⁶³ AFA has compliance and assistance missions and control missions,⁶⁴ comprised of both the Sanctions Committee and a Strategic Council.⁶⁵ The Sanctions Committee imposes injunctions and penalties on non-compliant companies, while the Strategic Council works with investigations and helps corporations implement compliance programs.⁶⁶ The agency has authority over private sector companies, subject to the limits discussed above, and all public sector entities, including state administrative and local agencies and public hospitals.⁶⁷ This too represents an innovation, as neither the U.S. nor U.K. have dedicated compliance agencies; for both countries, the criminal prosecutors double as compliance regulators. Again, in this respect, Sapin II brings new ideas to global anti-corruption discussions.

Sapin II lists what is required of both private companies and the public sector. They must implement a compliance program, which are mandated to include the following: code of conduct, internal whistleblower system, risk mapping for risk of bribery, assessments of clients based on risk mapping, accounting controls to prevent bribery and influence peddling, training for managers and employees on bribery and influence peddling, disciplinary actions for breaking the code of conduct, and control procedures to ensure the program is working effectively.⁶⁸ The guidelines provide direction on how companies and governments can effectively establish these requirements.⁶⁹

The sanctions associated with not implementing the law’s requirements are discretionary but are capped at 1,000,000 euros for legal entities and 200,000 euros for individuals.⁷⁰ These sanctions are administrative in nature and modest in size.⁷¹ If AFA decides not to sanction the organization for any violations, it can request the company to take steps to comply.⁷² To date, AFA’s actions have been more educative than punitive, helping companies to implement best practices rather than punishing them for failure to do so.

Among the most culturally radical features of Sapin II are those concerning enforcement. Breaking from traditional French law enforcement, Sapin II established a process for deferred prosecution agreements similar to the Brazilian Leniency Agreement called the Judicial Agreement in the Public Interest (“CJIP”).⁷³ CJIPs are available to French legal persons who are suspected to have committed an act of corruption.⁷⁴ In the settlement, the company may be required to acknowledge the facts and their legal consequences.⁷⁵ Although not considered an admission of guilt, it may have a similar effect.⁷⁶ CJIPs must be approved by a judge and must specify the specific requirements of the company, which can include fines as well as oversight of the AFA in implementing changes to its compliance code.⁷⁷ CJIPs represent a change in French criminal prosecution culture.⁷⁸ Previously, the PNF has conducted long investigations rather than using an expedited process.⁷⁹ CJIPs encourage cooperation among the companies, the PNF, and other authorities.⁸⁰ Still, the stripped-down judicial process raises just concerns for many observers. Sapin II is pushing the cultural envelope.

After a series of minor enforcement actions, the country's defining post-Sapin II enforcement action was against Airbus. The case symbolized the advent of a new season of anticorruption enforcement as well as France's arrival on the global enforcement scene. Airbus agreed to a €3.6 billion settlement. This settlement was unique in that it was the first settlement between a company and three countries. Airbus entered into a settlement with French, UK, and US prosecutors, having to pay €2.1 billion, €1 billion, and €530 million, respectively.⁸¹ Airbus was found guilty of more than a decade of corruption involving bribes, fraudulent contracts, fake invoices, and the use of code names by executives to cover up discussions of illicit payments. Executives were found to have been using medication names, dosage amounts, and famous art as code names in emails. One commentator noted, "France's role in the Airbus settlement signaled a new phase for the country on a global stage."⁸²

With these reforms, France had entered a new phase of corporate accountability for corruption and for human rights abuses. The globalized anti-corruption and human rights standards described in Chapters 1 and 2 descended on France quite forcefully. But have the preparations for the 2024 Olympics seized upon this opportunity? Perhaps not as much as one might hope.

Olympics as Accelerator?

After three failed attempts over the previous 25 years – 1992, 2008, and 2012 – Paris finally won the rights to host the 2024 Summer Olympics.⁸³ Awarded in 2017, and with new host city contract anti-corruption and human rights obligations in place, Paris seemed to present the perfect confluence of events for building a proactive, intentional, and two-dimensional legacy. The country had two new laws, with substantial public support, waiting to be implemented.

But interviews with stakeholders suggested that an intention to build a human rights and anticorruption legacy simply had not taken root. No one expected it, and no one knew even to imagine it. The concept was not yet embedded in IOC policy or the public's consciousness. Of course, the Paris bid was prepared and submitted before these laws took effect. We would not expect the bid documents to make reference to a human rights or anti-corruption legacy. Indeed, they don't. The Paris candidature file emphasizes environmental legacy (framed as "sustainability, a most ambiguous and problematic word in mega sport governance, as Chapter 8 will explain). Another, and more closely related, theme is social inclusion, meaning inclusion in economy and in the cultural life of the city.⁸⁴ But the documents pay scant attention to anticorruption and human rights preventative measures, let alone legacy.

We might therefore look to policy statements or new initiatives adopted by any of the key host-country players. As Chapters 8 and 9 will explain further, these include the National Olympic Committee, the host city, the national government, and the Organizing Committee.

Each of these entities could conceivably adopt reforms that would eventually become legacies.

Starting with the NOC, multiple interviews revealed that the entity does not view the Olympics as a catalyst and is in fact not adopting any new policies at this time. The host city municipality – the City of Paris – has not yet announced any new initiatives. However, multiple sources suggested that the City was exploring ways to use the Olympics as a lever to improve their anti-corruption compliance system. These interviews further suggested the City may actually exceed the provisions of Sapin II and adopt stronger measures than the law requires. Though yet to be seen, if the city were to do so it would in fact constitute a significant anticorruption legacy.

The national government has produced two Olympics-related anti-corruption initiatives. Though neither is framed in terms of legacy, both could and likely will leave accidental legacies.

Shortly after its creation, AFA was tasked with drafting a “National Multi-Year Plan to Fight Corruption.”⁸⁵ Immediately following sections on anti-corruption in all ministries, and in local governments, the plan notably contains a section entitled “Promoting integrity in sport organizations and events.” That section articulates meaningful goals concerning the Olympics, but then applies those same goals to other events and organizations.⁸⁶ To the extent the Olympics accelerated the implementation of new norms, practices, or policies in organizations that will operate after the 2024 Games are over, they become a legacy. Similarly, AFA’s 2020 annual report explains that, consistent with its mission to help companies build compliance programs, AFA has conducted non-punitive audits of over 20 entities engaged in Olympics preparations.⁸⁷ These audits have the effect of strengthening these entities’ compliance programs. To the extent those enhancements remain in place after the Olympics, they too become legacy. While AFA has not framed these initiatives with an explicit intention to leave an anti-corruption legacy, they can nonetheless constitute what this book calls an accidental legacy.

Similarly, the Paris 2024 OCOG is, with the help of AFA, adopting preventative measures that are likely to produce accidental legacies. The OCOG and its closely related Olympic Venue Delivery Authority (“SOLIDEO”) would not normally fall under Sapin II: the OCOG is an association, a hybrid between a private and public firm, and SOLIDEO is a private corporation that will not reach 500 employees.⁸⁸ However, France’s Olympic laws placed both of these organizations under Sapin II and AFA’s inspection authority.⁸⁹

The OCOG’s Executive Board, which includes a representative from AFA, has adopted the Paris 2024 Code of Ethics (sometimes called the Ethics Charter).⁹⁰ The Code is made up of 18 articles that apply to members, employees and volunteers. It protects individual rights and forbids harassment abuse and discrimination, as well as corruption, bribery and conflicts of interest, also setting up a whistle-blower alert system. It also includes loyalty and non-compete clauses, a provision on sport manipulation, doping, gambling, fraud, and data protection. So too has the OCOG adopted a Good Practices Guide, which creates anti-corruption (and antidiscrimination) standards for the OCOG’s conduct, including in relation to third parties.⁹¹ Neither the Code of Ethics nor the Good Practices Guides seems intended to leave an anticorruption legacy, but both can and likely will do so accidentally. COJO personnel, as well as the companies with which it does business, will be introduced to new norms, practices, policies, and laws.

Unfortunately, neither of these documents contains a robust third-party policy. One can imagine a requirement that any contractor or supplier seeking a contract to perform Olympics related work should, as a condition of submitting its bid, have a reasonable and tailored anticorruption compliance program in place. Such a requirement would greatly strengthen a private sector anti-corruption legacy. Interviews revealed a common perception that EU laws prohibit such a requirement.

That position may need examination. The applicable legislation is Directive 2014/24/EU of the European Parliament and of the Council on public procurement. Article 58 limits the requirements. Permitted selection criteria may relate to: suitability to pursue the professional activity; economic and financial standing; and technical and professional ability.⁹² Contracting authorities shall limit any requirements to those that are appropriate to ensure that a candidate or tenderer has the legal and financial capacities and the technical and professional abilities to perform the contract to be awarded. A review of the Directive suggests that the first two permitted bases would not reasonably include compliance or due diligence programs. However, the third – “technical and professional ability” – might. The Directive provides that contracting authorities may impose requirements to ensure that companies “possess the necessary human and technical resources and experience to perform the contract to an appropriate quality standard.”⁹³ It would seem by no means a stretch, given the rapidly evolving best practices related to anticorruption compliance and human rights due diligence, that these could be included among the “human and technical resources” necessary to “perform the contract to a quality standard.” Indeed, it seems far more likely than not that a contractor which had no compliance program in place and then became embroiled in a corruption scandal during its work would be deemed to have performed that contract to a quality standard.

The COJO’s human rights policy, called the Social Charter, is much stronger in this regard.⁹⁴ Following the Qatari example, the Social Charter pays special attention to labor rights, though framed in terms of inclusion – companies and workers gaining inclusion into the economic, legal, and cultural community. The Social Charter announces three goals: give all companies access to contracts; contribute to the occupational integration of vulnerable groups; and ensure decent working conditions. The charter will be automatically applied to contractors in their operations, and an integral part of contracts signed with both contractors and subcontractors. Project managers will have to incorporate into their projects detailed measures to conform to the principles in the charter. They will also have to anticipate sanctions in case of non-compliance with the principles. While not a condition of a bid, it does become a requirement following a bid award.

With the Social Charter, the OCOG is certain to expose numerous companies to international labor standards, leaving a legacy that is accidental but still substantial. Its Code of Ethics and Good Practices Guide will likely do the same. But France may not get to the point of building an intentional human rights or anti-corruption legacy, as its predecessor mega sport host, Qatar, has done.

To be Outdone by Qatar?

The juxtaposition is tantalizing. France, a prominent country with a long and proud human rights tradition but a notorious intolerance for public displays of the Muslim faith,⁹⁵ follows Qatar, a small, Muslim country with a very short history and well-publicized human rights challenges. And yet, Qatar built the first intentional mega sport human rights legacy, and in so doing set a standard that France does not yet seem poised to meet. France could still do so, and more: it could build a legacy that is intentional, proactive, and two-dimensional. Yet France seems largely unaware of both the standard Qatar has set and its own opportunity to meet or exceed it. We should not fault the OCOG, which continues to do pathbreaking work in adopting effective preventative policies. Rather, France exposes the absence of a conspicuous public discourse surrounding the capacity of mega sports to leave human rights and anti-corruption legacies. Kickstarting that conversation is the purpose of this book.

1 See LEO GERSHOY, *THE FRENCH REVOLUTION AND NAPOLEON* (1964) at 141-44.

2 *Id.* at 142.

3 See *id.* at 142-44; U.S. CONST. amend. I, II, III, IV, V, VI, VII, VIII, IX, X.

4 GERSHOY, *supra* note 1, at 141; *Bill of Rights*, BILL OF RIGHTS INSTITUTE, <https://billofrightsinstitute.org/foundingdocuments/bill-of-rights/> (last visited Dec. 15, 2018).

5 Alec Stone Sweet, *The Politics of Constitutional Review in France and Europe*, 5 INTERNATIONAL JOURNAL OF CONSTITUTIONAL LAW 69, 80-81 (2007).

6 *France's Constitution of 1958 with Amendments through 2008*, Constitute Project, https://www.constituteproject.org/constitution/France_2008.pdf?lang=en (last visited Dec. 15, 2018).

7 *Constitution de 1946, IVe République*, Conseil Constitutionnel, <https://www.conseil-constitutionnel.fr/les-constitutions-dans-l-histoire/constitution-de-1946-ive-republique> (last visited Aug. 18, 2021).

8 See *Status of Treaties*, UNITED NATIONS TREATY SERIES, https://treaties.un.org/pages/Treaties.aspx?id=4&subid=A&clang=_en (last visited Dec. 15, 2018).

9 See *id.*

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11 *European Convention on Human Rights*, EUROPEAN COURT OF HUMAN RIGHTS, [HTTPS://WWW.ECHR.COE.INT/DOCUMENTS/CONVENTION_ENG.PDF](https://www.echr.coe.int/Documents/Convention_ENG.pdf) (last visited Dec. 15, 2018); *European Convention for the Protection of Human Rights and Fundamental Freedoms*, Nov. 4, 1950, 213 U.N.T.S. 221.

¹² Jim Yardley, *Report on Deadly Factory Collapse in Bangladesh Finds Widespread Blame*, NEW YORK TIMES (May 22, 2013), <https://www.nytimes.com/2013/05/23/world/asia/report-on-bangladesh-building-collapse-finds-widespread-blame.html>.

¹³ *Auchan Lawsuit (Re Garment Factories in Bangladesh)*, BUSINESS & HUMAN RIGHTS RESOURCE CENTRE, <https://www.business-humanrights.org/en/auchan-lawsuit-re-garment-factories-in-bangladesh> (last visited Dec. 15, 2018); *Bangladesh: Factory Deaths Could Have Been Prevented*, HUMAN RIGHTS WATCH (Nov. 14, 2013, 6:00 PM), <https://www.hrw.org/news/2013/11/14/bangladesh-factory-deaths-could-have-been-prevented#>.

¹⁴ Loi 2017-399 du 27 mars 2017 relative au devoir de vigilance des sociétés mères et des entreprises donneuses d'ordre [Law 2017-399 of Mar. 27, 2017 on the duty of care of parent companies and subsidiary companies], JOURNAL OFFICIEL DE LA REPUBLIQUE FRANÇAIS [J.O.] [OFFICIAL GAZETTE OF FRANCE], Mar. 28, 2017.

¹⁵ Stéphane Brabant & Elsa Savourey, *Scope of the Law on the Corporate Duty of Vigilance*, INT'L REV. OF COMPLIANCE AND BUS. ETHICS, Dec. 14, 2017, at 92, 7.

¹⁶ *Id.* at 2.

¹⁷ *Id.* at 6.

¹⁸ Stéphane Brabant, Charlotte Michon & Elsa Savourey, *The Vigilance Plan*, INT'L REV. OF COMPLIANCE AND BUS. ETHICS, Dec. 14, 2017, at 93, 1 (quoting CODE DE COMMERCE [C. COM.] [COMMERCIAL CODE] art. L. 225-102-4, para. 3).

¹⁹ *Id.* at 2 (quoting CODE DE COMMERCE [C. COM.] [COMMERCIAL CODE] art. L. 225-102-4, para. 3).

²⁰ *Id.*

²¹ *See id.* at 6.

²² *Id.* at 7.

²³ *See Brabant, supra* 70, at 9.

²⁴ *Id.* at 10.

²⁵ Modern Slavery Act 2015, c. 30, § 54; *Modern Slavery and the Modern Slavery Act of 2015*, BAKERMCKENZIE, <https://www.bakermckenzie.com/en/insight/publications/2017/10/modern-slavery-act> (last visited Dec. 15, 2018).

²⁶ CAL. CIVIL CODE § 1714.43 (West 2018).

²⁷ Anneloes Hoff, *Dutch child labour due diligence law: a step towards mandatory human rights due diligence*, BUSINESS & HUMAN RIGHTS RESOURCE CENTRE (June 10, 2019), <http://business-humanrights.org/en/dutch-companies-issue-open-letter-in-support-of-child-labour-regulation>.

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²⁹ SDA, National Press Agency of Switzerland, *Swiss Parliament adopts reporting focused proposal*, BUSINESS & HUMAN RIGHTS RESOURCE CENTRE (June 9, 2020), <http://buisness-humanrights.org/en/switzerland-ngo-coalition-launches-responsible-buisness-initiative>.

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³¹ REED SMITH, *Anti-Corruption & Bribery in France*, LEXOLOGY (Oct. 5, 2018), <https://www.lexology.com/library/detail.aspx?g=0c71067e-04b1-4a57-8731-fc141be57c2d>.

³² *Id.*

³³ Henry Samuel, *Corruption Is Still Rife at Top Level of French Government*, TELEGRAPH (March 27, 2005, 12:01 AM GMT), <https://www.telegraph.co.uk/news/worldnews/europe/france/1486547/Corruption-is-still-rife-at-top-level-of-French-government.html>.

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³⁵ *Id.*

³⁶ Catherine Martens, *Nicolas Sarkozy Corruption Charges Reveal France's Loose Campaign Finance Practices*, DW (Mar. 21, 2018), <https://www.dw.com/en/nicolas-sarkozy-corruption-charges-reveal-frances-loose-campaign-finance-practices/a-43075459>.

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³⁸ *Id.* at 478.

³⁹ OECD, PHASE 3 REPORT ON IMPLEMENTING THE OECD ANTI-BRIBERY CONVENTION IN FRANCE 5 (October 2012) [hereinafter OECD, PHASE 3].

⁴⁰ Jacques Chirac, ENCYCLOPAEDIA BRITANNICA, <https://www.britannica.com/biography/Jacques-Chirac> (last visited Nov. 21, 2018).

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43 Robert Zaretsky, *Le roi Sarkozy*, LE MONDE (Jul. 13, 2010), <https://mondediplo.com/outsidein/le-roi-sarkozy>; Catherine Martens, *Nicholas Sarkozy corruption charges reveal France's loose campaign finance practices*, DEUTSCHE WELLE (Mar. 3, 2018), <https://www.dw.com/en/nicolas-sarkozy-corruption-charges-reveal-frances-loose-campaign-finance-practices/a-43075459>.

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Connecting Olympism, Olympic Athlete Knowledge, Impact and Career Success, University Athletics and Student Mobility, and the United Nations Sustainable Development Goals

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Abstract.

This paper will be supported by research on alignment among the core values of the Olympic Movement (IOC), international higher education (HEI) and student mobility programs, and the UN Sustainable Development Goals (SDGs). These movements are grappling with the unprecedented global challenges that define our era and which, if left unresolved, will threaten our respective business models and wider shared futures. This paper provides a review of the literature and review ways that these three powerful movements include shared values of international cooperation, intercultural understanding, peace-building, and excellence of the mind, spirit and body—all of which empower them to move effectively and appropriately within and across the interconnected worlds of sport, education, and earth stewardship. This paper will also look at ways that athlete, coach, staff, and spectator (in-person, on TV, on radio, and online) engagement with the UN SDGs, specifically at the 2024 Paris Summer Olympics and Paralympics can provide a positive impact on the UN SDGs and at the same time, provide additional opportunities for positive career paths for Olympic athletes, outside of sports.

This paper will provide content supporting the Olympic Agenda 2020+5 by providing a review of ways that sport and the values of Olympism can play a key role in strengthening the role of sport as an important enabler for international education and student mobility, and the UN Sustainable Development Goals. The paper will review existing and future pathways for collaboration between leaders in the Olympic Movement (IOC), international higher education (HEI) and student mobility programs, and the UN Sustainable Development Goals (SDGs). The paper will include resources to enhance education and training for Olympic athletes and university athletes who compete internationally on ways to positively impact the United Nations Sustainable Development Goals and how their efforts in this area can help them develop a future career outside of athletics.

This paper will support Olympic Agenda 2020+5 by providing data on ways that sport and the values of Olympism can play a key role to strengthen the role of sport as an important enabler for the UN Sustainable Development Goals. The content in the paper will include the design and development of a pathway for collaboration between leaders in the Olympic Movement (IOC), international higher education (HEI) and student mobility programs, and the UN Sustainable Development Goals (SDGs). Leaders will have access to new resources to enhance education and training for Olympic athletes and university athletes, connecting to expertise in the international education student mobility areas, on ways to positively impact the United Nations Sustainable Development Goals and how their efforts in this area can help them develop a future career outside of athletics.

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Multi-Stakeholder Coordination and Vaccine Strategy for Mass Gatherings: A Case Study of the Tokyo 2020 Olympics and Paralympics

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Abstract

Public health risk management at Mass Gathering events including the Olympics and Paralympics Games should always be put on top of the agenda for organizers. The case of the Tokyo 2020 Olympics and Paralympics provided an example for the future and incoming mass gathering events in the world. Held in a very unique and unprecedent situation during the peak of the outbreak of COVID-19, though much doubt and criticism were received from both home and abroad, lessons and experiences of some policies on infectious disease prevention and control are worthwhile to be further discussed: vaccine immunization policy for both participants and residents, "bubble" system and so on. To reach the goal of immunization 80% of participants and for a safe and healthy event, IOC and IPC played the leading roles in the coordination: collaboration with NOCs for the vaccine advice, cooperation with Pfizer and BioNTech, partner of pharmaceutical company for the vaccine donation and provision, also vaccine hubs in Qatar and Rwanda established for NOCs and the refugee team who are difficult to reach the vaccines. Japan, as the organizer has made efforts to control the infection, although the delayed approval of the vaccine came with the loose bubble system which posed a threat to the local community with a low vaccination rate. Considering the social, economic, and environmental factors, to mitigate the risks of any potential health and infectious diseases for both participants and the local community, for the target of "leaving no one behind" and the goal of universal health coverage (UHC) before and during the event, reliable guideline on global health risk assessment and management, smooth communication and prompt response on policy-making between IOC, organizer and the local government are required.

Introduction

The 2020 Tokyo Olympics and Paralympic Games, in particular, presented unprecedented challenges. Held amidst the backdrop of the COVID-19 pandemic, it became a subject of both global and domestic debate and scrutiny. As McCloskey et al. (2020) highlighted, the dilemma of conducting mass gathering events during a global health crisis poses both political and public health challenges. Held under 'State of Emergency', no spectators policy and 80% vaccination coverage among athletes and media, and The Tokyo Olympics and Paralympics Games, therefore, serves as a unique case study, offering insights into the balancing act of hosting a global event while ensuring the safety and health of both participants and the host population.

1.Vaccine policy and donation for Tokyo 2020

The Covid-19 vaccination policy was one of the key Covid-19 infection prevention strategies for the Tokyo 2020 games. Some action plans and policies has been carried out as guideline before the outbreak of Covid-19. For the Covid-19 vaccine policy making costed some time with one year delayed of the event and the government authorization on vaccine, negotiation for vaccine donation were also in process before the start of the Games.

1.1 Japan's Covid-19 vaccine policy

During the preparation period of the event, infectious control diseases policy for the Tokyo 2020 Games named “Action Plan to manage infectious diseases toward Tokyo 2020 Olympic and Paralympic Games”¹ on August 2019, which indicated the normal infectious diseases prevention such as measles&rubella and tuberculosis(TB), risk, food poisoning and so on. Although this action plan came out before the outbreak of Covid-19, the objective was obvious to offering healthy and safe for the Tokyo 2020 games, for mass gathering events, border control strategy on infectious diseases from abroad including PHEIC incidents such as Ebola was also mentioned. The guideline on mass gathering has been enhanced due to the outbreak of Covid-19 followed by the vaccine policy after the government's approval of the two vaccines (Pfizer and Moderna).

The decision to postpone the Tokyo 2020 to the summer in 2021 was made around two weeks after PHEIC announcement by WHO on March 11, 2020. Japanese government has made strict border control policy and declared the state emergency as the general prevention policy and at the same time, however, the government was hesitated to approve the SARS-Cov-2 vaccine for safety and effectiveness reasons until February 14, 2021. After a few clinical trial was approved, immunization started one week after the regulatory approval and health workers were the first group to get vaccinated.

1.2 Vaccine donation for Tokyo 2020 and vaccine as a toolbox

Vaccine donation was considered as a toolbox for Tokyo 2020's Covid-19 countermeasures. As the vaccination for the participants and for the local community did not affect to each other. On one way, before the vaccine's official approval, for the general public immunization, Japan government collaborated with Pfizer through normal procurement and 144 million two-dose vaccine on January 2021 and a mass immunization target for 126 million coverage of Japan's population was set.(Trotter, 2021) Memorandum of Understanding (MoU) was signed between IOC and pharmaceutical company for Covid-19 vaccine almost three months after Japan's approval on vaccine on May 5, 2021. The MoU indicated that “IOC would coordinate NOCs around the world to ensure participants get vaccinated in the home country”. Also, MoU aimed that vaccination would begin the end of May and two doses would be injected for participants before arrival in Tokyo. Besides, this vaccine donation would not normal vaccine supply for the public.

1.3 Concerns and problem on vaccine policy

The government received much criticism for the delayed vaccine policy on approval and mass immunization. Viewing the process and coverage of whole SARS-Cov-2 vaccination, the progress was much lag behind the other developed countries due to domestic clinical trial even though the vaccine was proved to be effective overseas through many trials.(PMDA,p.5,2021). Even until April 2021, three months before the event start, the vaccine was still under evaluation.(Kosaka et al., 2021) It is believed that the Japan government conducted a very conservative and slow way. Taro Kono, the then minister for the vaccine, responded that “safety and efficacy of vaccine is much superior to hold the Olympics to encourage Japanese people to get vaccinated after everything is well prepared.”(Trotter, 2021)

2 Implementation of Covid-19 mass immunization for Olympics participants

The first vaccines shipment through Japan’s procurement from Pfizer's factory in Belgium arrived in Japan on 12 February 2021. From the normal immunization for public side, due to suspend of production line and EU’s limit of export, the shipment and distribution were delayed, as a result, 28 million doses arrived in Japan at the end of April and vaccine roll-out system was insufficient to achieve mass immunization among Japanese population.(Kosaka et al., 2021) It is said only 25% of Japanese people were vaccinated before the Games started while immunization for Olympics participants was another picture, the mass immunization was reached among athletes, officials and media staffs. (Shimizu, Mossialos, & Shibuya, 2022) that which was coordinated by IOC, NOCs and the organizing committee.

2.1 Covid-19 vaccination for NOCs outside Japan

Pfizer and BioNTech’s donation contributed to the vaccine availability for athletes and delegations in each home countries before the arrival in Tokyo. The immunization was conducted with local immunization guidelines. In another word, immunization in each country were advised to prioritize for Olympics participants to reach the 80% mass immunization goal.

In the Playbook launched by IOC, athletes and delegations were asked to bring “vaccination status” which date and dose and PCR test information could be confirmed but as is explained in Playbook, the immunization is not obligatory. Therefore, the immunization for athletes and delegations were highly dependent by NOCs from each country and local government. It is difficult to evaluate the immunization of each NOCs as the difference between each guidelines of each country, but it is clear that IOC played the leading role on coordination and distribution of the donated vaccines from Pfizer-BioNTech.

2.2 Vaccination hubs for Olympic athletes in Doha (Qatar) and Kigali (Rwanda)

For those developed countries, most of athletes and NOC members could access to Covid-19 vaccination in their home countries before their arrival in Tokyo, Japan. IOC also made strategies to ensure the accessibility of vaccine for all the participants, especially NOCs from developing

countries. Due to limitation on supply and demand, those NOCs including sub-Saharan countries were less likely to guarantee sufficient vaccines for the citizens, not to mention Olympic and Paralympic participants. Therefore, to ensure vaccine coverage for all the participants, and for “leaving no one behind”, with support of Pfizer and government of Qatar and Rwanda, IOC took the initiative to build “vaccination hubs” in Doha, Qatar and Kigali, Rwanda. These two hubs were opened for all NOCs who did not have vaccination capability: African countries, to name of a few. Most importantly, the vaccination hub in Qatar could provide the vaccination for refugees team who has lost their countries or as asylum seekers. IOC explained that “the Olympics Solidarity foundation covered the expenses athletes of and delegations who traveled to Qatar and Rwanda for vaccination.” Olympics Solidarity foundation was set to provide financial support for the athletes and NOCs. (IOC,2021)

Significance of establishing vaccine hubs was obvious and when it comes to the reason why the hubs were set in Qatar and Rwanda, from the journal report and IOC’s announcement, the first reason was that for each hub was supported by the local government and Qatar’s and Rwanda’s NOC for their contribution to the whole world and the Olympics family. The second reason may closely related to the geographical, social and economic reason. Qatar was seen as one of the center city located in the Middle East, experienced in previous the world class sports events such as 2019 World Athletics Championships, also as the host country, Qatar would probably well-prepared for coming FIFA World Cup in 2022, another big world class sports event just right come after the Olympics, though Covid outbreak went through from the peak, which infectious diseases control and prevention as the key issue. Furthermore, it should be noticed that Qatar was considered as one of the candidates for hosting Summer Olympics in 2032, although Brisbane Australia was selected after then. Qatar may have good foundation of infrastructure for mass gathering events and necessity to prepare for the coming events, what is why the establishment of vaccine center was supported by Qatar and IOC. From a perspective of sustainability, vaccination hub may continued to work or served as a medical health care infrastructure for the coming event. For Rwanda, for implementation of WHO’s initiative on setting up vaccine production capacity and to build a vaccine hub was also welcome by the local government, as Rwanda was the leading country in Africa for Covid-19 outbreak response, besides Rwanda aims to build up the vaccine manufacturing center which can provide vaccine production and development and research for Africa and contribute to vaccine equity in Africa. In December 2023, BioNTech announced that its factory in Kigali, Rwanda has reached the target on mRNA vaccine manufacturing capacities in Africa which could be seen as a “milestone”.(IOC,2021)² Therefore, vaccine hubs in both Qatar and Rwanda were set not only for temporary usage for Olympics, but as a sustainable strategy in the long run for the local and global health service.

For the refugee team who had difficulty to access to vaccine in either the host country or vaccine hub, Qatar vaccination center was also in charge of members of refugee team in the training camp in Qatar before their arrival in Tokyo, early July, 2021.(Prensa, 2021)³ The action was the result led by Qatar Olympic Committee, who was one of members of IOC refugee foundation, IOC and UNHCR. Refugee Olympic Team was composed by only 29 members, but it seemed the vaccine coverage was not much in favor of them.(BBC,2021)⁴ From this desktop research, it is unknown that if inoculation for refugee team were well implemented in Qatar as a compromise or make up

for those refugee athletes who did not had equally vaccinated in their host NOCs before arrived in Tokyo.

The effect of vaccination hub in Qatar and Rwanda was limited through the whole timeline of vaccine policies, by the time IOC announced the establishment of two vaccine hubs in early June 2021, IOC claimed that “over 75 percent of residents in the Olympic village have vaccinated” and no much reports could be accessed, although vaccination coverage reached over 80% after then, therefore the vaccination process of each NOCs could be seen as the key factor to contribute to the mass immunization in the Olympic Villages.

2.3 Mass immunization process among participating NOCs

Covid-19 vaccine immunization among NOCs were implemented in the each government respectively of which processes were very different. Basically, mass immunization process of each NOCs followed by local governance. This report does not cover each condition but there are mainly two ways: one way was country’s own action with accessible vaccine, usually developed countries; another way relied on regional Olympic association such as Panam Sports for Latin American countries and ANOCA for African countries through donation and vaccine diplomacy.

For the first way, whether athletes and officials should be prioritized for the vaccine was much under discussion during the process. Though portion for Olympic participants was only a very small population, some NOCs followed IOC’s instruction that for the fairness, athletes would not “jump the queue” but the prioritized vaccine program were decided if no any effects would caused to public so that sufficient vaccine could be allocated for athletes and officials before their departure. Around

2500 Australia Olympics and Paralympics athletes were granted Pfizer and Astra Zeneca vaccines in the phase 1b with elderly over 70 and indigenous people over 55 (The Guardian,2021)¹, which was approved by Australia national cabinet.² Brazil’s case also showed the vaccine program for athletes was even good for people. Under the Federal Government’s National Immunization Plan (PNI), Brazil used the Pfizer and Sinovac vaccines donated by IOC, which would also provide extra vaccine doses for Brazilian people.(ANOC, 2021)⁷ For South Africa, the vaccine project called “Sisonke” promoted to use Janssen and Johnson & Johnson (JnJ) vaccine for health workers and athletes. By the time, JnJ vaccine was under listening but the South African Health Product Regulatory Authority (SAHPRA) thought unlicensed vaccine did not mean unsafe and ineffective.(SAMRC, 2021)⁸ Two Pfizer vaccine doses were required for the athletes but it was replaced by JnJ/Sisonke vaccine which would be expired soon due to lack of time and IOC’s grant was delayed (AP News, 2021)⁹. The spared Pfizer vaccines were granted to the citizens(SAMRC, 2021)¹⁰. South Africa’s case showed the efficient governance and flexible allocation of vaccines.

Another way for mass immunization for Olympic participants was through regional negotiation and vaccine diplomacy. For ordinary citizens from Africa and Latin America were the most vulnerable areas to access to the vaccines, not to mention the priority for athletes. However, besides IOC, the regional Olympic associations like Panam Sports and ANOCA played an important role. Pan American Sports Organization (or Panam Sports) includes 41 NOC members in Latin America and it cooperated with US and offered the 4000 JnJ vaccines for athletes and Panam Sports also paid for the traveling expenses to the US for the athletes. IOC and China Olympic Committee (COC)

also offered Sinovac vaccine while Panam Sports's offer was considered to be a better choice as Sinovac has not been approved by WHO yet by the time.(Team TTO, Axios, Panam Sports)¹¹¹²¹³ Association of National Olympic Committees of Africa, or ANOCA had the cooperation with Russia. 20,000 doses of Sputnik V vaccine were offered for the African athletes while IOC also granted Sinovac vaccine. Sputnik V had easier preservation conditions but some concerned about the security.¹⁴

2.4 Mass immunization process in Tokyo

Although vaccination started within only one week after two vaccines (Pfizer and Moderna) were approved on February 14, 2021 by Japan, the mass vaccination was difficult to reach among Japanese people before the Games start for the delayed implementation and vaccine hesitancy. Mass immunization for Olympic participants including staff, volunteers and medias were started on mid June, 2021, coordinated by the Tokyo metropolitan government. Vaccination site was set on top of Tokyo government building. This process ensured staffs and medias could also vaccinated but by the time vaccination rate was very low for Japanese people.

3 Multi-stakeholder framework for vaccine policy for Tokyo 2020

With negotiation and ordination process on vaccine donation continued between IOC, regional and local Olympic committees, to reach the mass immunization goal, the donation does not only literally mean as a social responsibility to deal with the demand-supply conflict, but also an reaction and competition for geopolitics and decision makers, many factors like cost, delivery, security, official prove and so on were took into account.

3.1 Dilemma and problems of mass immunization through multi-stakeholder approach

Vaccine could not be definitely worked for infection during Olympics but it would be ultimately mitigate the risks as safe and responsible approach for Japan and the world. IOC was considered to be as a leading coordinator but the truth was that to reach 85% target in the Olympic village, NOCs and each government were performed very differently on matters like if vaccines for Olympics should be prioritized and which vaccine should be used. Because of the delayed delivery and pending approval by the local authority, some donated vaccines could not be used in time to catch up the time for Olympic athletes. Some countries in Latin America and Africa had to make alternative and compromised vaccination plans to ensure their delegations could get immunized and delayed donation would later be used for the public without any waste.

Press coverage focused much on the donation itself and initiative of vaccine hubs sounds very encouraging but few mentioned the outcome and details on how many doses for athletes finally from donation or from the hub. Only the completed 80% target was given by IOC, the data remained unknown neither from Pfizer's side nor IOC's side, which seemed to be less important for the vaccine producer or supplier. It may be doubtful that if two vaccination hubs in Rwanda and Qatar really worked for mass immunization for Olympics. More detailed information should be uncovered.

3.2 Vaccine diplomacy for Olympics

It is interesting to see that vaccine diplomacy was inevitably took place in the grant process and geopolitical factors were obvious, so vaccine diplomacy is another “Olympic competition”. China and Russia can be seen as the two typical countries which are active on vaccine diplomacy. China seeks for the leadership for the health silk road program and Russia had to promote the own vaccine to counterbalance the pressure and protest from the global sanction for the political problems. Russia had made a good deal as ANOCA, vaccine receiver members declared to support Russia team to participate in all international competitions, including the coming Paris 2024.¹⁵

Conclusion

The Tokyo 2020 Olympics and Paralympics highlighted the critical role of multi-stakeholder coordination in facilitating mass immunization efforts amidst the COVID-19 pandemic. While the International Olympic Committee (IOC) and International Paralympic Committee (IPC) established comprehensive vaccine guidelines, the implementation exhibited significant variability across different countries. Particularly, nations in Africa and Latin America heavily relied on vaccine donations, which were facilitated through complex diplomatic negotiations, often referred to as "vaccine diplomacy." These efforts, although essential, encountered challenges including delays in vaccine delivery and logistical issues that somewhat hindered the effectiveness of the IOC's strategy to achieve widespread immunization among Olympic participants. Nevertheless, the establishment of vaccine hubs in Qatar and Rwanda and the concerted efforts by various stakeholders ultimately contributed to achieving an 80% vaccination target, reflecting a substantial albeit uneven success in managing public health risks at this major international event. This experience underscores the need for more uniform global health strategies and robust planning in future mass gatherings to ensure equitable health protection without compromising the operational goals of such events. The Tokyo 2020 Games serve as a pivotal case study for future Olympics, emphasizing that achieving health security and inclusivity can demand as much strategic foresight and international cooperation as organizing the sports events themselves.

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E-sports & tech in sport

The Olympic Potential of Esports: Challenges and Opportunities for Chinese Female Professional Players

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Abstract. Background/Aim:

This paper aims to explore the feasibility of eSports becoming part of the Olympic Games, with a particular focus on the challenges and opportunities faced by female professional players as they pursue the three core Olympic values of excellence, friendship and respect. We will analyze how female players embody these values in the eSports industry and examine how their personal experiences map the current state and possible development of gender equality in the field. In addition, insights are provided into how to foster an attitude of competition and social responsibility within eSports culture that is in line with the Olympic values.

Methods:

This study adopted a qualitative research methodology and selected the interviewees through purposive sampling. Following the principle of information saturation, a total of 12 people (8 female professional players, 2 male trainers, 1 female leader, and 1 male owner) from different female e-sports professional clubs in China were interviewed in depth. The study used the data collection method of semi-structured interviews and the subject analysis method to analyze the materials.

Results:

Research has shown that female professional e-sports athletes generally exhibit traits that align with core Olympic values. They also present self-empowerment, identity and a strong desire to win and lose in the competitive arena. The study found that many female players face gender stereotypes, sexism, barriers to career advancement, and pay inequality, which prevent women from fully expressing Olympic values in the eSports community. The study also found that female eSports players are active practitioners of social responsibility, participating in community events and using their platforms to spread values-driven eSports culture more widely. Interview participants generally agreed that the integration of eSports with the Olympic Movement would have a positive impact, and hoped that it would be incorporated into the international system to promote a more regulated and healthy development of eSports.

Conclusions:

Through the study, incorporating eSports into the Olympics could create a significant international platform for female athletes and enhance the global image of eSports. Achieving this requires the establishment of supportive systems to address gender inequality and enable women in the eSports industry to promote Olympic values and elevate their professional presence on the global stage.



The Emergence of Digital Sports: An In-depth Analysis of the Integration and Feasibility of Esports in the Olympic Games

HAONAN LI AND YUAN LI

Abstract:

This study aims to investigate the potential of sportswash a burgeoning sports discipline, to meet the core values and standards of the Olympic Games. It analyzes the impact of integrating Esports into the Olympics on various aspects, including social, economic and cultural dimensions. The research delves into the collaborative and communication mechanisms between the International Olympic Committee (IOC) and Esports organizations, exploring potential strategies to address inherent challenges.

Methods:

This paper employs literature review and comparative analysis as research methods to synthesize the possibilities of Esports' inclusion in the Olympics.

Results:

The International Olympic Committee actively encourages individual sports federations to promote the development of existing sports into virtual formats, encompassing both physical and non-physical disciplines. The IOC's Olympic Agenda 2020+5, released in February 2021, explicitly emphasizes the inclusion of Esports, categorizing "virtual sports" as a focal area of interest.

Conclusion:

The integration of Esports into the Olympic Games is poised to have a profound impact on various dimensions, including society, economy, and culture. Its seamless integration requires concerted efforts and cooperation. This involves global participation and attention, community interaction and convergence, economic growth and industry development, digital cultural dissemination, education and training. The collaboration mechanisms between the International Olympic Committee and Esports organizations encompass consultation, cooperation agreements, technological and anti-cheating standards, Olympic test events and participation in Olympic meetings. While Esports events have not yet been officially incorporated into the Olympic Games, based on the current Esports strategy of the International Olympic Committee, witnessing the demonstration of a particular Esports discipline at the 2028 Los Angeles Summer Olympics is not ruled out. There is a possibility that a sport simulation Esports category may emerge as a branch or sub-discipline of one or more major Olympic sports at the 2028 Olympics, further underscoring the potential for Esports to gain recognition and integrate into traditional Olympic sports.



Technical and tactical analysis of the 32nd Tokyo Olympic Games Taekwondo men -68KG class champion athletes

YING GAO

Abstract.

The 32nd Tokyo Olympic Taekwondo event has come to an end. Uzbekistan's Ulugbek Rashtov won the gold medal in the men's -68KG class at the Tokyo Olympic Games. This paper takes Ulugbek Rashtov's 5 games in the Olympic Games as the research object, analyzes the technical and tactical use of Ulugbek Rashtov in the Olympic Games, and provides theoretical support for the preparation and training of Chinese men's taekwondo athletes. Through the methods of literature, mathematical statistics, logic analysis and video observation, this paper makes a statistical analysis of Ulugbek Rashtov's Olympic Games video. The following conclusion is drawn: Ulugbek Rashtov is very active in probing and looking for opportunities at the beginning of the race. There was no significant difference in scoring in the second inning of the game, and there was no obvious scoring advantage. Ulugbek Rashtov scored more points in the third inning of the game and had a strong ability to continue scoring. Ulugbek Rashtov has a very comprehensive front leg technique and a strong scoring ability. Front leg cross kick, push kick, down wedge and swing kick are all effective scoring methods. The downkick is one of Ulugbek Rashtov's main high-post scoring techniques. Ulugbek Rashtov is very skilled at boxing, with a success rate of 58.6%. Ulugbek Rashtov mainly used five tactics in the game: attacking tactics, attacking tactics, counter-attacking tactics, corner tactics and close tactics.



Session papers and abstracts for virtual presentations

Olympic Lightweight Rowing Hits the Beach: A Case Study in Diversity and Fair Equality of Opportunity for Sport

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Abstract

Lightweight rowing made its Olympic debut at Atlanta 1996; Paris 2024 will mark its final appearance. Promoted for Olympic inclusion and subsequently defended on the grounds that it would increase global representation to break from the traditional European dominance of Olympic rowing, lightweight rowing's departure from the Games after such a limited run raises some important questions. First and foremost, Did the introduction of a weight-based category live up to its promise of greater global diversity in the sport? Secondly, Will a novel discipline of rowing (Beach Sprints) slated to take the place of lightweight events at Los Angeles 2028 do a better job at diversifying the sport? This paper will show that lightweight rowing's role in growing the sport was not as pronounced as sometimes imagined. Further, Sigmund Loland's 'fair equality of opportunity principle for sport' suggests that Beach Sprint rowing holds greater potential to increase global diversity in this centuries-old sport.



An Analysis on Olympics Health Communication Strategies in the Era of Social Media - Taking the Beijing 2022 Winter Olympics as an Example

QING MENG, SHAN CHEN, AND BAOYING HUANG

SHANGHAI UNIVERSITY OF SPORT

Abstract.

The Beijing 2022 Winter Olympics will be held under the international environment of the COVID-19; the topic of "health" has become a focus of people's attention. Among them, many large-scale sports events were forced to be suspended, but the Beijing Winter Olympics was able to be held as scheduled and gained international recognition. Its successful hosting has been endowed with new content and contemporary significance. It not only plays a significant role in spreading the Olympic spirit, but also becomes an important medium for Olympic health communication; At the same time, due to the special historical environment, the Beijing Winter Olympics have left a unique Olympic health legacy. Meanwhile, in November 2022, the World Health Organization (WHO) and the International Olympic Committee (IOC) relaunched a joint program aimed at strengthening the role of sport and contributing to the global goal of increasing sport participation by 15 % by 2030, which means that the idea of combining Olympic Games and health is beginning to be recognized internationally. During the period of the Olympic Games, social media playing a unique media role in it, and social media also as a global public sphere communication field is a necessary communication tool for major Olympic events and even major sports events. Therefore, it is of great significance to study how the Winter Olympics use social media to effectively communicate Olympic health in the new media era. Through literature analysis and case analysis, this paper first defines Olympic health communication, analyzes the communication content of the social media platform of the Beijing 2022 Winter Olympics, puts forward the prospect of future Olympic health communication, and puts forward some reference communication suggestions for future large-scale sports events to carry out relevant health communication through new media.

1. The Era of Social Media

1.1 Social Media

As for the definition of social media, Antony Mayfield mentioned in his 2008 electronic publication "What is Social Media" that social media is understood as an interactive platform that gives people great freedom ^[1]. From this, we can understand social media as: social media is a platform for content production and exchange based on user relationship on the Internet, and other scholars believe that social media is used to participate in social interaction ^[2]. In addition, some scholars have linked social media with ideology. The study shows that social media was born in 2000 during the capitalist crisis, in order to attract new capital investment, help enterprises

overcome the crisis and "establish a new capital accumulation mode ideology for the enterprise Internet economy" [3].

To sum up, social media refers to an extensible platform for non-closed-loop information production and exchange based on Internet technology. Especially in the new media environment, social media can provide every user with the opportunity to create content and disseminate information, and users can use the platform to publish their own original content, opinions or experience sharing. With the change of technology, new communication methods also emerge in an endless stream. According to the change of communication environment, Anthony Mayfield summarized the characteristics of social media into the following six points: participation, openness, communication, dialogue, community and connectivity. Based on these six characteristics, social media platforms are the most effective media for Olympic health communication.

1.2 Sina Weibo

1.2.1 Microblog Definition and Users

Micro-blog refers to: Micro-blog is a broadcast-style social media and network platform that shares short real-time information through the following mechanism based on user relationship information sharing, dissemination and acquisition [4]. Since its "birth" in 2010, Weibo has played an increasingly important role in the process of information dissemination [5]. On August 8, 2018, "Weibo" won the Golden Games Award for the Best Operation of the year [6]. Sina Weibo (hereinafter referred to as "Weibo") makes use of the development trend and the characteristics of social media to gather more popular information to attract a large number of users. Now it is the largest interactive social media platform for information in China, and its number of users ranks the first [7]. According to the 2023 Weibo User Development Report, the number of Weibo users reached 603 million [8]. Users can link to Weibo through a variety of terminal devices such as computers, mobile phones and tablets, and release information in the form of text, pictures, audio, video and external links, which is characterized by the fragmented content and fast dissemination of tweets.

Micro-blog users have the characteristics of diversity, distributed in different ages, classes, gender and so on. In addition, it has fast transmission speed, wide range, strong interaction, and easy to use anytime and anywhere [9]. Micro-blog users have the characteristics of diversity, distributed in different ages, classes, gender and so on. In addition, microblog users can play a certain role in the direction of public opinion to some extent, and their relationship with the media is inseparable. In general, Weibo can not only greatly display the communication characteristics of new media such as personalized and strong interaction, but also better meet the needs of the audience, and to a certain extent, provide a better platform for the media to disseminate information and collect feedback from the audience [10]. Therefore, combined with the development environment of the new media era and the advantages of micro-blog itself, this paper will choose micro-blog as the main research position to discuss.

2 Olympic health communication

2.3 Definition of Olympic health communication

2.3.1 Olympic health communicators or organizations

Since the beginning of the 21st century, Olympic health communication has been systematically carried out in all levels of the Olympic Games system.

First of all, sports core organizations play a leading role in the process of disseminating Olympic health. The International Olympic Committee has already combined the idea of Olympic Games and health communication, which is a powerful promoter of Olympic health communication.

According to the Olympic Charter, the host city of the Olympic Games achieves three things by hosting the Games: first, to provide the best conditions for the participating athletes and make the games a wonderful experience for them; The second is to hold high-quality games to enhance the image of the host city, and its culture can be spread around the world; Third, it brings long-term benefits and benefits to the host country and residents ^[11]. With regard to the third point, the Olympic Games bring lasting improvements and benefits to host countries and residents in various areas, namely the concept of "Olympic legacy", such as: economic, cultural, sports and also health legacy.

In November 2002, the Olympic Games became associated with health communication for the first time. The concept of "Olympic Health Legacy" was put forward in the International Olympic Committee's International Heritage Seminar, and it was suggested that it be included in the health and health assessment indicators of the "The Olympic Games Global Impact" project ^[12]. In September 2003, the proposal received the support of the medical department of the International Olympic Committee (IOC), which also encouraged BOCOG to seriously consider how to achieve the Olympic health legacy in the Olympic Games. In November of the same year, BOCOG gave a speech on "Health Legacy" at the International Symposium on Olympic Games and Public Health, which gained wide attention ^[13]. In 2004, the International Olympic Organizing Committee recognized the concept and value of a healthy legacy and encouraged relevant research to incorporate it into the conceptual system of Olympic legacy ^[14].

Since then, the IOC has been encouraging host cities to actively promote the construction of a "healthy Olympic legacy." In accordance with the requirements of the International Olympic Committee, the 2008 Beijing Summer Olympic Games actively carried out the construction of "Olympic health legacy", and organized the research team of Liang Wannian of Peking University Health Science Center to conduct the evaluation standard research of "Olympic health legacy".

In 2010, the IOC began to work with the World Health Organization (WHO), signing a cooperation agreement in July in Lausanne, Switzerland, to jointly promote healthy lifestyles and reduce the incidence of non-communicable diseases ^[15]. In May 2020, the IOC again signed a new cooperation agreement with the World Health Organization to further strengthen cooperation and jointly promote a healthy lifestyle ^[16]. The agreement clearly states that sport and physical activity

are important for physical and mental health. Sports save lives; Given the important role of sport in the prevention of NCDS and communicable diseases, the IOC calls on governments around the world to include sport in their post-crisis support programs "[17].

In November 2022, the World Health Organization (WHO) and the International Olympic Committee (IOC) relaunched a joint program to strengthen the role of sport and contribute to the global target of increasing sport participation by 15% by 2030 [17]. The program is also part of the Olympic 365 strategy, which aims to strengthen the role of sport as a driver of the United Nations Sustainable Development Goals (SDGS). The strategy aims to work with relevant institutions to increase participation in sport through mentoring, training and assistance. It plays a certain role in health promotion [18].

On World Health Day 2023, the International Olympic Committee (IOC) highlighted the role that sport and the Olympic Games can play in promoting healthy and active lives; Thomas Bach said: "Participation in sport is a highly effective way to promote active and healthy living, and the Olympic Movement is committed to promoting the value of participation in sport for people of all ages and abilities, thereby helping to shape a better world through sport." [18]

Secondly, sports individual organizations make the Olympic Games and sports health communication more connected and systematic. The hot broadcast of health programs by sports organizations and individual sports organizations during the Olympic Games reflects the organic combination of sports communication and health communication. The promotion by sports organizations and media with the help of sports events helps to enhance the audience's interest in and understanding of sports health communication [19].

In addition, sports athletes are also the main force for the expansion of the influence and communication of the Olympic Games. Athletes (especially sports stars) have a good fan base and a wide audience [19]. The athletes participating in the Olympic Games can use their good sports image and their own influence to convey sports health information, expand the scope of dissemination, and guide the audience's healthy behavior. In addition, due to the "star effect" of the Olympic athletes, it has a strong effect on guiding the healthy behavior of the youth group, which can form a good health concept, shape the sports health consciousness, and form a benign sports value concept.

It can be seen that the International Olympic Committee, the Olympic Organizing Committee, the individual sports organizations and athletes have formed a top-down Olympic health communication organization system, and are systematically and purposefully promoting Olympic health communication.

2.3.2 The Classification of Olympic Health Communication

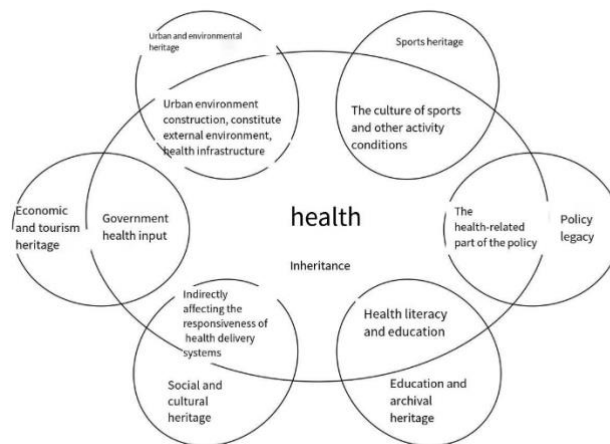
The Olympic Games, as one of the large-scale sports events, "from the perspective of health and public health, it is not difficult to imagine that the Olympic Games will inevitably have an important impact on the health and public health level of the residents of the host country" [12]. The

International Olympic Committee has said: "The success of the Olympic Games is largely determined by the legacy it leaves to the world. ^[12] Therefore, the concept of "Olympic Health Legacy" was proposed at the Lausanne Forum in Switzerland in 2002. The International Olympic Committee defines it as the lasting effect of the Olympic Games on the health of the host country and the whole country. That is, the promotion and improvement of the health policies, healthy environment and health services of the host country or city, as well as the impact on public health concepts, health behaviors and health conditions through hosting the Olympic Games ^[14]. From the definition, it can be determined that "Olympic health legacy" constitutes the main content of Olympic health communication^[14].

In 2007, according to the survey results of the impact of the Olympic Games on population health and combined with the durability of the effect time, Liang Wannian divided the impact of the Olympic Games on health into four types :

- (1) Individual or group of residents: It is mainly reflected in the three aspects of thought, behavior and health outcomes, which are embodied in the following aspects: the promotion of health awareness, the improvement of health behaviors, and the improvement of residents' physical fitness and health level;
- (2) Health service delivery system: improvement of health service capacity and adjustment of health service policies;
- (3) External environment of the health system: improvement of social security policies (medical security, medical assistance), changes in the political environment, and economic development of the Olympic Games;
- (4) Healthy external environment: the improvement of the natural environment and the improvement of the social and cultural environment (the popularization of health knowledge and concepts).

From the above classification, the Olympic health legacy is mainly based on health communication content, which is mainly the public health system. As one of the social subsystems, the public health system also has various direct and indirect connections with other social systems, that is, there is a correlation between the Olympic health legacy and other Olympic legacy content, as shown in Figure 1^[14] :



I

FIG. 1 Cross diagram of Olympic Health Legacy and various heritages ^[14]

Based on the above, according to the above classification of "Olympic health legacy" and the relationship with other classifications, the Olympic health communication can be classified into two categories: first, the content of health communication, mainly the construction of public health facilities, health knowledge education and popularization; The second is the content of sports health communication, which is related to "Olympic sports legacy" (see Table 1). Based on the different roles played by "sports" in health communication, according to the research on sports health communication by Zhang Yean and Li Youqiang, sports health communication can be divided into the following four types ^[20] :

First, sports as a specific field of health communication. This type of sports health communication mainly refers to the health communication with specific knowledge direction for professional athletes and practitioners in the sports field, including scientific training, sports vocational training, nutritional diet, pre-competition anxiety, injury management, anti-doping and other health knowledge dissemination.

Secondly, sports as a support carrier of health communication. This mainly refers to: Sports events, sports stars and sports fairs are used as communication carriers to spread health-related content related to sports events and sports culture, and to spread health knowledge such as popularizing sports fitness knowledge, guiding sports lifestyle and participating in sports activities to the public. The main purpose of this type of communication is to enrich the sports information of the audience. Improve the audience's sports cognition, quality and health quality.

Furthermore, sports as a specific topic of health communication. This type focuses on the promotion of multifaceted physical activity among people for mass sports, and the communication mainly relies on the promotion of physical activity in school sports, national fitness, and the publicity of health knowledge by sports stars or broadcasters.

Finally, sports as an auxiliary means of health communication. This type of communication is mainly health communication that uses sports as an intervention and targets special populations. Including: smoking cessation, Parkinson's treatment, anti-depression and other exercise prescription related health knowledge dissemination.

According to the above, the classification table of Olympic health communication is as follows (Table 1) :

Health communication content (health heritage and other heritage-related content)	Sports Health Communication Content (Sports Heritage)
Outside the health system environment	Physical activity conditions
Health service delivery system	Physical activity policy
Healthy external environment	Knowledge of physical activity
Residents as individuals or groups	Physical activity literacy

Table 1 Olympic health communication classification table

Besides, the content of health communication includes the following four aspects:

- (1) the environment outside the health system;
- (2) health service delivery system;
- (3) healthy external environment; (4) Individual residents or groups.

Finally, the content of sports health communication is mainly related to sports heritage. It mainly refers to that on the basis of sports policies (such as "national fitness", healthy China, sports power and other strategies), sports heritage can provide better external conditions and good sports atmosphere for sports activities, spread knowledge of sports activities, and achieve the purpose of improving the sports literacy of the audience . Based on the above analysis, it can be seen that Olympic health communication actually includes health communication and sports health communication, the specific content of which is the theoretical basis for subsequent research data extraction^[14].

2.3.3 Olympic Health Transmission Channels

The impact of the Olympic Games on the population is mainly through two forms of legacy: tangible legacy and intangible legacy. Tangible heritage refers to tangible things whose impact can be perceived through the sensory system, such as the construction of public health facilities, environmental greening, etc. Intangible heritage refers to abstract things that cannot be directly perceived by the sensory system, but can be recognized, such as spirits, ideas, knowledge, beliefs, etc. The Olympic health legacy includes not only tangible legacy, but also intangible legacy, which is mainly achieved through three ways, as shown in Figure 2 ^[14]:

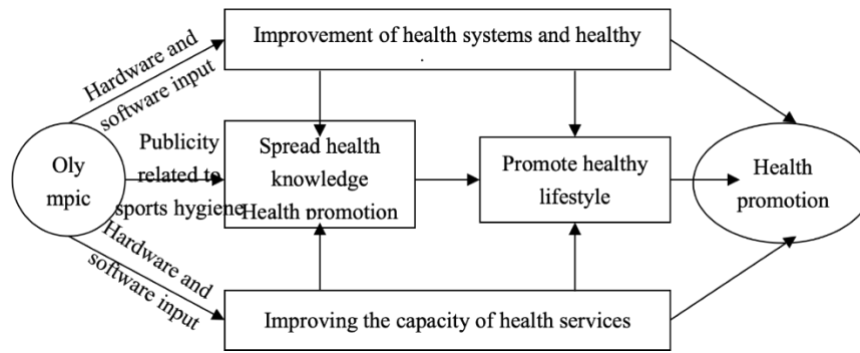


Figure 2. The way of Olympic health communication^[14]

First, the capacity of health services has been improved. Second, the improvement of health systems and healthy external environments. Second, changes in thought and behavior. In this study, the third approach is mainly studied, that is, sports hygiene related publicity. Through the dissemination of health knowledge to improve the concept of health, so as to promote the formation of a healthy lifestyle, to achieve the goal of promoting health. According to Liang Wannian et al., there are four media in publicity channels, including interpersonal communication, mass communication, organizational communication and group communication. This study will mainly study the new media communication form of organizational communication. Under the background of the vigorous development of today's new media environment, sports communication apps, sports social media and other we-media platforms have become good platforms for public health communication.

2.3.4 The Audience and Influence of Olympic Health Communication

According to Fu Hongpeng et al., the impact of Olympic Games on health can be divided into two aspects: on the one hand, the impact on the external conditions of individual or population's acceptance of health services and environmental risk factors; On the other hand, it exerts influence from the consciousness and behavior of individuals or groups ^[21]. In this regard, they divided the audience of Olympic health communication into two levels. The first level of audience is: residents and grassroots organizations and other stakeholders (elderly people, college students, secondary school students, neighborhood committee directors, etc.); The second level is government, community and school ^[22].

At the same time, according to the first article of the Olympic health Legacy classification, it is emphasized that the audience of Olympic health communication is mainly the first level of audience, that is, residents and grassroots organizations and other stakeholders. Furthermore, the Olympic Legacy Guide states that "during the seven years leading up to the Games, the host city, region, country and its citizens are the protagonists of the [legacy] story." ^[23] Therefore, it can be concluded that the Olympic health communication audience can be specific to the residents of the host city or country.

According to the above analysis and synthesis, combined with Zhang Yean and Li Youqiang's definition of sports health communication, 'Olympic health communication' can be defined as:

With the Olympic Games (winter and summer) as the medium, carrier, theme or means, the International Olympic Committee, the Olympic Organizing Committee, individual sports organizations and athletes as the main communicators, in order to improve the health literacy and health level of residents and individuals in the host country and improve health behavior for the purpose of producing, transmitting and sharing health knowledge and information, as well as a series of communication activities of sports health knowledge and information.

3 The Analysis of Olympic Health Communication Strategy

3.1 Data Collection

3.1.1 Data Collection Objects

According to Article 48 of the Olympic Charter (2020 edition) ^[24]: "The aim of the Olympic Movement is to disseminate its principles and values through its content media and the news coverage of the Olympic Games". Therefore, the Olympic health communication research object of this study is mainly the coverage of the official media of the Olympic Games on the Weibo platform. The choice of official media is based on the provisions of Chapter 1 of the Olympic Charter: "The International Olympic Games is the supreme right of the Olympic Movement", the International

Olympic Committee (IOC) is the supreme leading body of the Winter Olympic Games, and the Charter also stipulates the core position of the International Olympic Committee in the Olympic communication system. The Beijing Organizing Committee for the Winter Olympic Games is an Olympic Games organizing committee entrusted by the National Olympic Committee and subordinate to the International Olympic Committee, according to the Charter, "all activities shall be carried out in accordance with the Olympic Charter and in accordance with the instructions of the IOC Executive Board." The official micro-blogs of the International Olympic Committee and the Organizing Committee of the Winter Olympic Games, namely @Olympic Games and @Beijing 2022 Winter Olympic Games, were selected for data collection.

3.1.2 Basis of Data Collection Content

By searching the key words of two official media (@Beijing 2022 Winter Olympics and @Olympic Games) on Sina Weibo, and combining the Olympic health communication content table obtained from the above analysis, this paper formulated a search basis table covering "health communication" and "sports health communication" (Table 2).

Classification of Olympic health communication content		Describe some keywords	
Related to health communication	Health service supply system	Capable of health service improvement and adjustment of health service policy	Air quality, hearing environment quality, water quality, food, tobacco control, government
	External environment of health system	The perfection of social security policy, the change of political environment and the development of Olympic economy	Policy revision, environmental protection, ecological environment, sustainability, green, barrier-free, health, green travel, smog, blue sky, governance
	Healthy external environment	Improvement of natural environment and social and cultural environment	Medical and health security, health emergency security, security work, medical rehabilitation rounds, Olympic economy, reducing the outbreak of sudden diseases, threats to public health, epidemic situation, paying attention to protection, and improving public services.
	Individual or group of residents	Thought, behavior and health outcomes	Construction of Winter Olympic Village, venues, promotion of athletes' health and health concept.
With the healthy communication of sports.	Conditions and atmosphere of sports activities	The improvement of mass sports and the stimulation of mass participation interest.	Improve health awareness, health knowledge, health behavior and residents' physique.
	Sports activity policy	Formulation of relevant government policies	Sports facilities construction, outdoor sports facilities, leisure and fitness places, ice and snow sports into the campus and community, the number of participants.
	Knowledge of sports activities	Promote health or the audience	National Fitness, Sports Power, Healthy China
	Sports activity accomplishment	Habit formation	Scientific fitness, national fitness and small fitness.

Table 2 Search basis table

3.2 Olympic health communication content released by the official Weibo account during the cycle of Beijing 2022 Winter Olympics

@Olympic Games is the official Weibo account of the International Olympic Committee. It was registered on November 11, 2010 and has a current fan base of 29.264 million. @Beijing 2022 Olympic Winter Games is the official Weibo account of the Beijing 2022 Olympic and Paralympic Winter Games Organizing Committee, which was officially opened on July 31, 2016. The current fan base has reached 2.869 million. The study selected the Olympic health related microblog tweets of two microblog accounts and corresponding fan comments as the main data sources.

Based on Beijing time, this paper uses Internet crawler software to capture all microblog content and interactive data published by @Olympic Games and @Beijing 2022 Winter Olympic Games during the cycle of Beijing 2022 Winter Olympic Games, that is, from July 31, 2016 to the end of Beijing Winter Olympic Games on March 20, 2019. A total of 1715 pieces of relevant data were obtained.

3.3 The Text form of Official Weibo during the Beijing 2022 Winter Olympic Games

During the Beijing 2022 Winter Olympics, two official microblogs published texts on this media platform, mainly in the following four forms: text, pictures, short videos and hyperlinks.

First of all, microblogs are published in pure text. According to the search data, the total number of pure text microblog posts posted by official Weibo during the Winter Olympics is relatively small. With the advent of social media platforms, it can be said that the content in the form of pure text has been gradually marginalized, and the media are more inclined to use pictures instead of text in most occasions to achieve the purpose of conveying information.

Secondly, microblog is published in the form of picture text. Compared with the pure text form, the picture form has the advantages of large amount of information, strong timeliness and high audience sensory power. In addition, the image text form caters to the preferences of today's young audiences in terms of communication characteristics. Young audiences have active thinking and like things with strong entertainment, and the highly restored real-time scenes and fresh activity carried by pictures can just meet the needs of young audiences. The International Olympic Committee has long realized the importance of attracting young audiences. In 2011, Rogge, then president of the International Olympic Committee, said in an interview with Sina.com that in order to get closer to young people, they need to use social media more, and this interview also became the first time for the president of the International Olympic Committee to participate in a live broadcast on social media ^[25]. Therefore, the communication of picture text is exactly in line with the needs of the International Olympic Committee. Therefore, the communication of picture text is not only the demand of official communication, but also the trend of The Times, and also caters to the needs of young audiences.

Moreover, micro-blogging takes the form of short videos. In the social media platform, short video has the advantages of quickness and vividness of form that can not be replaced by the first two forms. With the development of technology, the threshold of short video shooting has been lowered, and the steps of users for short video shooting are even faster and more convenient than text editing. In addition, short videos can transmit various elements of picture and sound in a relatively short period of time, enabling the audience to learn rich content in fragmented time, and intuitively and strongly feel the embodiment of communication content when watching short videos.

Finally, microblog also adopts the form of hyperlink text. This part of the hyperlink is presented in the content with the title of the article, which can trigger the audience's association at the same time, but also understand the audience's browsing and interactive behavior through the audience's click rate.

3.4 Types of Content on Official Weibo during the Beijing 2022 Winter Olympic Games

3.4.1 The Proportion of Main Content

According to the retrieved data, the main contents of Olympic health communication accounted for 49.15% in the overall search: health environment:

49.15%, health service supply system: 21.52%, individual residents and groups: 0.17%, environment outside the health system: 15.33% physical activity conditions and atmosphere: 2.15% Physical activity policy: 4.02% physical activity knowledge: 3.86% Physical activity literacy: 3.80%, as shown in Figure 3:

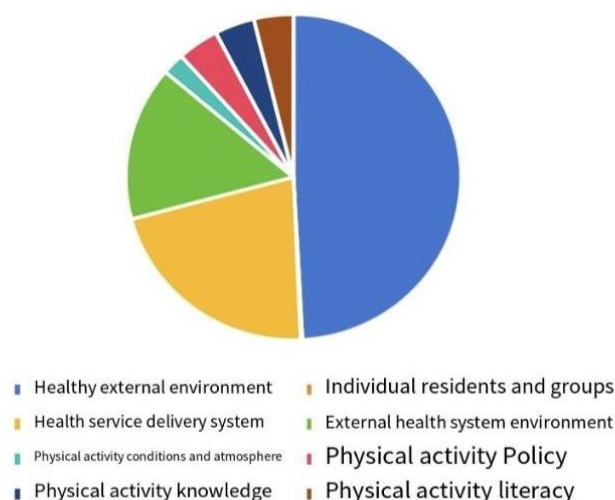


Figure 3. Proportion of main content of Olympic health communication in official microblog

As can be seen from the figure, the official Weibo accounts for the largest proportion of propaganda content on healthy external environment. The official Weibo pays more attention to the construction of Winter Olympic village, venues, athletes' health and the dissemination of health concepts, among which the content dissemination of "venues" in healthy external environment takes a dominant position.

3.4.2 The Classification of Main Content

The information presented in sports microblogs is classified into four dimensions, which are information subject, information efficacy, star character and interactive object. Among them, information efficacy refers to which needs of the audience are mainly met by information, which can be divided into four types: news, live broadcast, entertainment and community ^[26]. Each type of information efficacy is defined in the following table ^[26] :

Table2 Information Efficacy By Type definition Table ^[26]

Efficacy type	Definition
News	Information related to sports subjects and sports events, such as "event preview and report", interviews and awards of athletes and coaches, changes in team lists, and related rules of events.
Live Broadcast	During the course of the event, all the micro-blogs to meet the audience's need to know the progress of the event
Entertain— ment	A blog that showcases the glamour of sports, the off-field lives of individuals and organizations, and snippets of funny jokes.
Community	Official "Online fan activities and promotion of offline community activities"

According to the type of information efficacy, this paper analyzes the content of Olympic health communication published by the official Weibo of Beijing 2022 Winter Olympics.

First of all, for news microblogs, the official microblog of Beijing 2022 Winter Olympic Games covers all aspects of the main content of Olympic health communication, such as: Reports on the construction status of the Winter Olympic Village, the progress of venue construction, the promotion of ice and snow sports in the public, health information, air quality and environmental testing, and the promulgate of prevention and control policies are all involved. In addition, some real-time reports and cutting-edge information about the Winter Olympic Games are also included. News microblogs occupy a major position in the release of official microblogs.

Secondly, there are few live broadcasts in official microblog, and most of the content is about introducing and visiting the characteristics and construction of venues. But it is worth mentioning that in addition to using formal language as text content, the official Weibo also adopted more active language to guide the audience to participate in live interaction, such as: to participate in the "Big V Winter Olympics", "Although the weather is cold, live broadcast is never lazy!" Such emotive words. As the Beijing 2022 Winter Olympic Games is held in the midst of the novel coronavirus epidemic, live broadcasting has become the main way for many audiences to directly participate in the scene, and the promotion of live broadcasting accounts for a part of the content.

Moreover, for entertainment micro-blogs, the official micro-blogs interact with the audience through "cold knowledge" questions and answers and participation in the lottery. This kind of questioning not only increases the interest of the interaction with the audience, but also enables the relevant health information to be conveyed to the audience. In addition, the official Weibo mainly uses "populist" language and playful expressions as content transmission, such as: "Xiaobian network card today, so the video has not been sent ~", "(hee hee)" and so on. Such a model can not only narrow the distance between the audience and the official, but also deliver relevant information to the audience more effectively.

Finally, for community microblogs, the overall number of releases is small, most of which are based on the promotion of ice and snow sports into the community. The main content released includes: ice and snow sports "into the community", "green travel to help the Winter Olympics", "experience the community Winter Olympics", "In-depth implementation of the"

Science and Technology Winter Olympics "action plan to further create a good atmosphere for looking forward to the Winter Olympics and participating in the Winter Olympics.

In general, in the health communication of the Olympic Games, the official microblog mainly uses pictures and text pictures as the main body of expression in this form, which can maximize the communication effect of pictures and attract the audience while conforming to the trend. The content is dominated by the health environment and health service supply system, and most of the content types belong to the news type. In terms of content, the health external environment and health service supply system are the main body of the communication content, and the communication for individual residents and groups is less. In terms of types, although news content still dominates, entertainment content with interest and vitality has also been added.

4 Conclusion

Olympic health communication has entered a new chapter in the era of social media, and social media has a wider range of communication than traditional media. Under the background that social media has become a new platform for the communication of Olympic culture, social platforms are becoming an important force to promote the communication of Olympic health. At the same time, they also make it easier for users to interact, promote the re-fermentation of Olympic health communication and its derivative topics, and produce greater social influence than the traditional media.

Through the research, it can be found that: in the era of new media, social media platforms have become powerful media for Olympic health communication. The emergence of Weibo has broadened the platform for communication audiences to participate in the discussion and sharing of various sports events. The overall use of new and old media has diversified and accurate forms of Olympic health communication. However, there is still a problem of single communication content. The content released by the official microblog focuses too much on the external health environment and health service system, and lacks the dissemination of other content, showing a trend of single communication content. Based on the above problems, this study puts forward some suggestions on communication strategies:

First of all, science and technology and the Olympic Games, the use of science and technology to help the healthy communication of the Olympic Games, and combined with the traditional media in the content of the use of new media content and form innovation for diversification of communication, and combined with the vertical mode of traditional media for precision communication.

Second, increase the content of communication in terms of physical activity (conditions and climate, policies, knowledge, literacy) as well as individual and group populations and the environment outside the health system. Effective use of the Olympic health legacy as the content and way of Olympic health communication during the post-Olympic period, the Olympic health legacy is actually the most easily ignored effective media. Olympic health communication can be carried out effectively on the basis of the existing Olympic health legacy.

Moreover, the content of Olympic health communication can be selectively inclined to be "populist" and diversified, so that more audience groups interact to promote the sinking of the communication content, and more integrated into the life field of the audience.

In the new media era, social media plays an irreplaceable role in the Olympic health communication of the Beijing 2022 Winter Olympics. The openness of social media enables all Olympic-related groups to speak out, showing a new ecology of global sharing of Olympic stories, enriching and even balancing the communication pattern dominated by the Olympic Committee and media organizations to a certain extent, making the communication of Olympic culture more diversified, three-dimensional, inclusive and intelligent future, and forming a multi-dimensional space of Olympic health communication for communication subjects. The Olympic health communication in the future Olympic Games should also pay attention to the transformation of media ritual to lifestyle. On the basis of maintaining the precision communication of the original traditional media, diversified communication should be carried out, and the Olympic health legacy should be effectively used to create a new form of Olympic health communication mode.

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Continuity and Change in Representations of Disability Athletes in Chinese Media: A Content Analysis of Coverage of Three Paralympic Games

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Abstract.

The Paralympic Games with its significant politico-cultural impact has become widely celebrated for empowering persons with disabilities. The Olympic and Paralympic Games in Paris 2024 will use the same emblem for the first time, exemplifying Olympism's claim to social justice. Simultaneously, research shows Paralympic Games media coverage generates perceptions that can stereotype and stigmatize para-athletes. The media often highlight personal tragedies and medical barriers, and these framings become one of the main obstacles to equality and social participation for athletes with disabilities. Several studies of Paralympic coverage have been conducted in Western contexts, but research gaps exist in relation to East Asian studies. Accordingly, this research examines Chinese official media People's Daily coverage of the London 2012, Rio 2016, and Tokyo 2020 Paralympics in a longitudinal comparative content analysis through exploratory and interpretive research methods. The patterns and changes in Chinese media representations of disability are explored through the lens of cultural and critical disability studies. While the concept of disability in contemporary China has experienced changes from Can Fei (Disability with handicapped) to Can Zhang (Disability with obstacles) terminologically, reflecting the fundamental ideological progression and social inclusion development regarding the attitude towards disability. However, the pluralistic or mixed athlete image was deficient in the media report. The media narrative framework was consistent in intertwining "supercrip" discourses and Chinese national policy advocacy. This framing emphasizes athletes' 'overcoming' physical barriers through personal endeavor, the enablement that national policies give to people with disabilities, and the patriotism of para-athletes as well as media expressions of their service to the country. In this way, despite progressive shifts in language use, the Chinese media coverage focusing on the government's efforts to promote sports mega-events and enhance welfare for para-athletes. Under the national framework, para-athletes remain a vehicle for promoting political advocacy and Chinese identity, which is in line with the collectivist nature of Chinese society.

Introduction

The intersection of media and sport has garnered substantial scholarly interest and attention. Sports mega-events, notably the Olympic and Paralympic Games, possess the capacity to engender global media spectacles and captivate the attention and imagination of audiences worldwide (Compton, 2015; Wenner and Billings, 2017). Consequently, scholars have directed their focus towards issues concerning broad representation within mediated sports mega-events, encompassing the Paralympics and para-athletes (Goggin and Newell, 2000; Howe, 2008). Such scrutiny often revolves around the discursive practices employed in media representations of disability and para-

athletes, perceived as indicative of prevailing societal values (Spencer *et al.*, 2020). Notably, Paralympic media platforms play a pivotal role in reshaping attitudes towards disability and advancing the inclusion agenda (Beacom *et al.*, 2016). Through amplifying the visibility of disability sport, illuminating structural social barriers, and reinforcing emancipatory perceptions of physical diversity, the Paralympic Games and associated media communications are heralded as empowering individuals with disabilities and fostering societal change through ideological influence (Blauwet and Willick, 2012). However, the landscape is not uniformly optimistic. Disability studies have consistently uncovered patterns of underrepresentation and misrepresentation of persons with disabilities within the mass media of numerous nations (Goggin and Newell, 2000; Bruce, 2014; Brittain, 2017; Kolotouchkina *et al.*, 2020). Specifically, para-athletes often contend with diminished media visibility compared to those without disabilities. Influenced by entrenched ableism and masculinity, media coverage of Paralympic athletes tends to favor those who conform more closely to societal ideals (Bruce, 2014; Pearson and Misener, 2024). Moreover, depictions of disability in the media frequently adopt a negative tone, perpetuating prejudice and stigma (Susman, 1994). Such framing impedes the quest for equality and societal participation among persons with disabilities, exacerbating their marginalization and oppression.

Against this backdrop, scholars in the Western context have critically examined the nexus of sports media and disability. Investigations have scrutinized the visibility and image of disability in media representations, alongside the entrenched representational frameworks therein. Notable emphasis has been placed on discerning paradigmatic shifts in the sports media's depiction of disability and the attendant conceptual nuances (Beacom *et al.*, 2016; Kim and Oh, 2017). However, a literature gap exists in concerning research on sports media and disability within the Chinese context. Consequently, this paper adopts an exploratory and interpretive research approach to undertake a content analysis of coverage for the London 2012, the Rio 2016, and the Tokyo 2020 Paralympic Games within China's official press, *The People's Daily*. As the official newspaper of the Communist Party of China (CPC), *The People's Daily* is regarded by scholars as a primary news source reflecting the Chinese government's policies, positions, and practices on domestic and international affairs (Wang *et al.*, 2018). Thus, content analyses serve to elucidate the attitudes and perceptions of the Chinese government and society towards disability over the course of a decade.

Literature Review

Representations of Disability in Media

Media discourses and representations wield significant power in defining cultural groups and shaping the public's understanding of the world (Talbot, 2007; O'keeffe, 2013). Conceptually, media not only reflect reality but also construct information and meaning by providing a framework for interpreting the world (Curran and Gurevitch, 2005). Hence, it can be posited that the trajectory of cultural development in modern societies is heavily influenced and molded by the media and communications (Talbot, 2007), as the media dictate what is deemed acceptable to articulate or advocate within a particular socio-cultural context (McQuail, 2015).

In light of these considerations, some scholars perceive disability as a culturally fabricated narrative or social construction, underscoring the pivotal role of media discourse in shaping societal perceptions of disability (Davis, 1995; Darke, 2004). However, in its nascent stages, disability was predominantly depicted in a negative light by the media (Elcessor, 2017). Disability

was portrayed as a medical issue necessitating “fixing” or “rehabilitation” to restore to a perceived state of “normalcy” (Meekosha and Shuttleworth, 2009). Media representations often spotlighted medical dependency and physical impairments as tragedies for individuals with disabilities, which is subsequently conceptualized as the medical model of disability (Areheart, 2008). Concurrently, Garland-Thomson (2002) contended that the media frequently positions disabled individuals as deviations from human ability, sometimes depicted through an infantilizing lens aimed at evoking pity (Garland-Thomson, 2002).

Rather than diverging from these patterns, sports media often perpetuate stereotypes of disability (Silva and Howe, 2012). Early representations of mediatized disability centered on medical models, impairments, and narratives of personal tragedy. Recent scholarship has shed light on the emergence of the 'supercrip' frame, which underscores how para-athletes surmount exceedingly challenging circumstances to achieve 'impossible' feats through extraordinary perseverance and determination (Hardin and Hardin, 2004; Silva and Howe, 2012; Rees *et al.*, 2019). By framing disability as a solvable challenge through individual effort, this narrative disregard the systemic barriers and cultural oppression inherent that make up disability in society. The persistent entrenchment of ableist logic in sports media discourse, from the medical model to the supercrip narrative, has spurred significant critical discussion among scholars (Sterba *et al.*, 2022). Additionally, the intersection of gender and nationalist narratives with disability in sports media has also garnered attention (Bruce, 2014; Cherney *et al.*, 2015; Pullen *et al.*, 2020).

Disability in China: Terminology and Perceptions

During the early years of the People’s Republic of China, the concept of disability was profoundly shaped by traditional Confucian cultural norms, which viewed individuals with incomplete bodies as non-human (Campbell and Uren, 2011). Consequently, the term “Can Fei” (Disability with handicapped) emerged within this homogeneous environment to denote deviations from standardized bodily norms (Christensen, 2014). As a term denoting disability, “Can Fei” epitomizes the denial of rights and responsibilities towards individuals with disabilities and underscores discrimination against their individual abilities within the framework of traditional Chinese disability perceptions (Zhang and Ding, 2018). Rather than being recognized as equal members of society, individuals with disabilities were relegated to the status of a vulnerable group reliant on the benevolence and morality of others to attain parity with “normal” individuals (Christensen, 2014).

In the 1980s, propelled by economic growth and the influx of pluralistic ideologies accompanying the era of Reform and Opening up, societal perceptions of physical and bodily differences underwent transformation. The Chinese government officially replaced the discriminatory term “Can Fei” with “Can Ji” (Disability with illness), aligning with the international community's perspective on disability and defining it as a medical impairment of physical or mental functioning (Fjeld and Sagli, 2011; Dauncey, 2013). Despite this shift, individuals with disabilities were still assumed to be inferior when compared to able-bodied people (Dauncey, 2013). They were expected to recognize their “temporary disadvantaged” status and engage in socio-economic production with self-respect, self-confidence, self-reliance, and self-empowerment (Qu, 2020).

As China’s national influence expanded and its global engagement increased, societal recognition of the diversity of individuals with disabilities gradually evolved. The staging of the 2008 Beijing Paralympics served as an important practice for China to reflect on disability issues at a socio-cultural level, as the Chinese government began to work towards a fair and reasonable international

system of human rights governance (Qu, 2020). Subsequently, the Chinese government introduced a new term for disability: "Can Zhang" (Disability with obstacle). Although the term "Can Ji" remains in common usage alongside "Can Zhang," the shift in terminology signifies progress in China's conceptualization and awareness of disability. The understanding of disability is progressively transitioning from the medical model to the social model, with the government acknowledging that it is not solely the physical impairment itself but also the societal barriers encountered by individuals with disabilities that pose challenges.

Method

Following a qualitative research paradigm, this study conducts a content analysis of *the People's Daily's* coverage of the London 2012, the Rio 2016, and the Tokyo 2020 Paralympic Games using an interpretive and exploratory approach. The focus is directed towards evaluating media representations of para-athletes spanning the period from the London 2012 to Tokyo 2020 Paralympic Games.

Data Collection

The content of *The People's Daily* coverage of the three Paralympic Games serves as the primary data source for this study. Researchers accessed *The People's Daily Graphic Database* to identify all Paralympic-related coverage published between August 2012 to September 2022. An initial search using the keyword "Paralympics" (Can Ao) yielded 408 media reports. Subsequently, researchers screened the data, excluding articles that did not meet the following criteria: a focus on the Paralympic Games as the central theme, or featuring para-athletes as the primary subjects. Reports deemed irrelevant to the research topic (such as those merely reporting competition or medal results, brief mentions of the Paralympic Games in non-disability sport contexts, or coverage of Beijing Winter Paralympic preparatory campaigns) or featuring recurring content were excluded. This process resulted in 97 reports deemed suitable for analysis.

Data Analysis

Researchers thematically analyzed reports that appeared at different times in the data, reflecting on the repeated ideas, themes or expressions as coding of the data prior to interpreting the texts (Braun and Clarke, 2012). However, the predominant trend of pluralistic representation of Para athletes in *The People's Daily* to promote normalized body ideals during the three Paralympic Games was not discerned. On the contrary, three themes were found to run through the center of media narratives and representations: the Supercrip, the Beneficiaries of national policies and the Self-empowering devotees.

Discussion

The "Supercrip"

The concept of "the supercrip" stereotype delineates individuals with disabilities as surpassing or transcending their physical limitations to achieve unlikely "successes" (Silva and Howe, 2012). Coverage of para-athletes' accomplishments often accentuates the impediments posed by their

physical disabilities to their daily lives and training, their tenacious resolve is highlighted in the media narrative as well:

“Because of his loss of one and a half arms.....swimmer Xu Qing needed to hold the Paralympic mascot between his shoulder and chin when he took it over. These simple actions seem like a lot of work to outsiders, but.....has already won ten gold medals in four Paralympic Games.” (*The People’s Daily*, 2016a).

“The challenges stemming from her physical disability made even commuting to the training facility a daunting task—nonetheless, with amazing perseverance, she persisted in her training for ten years without faltering.” (*The People’s Daily*, 2014).

Although these narratives ostensibly convey positivity, counteracting the prevalent portrayal of disability as “negative and inferior”. However, it is the inadvertently underscore the inherent negativity associated with disability discourse that contributes to the low expectations of individuals perceived as disabled, making it possible for any positive endeavor is disproportionately lauded and exalted. By contrast, able-bodied individuals are just ordinary people. The underlying negative connotations implicit in such praise align with Hall’s elucidation of stereotypical representations (Hall, 1997), which perpetuating the normalization and essentialization of the differences embedded in “disability” within media portrayals. Consequently, permanently fixing the boundaries between the “disabled” and the “normal”. The boundary leads society to naturally assume that individuals with disabilities are less capable, thereby rationalizing lower expectations than the “normal”.

It is imperative to underscore that critiquing the supercrip framework does not negate the importance of celebrating and appreciating outstanding achievements. Rather, the emphasis lies in scrutinizing the distortive tendencies intrinsic to the “undervaluing” or “overvaluing” of para-athletes’ accomplishments. Moreover, it entails the boundaries and “otherness” created by recognizing the specificity of para-athletes, as whose achievements might not garner similar recognition were it not for their physical impairments. Furthermore, the emphasis on “overcoming (physical barriers)” perpetuated in media discourse tends to oversimplify the challenges encountered by para-athletes, attributing their predicaments solely as solvable question through personal endeavors, and ignore the complexity experiences of each disabled individual. Consequently, the systemic injustices endured by the disability community within society are overshadowed by an emphasis on individual agency (Devlin and Pothier, 2006).

Beneficiaries of national policies

In the investigation, the framework of beneficiaries of national policies nearly permeates every narrative concerning para-athletes. From 2012 to 2021, when *The People’s Daily* refers to the achievements, performances and daily lives of para-athletes, it inevitably intertwines with the exceptional and excellence nature of Chinese national policies:

“The endeavor of disabled people and disabled people’s sports highly developed and valued, more and more disabled people have the opportunity to participate in sports Reflecting the achievements in the protection of the rights and interests of disabled people Cannot be separated from the concern and support of the nation and all sectors of society.” (*The People’s Daily*, 2021a)

“The realization of dreams by disabled people cannot be achieved without the care and assistance of the Party and the State, a favorable environment and atmosphere in the whole society to help disabled people.” (*The People’s Daily*, 2016b)

The “Beneficiaries” frame underscores the enhanced accessibility of social resources for disabled individuals and the Government’s policy of promoting inclusivity for this demographic. Leveraging the prominence and visibility of the Paralympics, *the People’s Daily* endeavors to cultivate a positive national image by showcasing advancements in the lives of disabled individuals and underscoring governmental initiatives. However, echoing the observations of Lin *et al.* (2022), narratives surrounding national support policies predominantly adopt a “philanthropic” standpoint. By spotlighting macro-level transformations, the media portrays disabled individuals as passive recipients within the governmental achievements and policy advocacy, rather than as active participants deserving of equal coverage. By comparing the prior adversities encountered by para-athletes, the national sports policy emerges as a pivotal mechanism for enhancing their quality of life: “The Paralympics changed life, taking him from a child in a poor area who had never seen the world Travelling abroad to participate in various competitions

‘Thanks to the country to build a platform’ Let the disabled people develop their potential that they can’t even imagine.” (*The People’s Daily*, 2021b)

Such narratives accentuate the notion of hardship, underscoring para-athletes as the ‘fortunate’ beneficiaries of national policies that afford them support from the state and care from society at large. Consequently, within the beneficiary framework, disabled athletes are often implicitly expected to express gratitude for their accomplishments.

Self-empowering devotees

The theme of representing para-athletes as “devotees of self-improvement” predominantly emerges in contexts where they attain medals or noteworthy accomplishments. Victorious in competition, a para-athlete is perceived as making a substantial contribution to China, thereby garnering honor:

“‘The Five Star Red Flag is my faith!’ Relying on his crippled body to make the flag rise through the competition, at that moment, Li Hao truly felt that he was useful. He was proud of his country and proud of himself!” (*The People’s Daily*, 2021c)

“Paralympic athletes fighting for their country’s glory Through self-empowerment and hard work disabled people can also achieve extraordinary things and dedicate themselves to the country's development.” (*The People’s Daily*, 2012)

The devotee frame invariably situates para-athletes under the national discourse, emblematic not only of sporting prowess but also of national attributes. The intersection of Paralympic media and nationalism often eclipses marginalized or minority identities beneath the overarching discourse of national identity. In the case of *The People’s Daily*, the multifaceted identities of para-athletes are subsumed within the national narrative, their actions and accomplishments intricately entwined with the narrative of nation-building. Whether through explicit or implied discourse, para-athletes are depicted as patriotic devotees who fight despite physical impairments, with the motivation that drives them to such endeavors being precisely to bring glory to their country.

Moreover, for para-athletes, they are only considered to be dedicated/useful by bringing honor to the nation through medal achievement, which is similar to, but more complex than, the goldmedalism of elite athletes in China in the early years. Early Chinese collectivist ideology prioritized national and collective interests over individual aspirations (Ho, 1989), wherein individuals were enjoined to serve the state in various capacities and prove themselves “useful to society”. In this context, traditional Chinese perceptions of disability construed physical impairment as an inability to contribute and a waste of societal resources. While the positive tone of media coverage accentuates the contributions of para-athletes, the inherent prejudice that “disabled people are useless as a burden on society” is still embedded in the underlying discursive logic. The notion of “self-empowering” often conjoins with “devotee”, implying an expectation that disabled individuals should surmount tragedies by themselves (Dauncey, 2012). Para athletes and disabled individuals are expected to reciprocate in socially and economically contribute and give back to the nation by functioning and producing like “normal” citizens.

Conclusion

While the concept of disability in contemporary China has experienced changes from Can Fei to Can Zhang, and further improved social inclusion agenda and measurements for persons with disabilities. Based on the content analysis of three Paralympic Games reported by Chinese government’s official media - *The People’s Daily*, this research proposed that, from 2012 to 2021, the theme of supercrip, Beneficiaries of national policies, and Self-empowering devotees were the mainly representational frame for para-athletes. The pluralistic or mixed athlete image was deficient in the media report, which means the media still take disability as medical problem or personal misery, rather than consider disability under the border socio-cultural context. Additionally, para-athletes are always passively portrayed by the media to construct a progressive national image or achieve political propaganda.

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Research on Sports Injuries and Rehabilitation of Key Athletes in the Chinese Para-Taekwondo National Team in Preparation for the Paralympic Games

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Abstract.

This study focused on a two-month program of sports injury prevention and rehabilitation for key athletes of the Chinese Para Taekwondo National Team preparing for the Paralympic Games. Sports injuries can seriously affect athletes, make them unable to participate in normal training and competition, affect performance, and may shorten the sports time of athletes, and even lead to disability or even death. Therefore, Injury prevention and effective post-injury rehabilitation in training are essential to improve athletic performance and smooth running of competitions. The adoption of such measures not only ensures equitable participation for disabled athletes but also safeguards the integrity of the sport. Moreover, it reflects a dedication to upholding Paralympic values and nurturing a supportive ecosystem conducive to the flourishing of para athletes.

Research on Sports Injuries and Rehabilitation of Key Athletes in the Chinese Para Taekwondo National Team in Preparation for the Paralympic Games

Taekwondo has become a prominent discipline in China's competitive sports[1]. Para Taekwondo has progressed rapidly due to its foundation in traditional martial arts, proper coaching, and scientific training[2][3].

Sports injuries can significantly impact athletes, hindering their participation in regular training and competitions, affecting performance improvement, and potentially shortening their sports lifespan or causing disability and even death. Therefore, injury prevention during training and effective rehabilitation after injury play crucial roles in enhancing athletic performance. In this context, this study focused on a two-month program of sports injury analysis and rehabilitation for key athletes of the Para Taekwondo National Team preparing for the Paralympic Games. The adoption of such measures not only ensures equitable participation for disabled athletes but also safeguards the integrity of the sport. Moreover, it reflects a dedication to upholding Paralympic values and nurturing a supportive ecosystem conducive to the flourishing of para-athletes.

Keywords: Paralympic Games; Para Taekwondo National Team; sports injury prevention; sports rehabilitation

1 Object and Methods

1.1 Object of Study

The study focused on sports injuries of key athletes from the Chinese Para Taekwondo National Team undergoing training for the Paralympic Games. There was a total of 8 athletes with an average age of (21.5 ± 3.2) years and a training experience of (5.3 ± 1.8) years.

1.2 Research Methods

1.2.1 Literature Review

The study conducted a comprehensive literature review using databases such as Wanfang, China National Knowledge Infrastructure (CNKI), Baidu Scholar, Web of Science, with keywords including "Para Taekwondo," "sports injury," "sports protection," and "sports rehabilitation." The literature review analyzed the current status, research methods, and perspectives of Para Taekwondo athletes' sports injuries and rehabilitation, providing theoretical, conceptual, and methodological references for the research design and paper writing.

1.2.2 Qualitative Analysis

A two-month analysis and rehabilitation treatment were performed on key athletes of the Para Taekwondo National Team preparing for the Paralympic Games. The study aimed to understand the causes of injuries, analyze the condition, and apply effective treatments such as acupuncture, massage, and physical therapy. Additionally, it provided rehabilitation exercise methods and knowledge for injury prevention.

1.2.3 Questionnaire Survey

A questionnaire was designed based on the research tasks and content, targeting Para Taekwondo athletes, coaches, and relevant management officials. Thirteen questionnaires were distributed, and thirteen valid responses were collected. The survey focused on sports injuries and protection-related aspects.

2 Research Results and Analysis

2.1 Key Athlete Injury Causes and Issues in the Preparation of the National Para-Taekwondo Team

2.1.1 Analysis of Causes for Injuries in Para-Taekwondo Athletes Inadequate Warm-up Activities

- (1) Due to insufficient medical support and equipment in the Chinese Para Taekwondo team, athletes' awareness of relaxation is weak, leading to the neglect of warm-up activities. Warm-up activities aim to increase muscle temperature, capillaries, and cardiovascular function to enhance athletic performance [4].

- (2) **Excessive Training Intensity:** Repetitive combat actions during training result in soft tissue abrasions or skin injuries.
- (3) **Fatigue:** Short training periods and heavy tasks lead to continuous high-intensity training, causing physical and mental fatigue. Accumulated fatigue, when not adequately relieved, impairs judgment and reaction during combat training, increasing the risk of injuries.
- (4) **Lack of Flexibility:** Para Taekwondo demands high flexibility, especially in the hip joints. Insufficient flexibility often leads to common injuries such as hamstring and adductor strains.
- (5) **Neglect of Post-Activity Recovery:** Athletes commonly neglect post-activity recovery, lacking systematic stretching exercises. This results in high muscle tension, reducing muscle elasticity and causing muscle strains or joint wear and tear[4].

2.1.2 Analysis of Common Injury Sites in Para-Taekwondo Athletes

- (1) **Knee Joint Injuries:** Frequent use of the knee joint in combat leads to injuries. Techniques involving rapid extension of the knee joint during attacks cause coordination issues with the meniscus, leading to injuries. Proper training of basic leg techniques is essential to prevent injuries[6].
- (2) **Ankle Joint Injuries:** Since Para Taekwondo scores are obtained by striking opponents' protective areas with the feet and legs, ankle joint injuries are the most common. Excessive localized loads and direct impact with opponents contribute to these injuries.
- (3) **Lumbar Muscle Strain:** Lumbar muscles play a crucial role in various limb movements.

Repetitive rotational movements and excessive training volume lead to lumbar muscle strain. Insufficient post-training recovery exacerbates chronic strain, emphasizing the importance of strengthening the lumbar muscles for Para Taekwondo athletes.

2.1.3 Identified Issues

Through interviews with the national Para Taekwondo team coaches and main athletes, the following issues were identified:

- (1) **Short Training Time, Heavy Tasks, and Imbalanced Load:** The overall training structure lacks balance, with training volume exceeding the athletes' capacity.
- (2) **Weak Awareness of Warm-up Activities and Insufficient Warm-up:** Athletes show weak awareness of preparatory activities, leading to inadequate warm-ups.
- (3) **Overemphasis on Strength Training for Major Muscle Groups and Neglect of Joint Stability Training:** Training content predominantly focuses on major muscle group strength, with insufficient emphasis on joint stability training.
- (4) **Weak Fundamental Physical Abilities, such as Cardiovascular Endurance:** Athletes exhibit weaknesses in basic physical capacities like cardiovascular endurance.
- (5) **Lack of Individualized Training and Insufficient Focus on Specialized and Individual Characteristics:** Training lacks a balance between standardized and individualized components.
- (6) **Absence of Unified Post-Activity Recovery Activities:** There is no standardized approach to post-activity recovery.

As a confrontational combat sport, Para Taekwondo exhibits a high incidence of injuries[7]. Consequently, athletes are required not only to possess a certain level of resilience to strikes but

also to cultivate a heightened awareness of injury prevention and undergo fundamental injury prevention training. Emphasizing warm-up activities at the initiation of specialized training is paramount, ensuring that joints and muscles are adequately primed for activity, accompanied by activating muscle training. Training protocols should be tailored to the muscular exertion patterns and tactical nuances inherent in competitive Para Taekwondo matches. While prioritizing centripetal muscle strength, it is imperative not to overlook centrifugal protective strength[8]. Strength training should focus on enhancing foundational aspects such as starting strength, core strength, and stability. Additionally, attention should be devoted to increasing the flexibility of joints and muscles, fostering the agility of footwork, and refining overall bodily coordination.

2.2 Management of Common Injuries in Para-Taekwondo Athletes

After muscle or ligament strains, immediate measures like ice application and immobilization can be employed[5]. The recovery training methods for specific injuries are outlined below

2.2.1 Recovery Training Methods for Foot and Ankle Injuries

(1) Writing Exercise with the Injured Foot:

The athlete sits with the injured foot suspended, practicing writing exercises with the toes. This exercise should be repeated twice daily.

(2) Heel-Lift Training:

This exercise enhances the strength of the small joints. The athlete stands naturally, slowly raising the heels with toes providing primary support. Each set consists of 15 – 20 repetitions, twice daily.

(3) Rubber Band Exercise for the Foot:

In sitting or standing position, a rubber band is fixed at one end and tied around the injured foot's ankle. The athlete pulls the rubber band outward, repeating 15 times per set, twice daily.

2.2.2 Recovery Training for Calf Muscles

Single-leg standing with the weight centered on the front leg, keeping both heels on the ground. Each exercise lasts for 10 seconds, then switch to the other leg, repeating the exercise. Perform 610 repetitions for each leg, maintaining twice-daily training.

2.2.3 Knee Joint Recovery Training Methods

- (1) Supine Position:** Elbows naturally placed on both sides of the body, both legs slowly raised, with the elevation appropriately exceeding the arms. Repeat 20-30 times, training twice daily.
- (2) Side-Lying Position:** Both legs straight, raise one leg slowly, then gently lower it, repeating 20-30 times. Switch to the other leg for the same exercise. Maintain twice-daily practice.

2.2.4 Recovery Training Methods for Muscle or Ligament Strain

Incorporate stretching exercises, functional training, and massage acupuncture, among other techniques.

2.3 Case Studies of Para Taekwondo Athlete Injury Rehabilitation

Rehabilitation Techniques: Include joint mobilization for affected joints, muscle energy techniques, stretching techniques, and proprioceptive neuromuscular facilitation (PNF). Specific rehabilitation training involves the use of foam rollers, Swiss balls, dumbbells, and fixed equipment.

After the athlete's injury site, focus on strengthening the joint stabilizing muscles and overall core muscle group training.

(1) Zhao, Male, 19 years old, 169cm, 63.7kg

Symptoms: Pain below both knees; pain in both Achilles tendons.

Signs: Tenderness on pressing the patellar tendon and bursa on the right knee; reduced ankle joint mobility and stiffness on both sides.

Diagnosis: Patellar tendinitis, excessive tension in bilateral quadriceps muscles, insufficient ankle joint mobility.

Treatment: Various interventions including ankle joint mobilization, recovery training for the calf muscles, and patellar joint mobilization. Additional treatments involve electrical acupuncture and electromagnetic wave irradiation.

(2) Peng, Male, 27 years old, 176cm, 83.2kg

Chief Complaint: Left hamstring strain.

Symptoms/Signs: Tension in the muscles on the back of the left leg; muscle strength imbalance (left < right).

Diagnosis: Inadequate flexibility of the left thigh, high muscle tension, muscle strength imbalance.

Treatment: Daily interventions including hamstring stretching, trigger point compression, muscle relaxation on both sides, and strengthening exercises for the left hamstring and quadriceps.

(3) Zhang, Male, 18 years old, 178cm, 68kg

Chief Complaint: Pain on the outer side of the left lower leg for 3 weeks; swelling in both ankles for three days.

Symptoms/Signs: Swelling in the ankle joints with joint effusion. Tenderness on pressing the fibularis longus muscle on the outer side of the left lower leg.

Diagnosis: Contusion and abrasion on the left lower leg, contusion on the ankle joints.

Treatment: Lymphatic drainage on both lower legs, promoting ankle joint de-swelling. Subsequent treatment includes electromagnetic wave irradiation on the outer side of the left lower leg.

(4) Huang, Male, 19 years old, 182cm, 83kg

Chief Complaint: Pain in the muscles behind the thighs and knees.

Symptoms/Signs: Tenderness in the pubic muscle.

Diagnosis: Excessive tension in the biceps femoris, mild strain at the pubic muscle line.

Treatment: Mild traction and kneading, pressure on the trigger point of the pubic muscle, resulting in significant relief the next day. Follow-up treatment includes cupping for discomfort in the shoulder.

(5) Xu, Female, 16 years old, 175cm, 65kg

Patient complains of one year of lower back pain, experiencing pain when bending and stretching to a certain angle. Examination reveals limited forward bending movement causing pain at approximately 50 degrees, with normal lumbar extension but with pain. Muscle examination shows high tension in the lumbar multifidus, excessive tension in the gluteal muscles, and weak gluteus medius. Special tests reveal no signs of nerve compression, but a positive stability test for the lumbar vertebrae.

Given the centrality of the lower back in diagonal movements, chronic lower back pain is common in Para Taekwondo. Research indicates that 80% of lumbar spine stability is provided by the muscles. The connection between the deactivation of deep stabilizing muscles and lower back pain is strong, affecting both the movement function and sensation of the muscles.

The treatment is divided into three stages:

First Stage (1 week): Primarily focuses on loosening the poorly moving vertebrae and releasing the muscles on the side of the spine to restore their mobility.

Second Stage (2-3 weeks): Mainly aims to restore muscle endurance and lumbar stability.

Third Stage (4-6 weeks): Focuses on improving lumbar and overall stability and flexibility.

First Stage Rehabilitation Method: Joint mobilization for the lumbar spine, with an emphasis on mobilizing the third lumbar vertebra and the muscles on the side of the spine.

Second Stage Rehabilitation Method: Emphasis on restoring lumbar muscle endurance. The patient lies prone, lower body fixed, upper body exposed on the bed, and performs a back-stretching movement to train the endurance of the lumbar back muscles. Two weeks of endurance training progresses the patient from an initial 75 seconds to nearly the standard of 240 seconds.

Third Stage Rehabilitation Method: Gradually increases the difficulty of the exercise by lifting and slowly lowering the left hand in a four-point kneeling position. Eventually, various spinal movements can be flexibly performed on a Swiss ball. The fourth movement of the McKenzie exercise, the slow lifting and lowering in a prone position, has a good effect on the patient.

2.4 Results

The study revealed that all seven competitive Para Taekwondo athletes exhibited symptoms of lower back pain. Physical examination indicated increased stiffness in the athletes' lumbar muscles and evidence of lumbar muscle strain. This may be associated with the intensified training volume during the Paralympic Games preparation period. The primary focus of rehabilitation was on relaxing the athletes' lumbar fascia and multifidus muscles, accompanied by activation of deep spinal stabilizing muscles. After nearly two months of rehabilitation, there was a significant improvement in athletes' lower back pain. Additionally, their core stability notably increased during front and side kick training.

Two Para Taekwondo athletes experienced muscle strains, attributed to insufficient warm-up activities and inadequate cool-down routines. Through injury prevention education and incorporating preparatory warm-up and stretching exercises into regular training, the overall recovery capacity of the athletes improved.

During the rehabilitation process, notable psychological and memory issues were identified among Para Taekwondo athletes. Training and rehabilitation efforts were observed to be somewhat casual, with resistance to disciplinary constraints. Implementing effective psychological education and motivational strategies proved crucial for the athletes.

3 Discussion and Conclusion

Sports injuries are commonplace in the realm of athletics, including in Para Taekwondo—a demanding sport requiring rapid and precise movements. Therefore, the prevention of sports injuries and the rehabilitation of injured athletes are crucial for ensuring their safety and performance.

3.1 Injury Prevention for Para-Taekwondo Athletes

Preventing sports injuries is paramount and is influenced by various factors such as the nature of the sport, training schedules, skill levels, technical movements, and the sporting environment. This study summarizes measures for preventing Para Taekwondo o injuries:

- (1) Athletes must be aware of the risks associated with Para Taekwondo and take necessary precautions, including the use of protective gear such as helmets, chest protectors, and neck guards.

In the event of injury, athletes should refrain from training or competing.

- (2) Regular physical exercise, warm-up routines, and muscle activation exercises are essential. Athletes must adequately warm up before any training or competition, ensuring joints and muscles are prepared to prevent muscle strains or tears. Muscle activation exercises should be incorporated to enhance flexibility and strength, particularly in vulnerable joints such as the lower back, knees, and ankles.
- (3) Gradual progression in physical training plans should be followed. Training intensity should be tailored to individual capabilities, avoiding excessive fatigue, which can lead to injuries.
- (4) Para Taekwondo athletes must possess appropriate technical skills to prevent injuries. This involves maintaining correct posture and balance during training and competition, using proper landing techniques after jumps or kicks, and avoiding excessive force during technical execution.
- (5) Tailor training to the muscle exertion forms and tactical characteristics of competitive Para Taekwondo. Emphasize both concentric and eccentric strength, giving due consideration to core strength, stability, and joint flexibility. Strengthening foundational aspects such as initiation strength is crucial, along with enhancing the flexibility of joints and muscles, agility of footwork, and overall coordination.

3.2 Rehabilitation of Para Taekwondo Athlete's Sports Injuries

For athletes, including those in Para Taekwondo, rehabilitation techniques are indispensable following sports injuries. The goal of rehabilitation is to restore functionality and strength in the injured body part, prevent future injuries, and enhance overall athlete performance. Rehabilitation techniques include joint mobilization for affected joints, muscle energy techniques, traction techniques, and proprioceptive neuromuscular facilitation (PNF). Specific rehabilitation training involves the use of foam rollers, Swiss balls, dumbbells, and fixed equipment. In the case of Para Taekwondo athletes, particular emphasis should be placed on training their stabilizing muscles and overall core muscle groups during rehabilitation.

3.3 Upholding Paralympic Values Through Sports Injury Prevention and Rehabilitation

In summary, prioritizing sports injury prevention and rehabilitation not only empowers athletes to surmount adversities but also fosters a culture of fairness and inclusivity in sports. By steadfastly embracing the Paralympic values of courage, perseverance, inspiration, and equality, stakeholders underscore their unwavering commitment to nurturing an environment where every athlete can thrive. Moreover, these concerted efforts serve to inspire broader participation in sports, thereby contributing to the holistic advancement and inclusiveness of the sporting landscape.

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SWOT analysis on the training mode of taekwondo referees in higher sports universities during the Paris Olympic cycle

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Abstract.

The objective of this study is the Taekwondo referee training model in Chinese higher education institutions, evaluating its strengths, weaknesses, opportunities, and threats (SWOT) with a focus on experiences from the upcoming Paris 2024 Olympics. The research aims to provide a comprehensive analysis of the referee training model, considering its current status and proposing rational development paths for enhancement. Special attention is given to the challenges faced by graduates holding national referee qualifications, along with the indispensability of internationally qualified referees in ensuring the smooth conduct and equity of Olympic competitions. The training of referees is conducive to gender equality. In the field, there are only good referees, there is no gender distinction, and referees always abide by the Olympic values.



Research on Training Strategies for Safety and Emergency Response Ability of Olympic Equestrian Riders

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Abstract

Equestrian sports are a sport with elegant sports attributes, profound cultural heritage, meeting people's health needs and pursuing fashion. It has become a traditional sports event worldwide, and is also the only official Olympic competition event jointly participated by animals and humans. Modern equestrian sports originated in the UK and have been carried out and popularized in more than 80 countries and regions around the world. The history of equestrian sports in China has a long history. Modern equestrian sports in China began in the 1860s. In 1979, China established the Equestrian Association and applied to join the International Equestrian Federation in 1982. In recent years, with the development of the Chinese economy and the improvement of people's living standards, equestrian sports have developed rapidly. As of August 2023, there are more than 3600 equestrian clubs in China. Meanwhile, we also see that equestrian sports are a high-risk sport that requires participants to have high professional ethics and specialized skills, including safety emergency capabilities. This article takes the safety risks of equestrian sports as the research perspective, focusing on analyzing the safety emergency capabilities that equestrian riders should possess, exploring their training strategies, in order to reduce the participation risks of Olympic riders and promote equestrian sports better.

Methods

Literature review and logical analysis.

Results

In equestrian sports, the combination of people and horses can easily form multiple risk factors intertwined and stacked, with complex causes and diverse forms of harm, posing a significant challenge to the safety of riders. Therefore, it is necessary to strengthen the cultivation and training of riders' safety emergency capabilities. Firstly, to enable riders to understand and master the safety risks associated with equestrian sports, enhance their crisis awareness and prevention abilities, and be adept at identifying potential conflicts and solving hidden problems in their daily work. Key areas include:

(1) Familiar with the habits of horses, such as their living habits, physiological habits, psychological traits, behavioral characteristics, and body language;

- (2) Understand the safety precautions in stable management work, such as cleaning the stable, raising horses, caring for horses, treating horses, and transporting horses;
- (3) Master safety precautions in riding, such as inspection and wearing of riding equipment, training for handling different forms of falling from horses, safety risks brought by judges, spectators, and equipment during competitions, and have a systematic understanding of safety prevention knowledge in equestrian sports.

In addition, it is necessary to cultivate the ability of riders to cope with accidents and emergency treatment in equestrian sports, and to learn and master emergency knowledge and skills related to equestrian sports injuries, such as the characteristics of equestrian sports injuries, on-site emergency treatment of horses after injuries, basic emergency techniques such as bandaging, hemostasis, fixation and transportation, cardiopulmonary resuscitation, and emergency treatment of common equestrian sports injuries and sports diseases.

Conclusion

Equestrian riders at the Olympic Games have a high awareness of safety precautions, but their mastery of safety emergency knowledge and skills is generally low. Equestrian safety precautions education is a fundamental and important part of equestrian sports, which is related to the common safety of people and horses. Valuing and mastering equestrian safety precautions knowledge requires the joint efforts of riders and equestrian sports management departments. Starting from the cultivation of equestrian riders' safety emergency capabilities at the Olympic Games, it is necessary to better showcase the charm of equestrian sports and promote the healthy development of the entire equestrian sport.

Keywords

Equestrian; Riders; Security emergency capability

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A Study on the Development History and Prospects of Chinese Equestrian Sports under the Background of the Olympic Games

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Abstract

At the second Paris Olympics in 1900, equestrianism was officially recognized as a competitive event for the first time, and has always been an advantage for traditional equestrian powers in Europe and America. With the successful participation of the Chinese equestrian national team in the 2020 Tokyo Olympics and the 2024 Paris Olympics, this is a very good opportunity for Chinese equestrian sports. There will be a larger stage and more social resources to promote the development of equestrian sports, and it will also attract more and more people, especially young people, to participate in this sport. This article reviews the development process of equestrian sports in China, analyzes the future development prospects of this sport in China, and puts forward corresponding suggestions.

Methods

Literature review and Logical analysis.

Results

Modern equestrian sports were introduced to China in the late 1970s. After more than 40 years of development, there are now over 3000 equestrian clubs with a population of about 500000. With the development of the social economy, the Chinese equestrian team will participate in the Olympics, and The trend of equestrian sports will continue to increase. The development of Chinese equestrian sports has gone through three stages: introduction and initiation (1979-2008), rapid growth (2009-2019), and comprehensive promotion (2020-):

1. Introduction and initiation stage: In 1979, the Chinese Equestrian Association was established, and in 1982, the Chinese Equestrian Association was accepted as a member of the International Equestrian Federation, opening a new page for Chinese equestrian sports. In the first National Equestrian Championships held in 1984, a field obstacle race was established, and in 1988, a dressage competition was added. In 1990, a three-day competition was added, which is in line with international equestrian sports; In the 2008 Beijing Olympics, for the first time in Olympic history, Chinese athletes appeared in equestrian competitions.

2. Rapid growth stage: After the Beijing Olympics, more and more people began to understand, interact with, and love equestrian sports. With the rapid development of China's social and economic development, various parts of China began to develop equestrian sports and founded equestrian clubs. From less than 100 equestrian clubs before 2008 to over 2000 equestrian clubs by 2019, local equestrian associations, equestrian colleges, equestrian coaches, equestrian training, horse equipment companies, and equestrian events continued to emerge in this stage. The number of international equestrian events gradually increased, which further enhanced the influence of equestrian sports in China. At the same time, equestrian sports showed a trend of standardized development in competitive sports, school sports, mass sports, and the sports industry. Sports have developed rapidly.
3. Comprehensive promotion stage: In September 2020, the Ministry of Agriculture and Rural Affairs and the General Administration of Sport of China jointly issued the National Development Plan for the Horse Industry (2020-2025), which pointed out the acceleration of the layout of modern horse industry production system, management system, and industrial system, and the improvement of specialization, standardization, and marketization level.

This is the first development plan issued by the country for the horse industry, which points out the direction for comprehensively promoting the development of equestrian sports in the future. The development prospects of Chinese equestrian sports in the future:

1. Modern equestrian sports have been carried out in China for a relatively short time, but the progress speed is fast. Especially with the increasing number of policies related to equestrian sports issued at the national level, the development of equestrian sports has ushered in new opportunities.
2. With the improvement of people's living standards, the public is paying more and more attention to health. Outdoor leisure sports represented by equestrian sports, coupled with the unique animal friendly nature of equestrian sports, will be increasingly concerned and loved by people, especially young people. The market potential is huge and the development prospects are broad.
3. Equestrian sports will continue to maintain a commercial development trend and gradually move towards mass development, and the professional development of equestrian sports will be further improved. The following suggestions are proposed:
 - a. Increase the population base of equestrian sports, comprehensively promote "equestrian sports on campus", and strengthen the education and popularization of young people's equestrian sports.
 - b. Improve the training of equestrian sports professionals and establish a school enterprise cooperation training mechanism.

- c. Innovate the development model of the equestrian industry, gradually build "equestrian+performance+culture", "equestrian+leisure+entertainment", "equestrian+education+tourism", and extend the equestrian industry.
- d. Inherit China's excellent horse culture, promote traditional ethnic equestrianism, promote modern Olympic equestrianism, and strengthen international exchanges and cooperation.

Conclusion

This study summarizes the development of equestrian sports in China and draws the following conclusions: firstly, the development of equestrian sports in China has gone through three stages: the initial stage of introduction (1979-2008), the rapid growth stage (2009-2019), and the comprehensive promotion stage (2020-). Secondly, the development prospects of equestrian sports in China are promising, with an increase in relevant national policies, increased public attention, and enormous market potential. Equestrian sports will continue to develop towards commercialization, popularization, and specialization. Thirdly, there are development difficulties in Chinese equestrian sports, with low popularity among the masses, high operating costs, and insufficient training of professional talents. Fourthly, we need to strengthen the promotion of equestrian sports, accelerate the cultivation of talents through school enterprise cooperation, innovate the development model of the horse industry, and promote the development of equestrian sports in China from all aspects.

Keywords

Equestrian sports; Development history; Development prospects

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A Comparative Study of the Effects of High-intensity Interval Training of Climbing Machine and Special Movement Patterns on Anaerobic Endurance of Wrestling Special Students about Olympic sport

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Abstract

Objectives: The objective of this study was to compare the impact of climber high-intensity interval training (V-HIIT) and special movement mode high-intensity interval training (T-HIIT) on the anaerobic capacity of male college wrestlers.

Methods: Twenty-three male college wrestlers were randomly assigned to either the V-HIIT group (n=11) or the T-HIIT group (n=12) for a six-week intervention, conducted twice a week. Controlling the intensity of the load through heart rate monitoring. General anaerobic capacity (anaerobic power, blood lactate) and specific anaerobic capacity (30s and 60s booster lift over chest) were tested before and after the experiment. Statistical analysis was performed using SPSS 25.0.

Results: (1) The V-HIIT group demonstrated a superior effect in increasing blood lactate levels compared to the T-HIIT group, while the T-HIIT group exhibited a better blood lactate clearance rate. (2) All indicators of anaerobic power in both groups showed significant improvements after the experiment. The T-HIIT group had a higher PP/kg, while the V-HIIT group had a higher PP/kg, with no significant differences observed in other measures. (3) The T-HIIT group achieved higher scores in the 30s booster lift over the chest, while the V-HIIT group performed better in the 60s. When comparing the two groups, both groups showed significant improvements after the experiment.

Conclusions: The results indicate that V-HIIT can better enhance the glycolytic energy system and improve the ability of college male wrestlers to tolerate high-acidic environments. T-HIIT can effectively improve the specific endurance of college wrestlers who primarily rely on the phosphagen system for energy supply and enhance blood lactate clearance rate.



The Effect of Velocity-Based and Percentage-Based Strength Training on Lower Body Physical Performance of College Recreational Badminton Players about Olympic sport

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Abstract

Badminton players must have strong lower limb strength, in order to make a reasonable response to the various changes in the course of the game. Speed-based strength training(VBT) breaks with traditional strength training based on 1RM percentage Settings (PBT) . In this study, the effects of VBT and PBT on physical performance of college amateur badminton players were studied for 8 weeks. Methods: This study designed a parallel randomized controlled experiment, which was divided into 3 groups by SPSS random grouping. Subjects were trained twice a week, with a total of 16 training sessions. Calculate the linear regression equation and develop a load-velocity curve, convert the load-velocity curve into an MCV table, and then customize the training using a personalized MCV table. The experiment adopts the waveform cycle training mode design, and the load arrangement fluctuates on a daily basis, that is, large and small loads are used in two training classes per week, the number of groups is 4, and the interval time between groups is 4min. Results: After 8 weeks of intervention, VBT is available in SQ-1RM($P < 0.001$), CMJ($P < 0.001$), SJ($P < 0.001$), DJ-RSI($P < 0.001$), LSJ($P < 0.001$), Hexagon test($P < 0.001$), 10mtest($P < 0.001$), FCT($P < 0.001$) and PBRT were detected in SQ-1RM($P < 0.001$), CMJ($P < 0.001$), SJ($P < 0.001$), DJ-RSI($P < 0.05$), LSJ($P < 0.001$), He The scores of xagon test($P < 0.01$), 10mtest($P < 0.01$) and FCT($P < 0.001$) were significantly improved, and there was no significant difference in CON group. Conclusion: 1. PBT has more advantages for improving the quality of maximum strength. 2. The subjects' perceptions of difficulty were similar.



The practice and exploration of optimizing the utilization of Beijing Winter Olympic Heritage in China -- Take Capital University of Physical Education and Sports (Beijing Institute for International Olympic Studies) as an example

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Abstract.

Beijing Institute for International Olympic Studies is the only Olympic Studies authorized by the International Olympic Committee and established by the Beijing Municipal Government. It is the only International Olympic Studies in the world with the background of "Dual Olympic City". Relying on the Capital University of Physical Education and Sports, Beijing built the Beijing Institute for International Olympic Studies, which became the first cultural and intellectual heritage of the Beijing Winter Olympics. In particular, it has made outstanding achievements in the utilization of the Beijing Winter Olympic heritage, inheriting and collecting physical heritage, and actively exerting the role of cultural heritage, talent heritage and venue heritage to benefit more people. Taking Beijing Institute for International Olympic Studies as an example, this study summarized the practical experience of Beijing Winter Olympic heritage utilization, analyzed the current problems and countermeasures, and realized the maximum benefit of Winter Olympic heritage utilization.

Keywords: Beijing Winter Olympics Legacy, Benefit Maximization, Practice, Exploration, Beijing Institute for International Olympic Studies

1 Research purpose and significance

"The Beijing Winter Olympic and Paralympic Games have both material heritage such as venues and facilities, as well as cultural and talent heritage, which are valuable assets that should be made full use of, so that they can become new driving forces to promote development and maximize the benefits of the Winter Olympic heritage."—From Beijing 2022 Winter Olympic and Paralympic Games summary and commendation conference.

Relying on the Capital University of Physical Education and Sports, Beijing built the Beijing Institute for International Olympic Studies, which became the first cultural and intellectual heritage of the Beijing Winter Olympics.

Since its establishment more than two years ago, it has made outstanding achievements in the utilization of Beijing Winter Olympic heritage, inherited and collected more than 10,000 pieces of

physical heritage, and actively played the role of the school's cultural heritage, talent heritage, venue heritage, and continued research and promotion, so that more teachers and students can benefit from the Winter Olympic heritage. Taking Beijing Institute for International Olympic Studies as an example, this study summarized the practical experience of Beijing Winter Olympic heritage utilization, analyzed the current problems and countermeasures, and realized the maximum benefit of Winter Olympic heritage utilization.

2 Research methods

Literature research, interviews, field research, case analysis etc.

3 Research results and analysis

3.1 Emphasizing the imperative of maximizing the utilization benefits derived from the heritage of the Beijing Winter Olympics

3.1.1 The Beijing 2022 Winter Olympic and Paralympic Games have left behind a series of Olympic heritage that hold significant international influence. The most effective approach to perpetuating the spirit of the Beijing Winter Olympic Games lies in fully harnessing its heritage.

3.1.2 As the world's sole "Dual Olympic City," Beijing must leverage its Olympic heritage for future generations.

3.1.3 "Comprehensively promoting the establishment of Beijing Institute for International Olympic Studies " has been incorporated into both the 14th Five-Year Development Plan of Beijing and officially mentioned in reports from the 13th Beijing Party Congress. It is crucial to expedite construction efforts concerning Beijing Institute for International Olympic Studies while optimizing gains from the heritage bestowed by the Beijing Winter Olympics.

3.2 Measures and achievements of Capital University of Physical Education and Sports (Beijing Institute for International Olympic Studies) in the work of Winter Olympic heritage

As an important heritage of the "Dual Olympic City", Beijing Institute for International Olympic Studies adheres to the Olympic Charter of the International Olympic Committee, adheres to the Olympic 2020+5 Agenda of the International Olympic Committee, focuses on the development of the Olympic Movement and the development of the Olympic science and culture, and follows the university-running orientation of "high-level, small and fine, international and service-oriented". Efforts will be made to explore new models and paths for the development of world-class Olympic academies.

3.2.1 Political guarantee

Actively docking, active action, regardless of the cost, go all out. The whole school shouldered the glorious mission of sports people in the new era, took the service and guarantee of the Winter Olympics as the primary political task, and fully completed the various tasks of the event service and guarantee with the strength of the whole school.

3.2.2 Cultural heritage

The establishment of the Beijing Institute for International Olympic Studies is the first cultural knowledge heritage of the Beijing Winter Olympics. It shares resources with the Capital University of Physical Education and Sports, supports each other, and develops in parallel, becoming a new growth point for the development of the school's characteristics.

3.2.3 Talent heritage

Nearly 800 teachers and students of the school were fully involved in the organization of Winter Olympic Games competitions, technical officials, national team services, science and technology Winter Olympics, news broadcasting, games volunteers, torchbearers, official reports and other work. The president won the International Olympic Committee's "Women and Sports Award Asia Award", the team won the "Beijing Basic Education Achievement Grand Prize", and two collectives and four individuals won the provincial and municipal advanced.

3.2.4 Physical heritage

Arrange special personnel to connect, inherit and collect more than 10,000 pieces of physical heritage donated by the Beijing Winter Olympic Organizing Committee and individuals, which have been included in the collection of the world's only Olympic education Museum on campus, and successfully selected as the first national sports science popularization base.

3.2.5 Venue heritage

The venue in the campus undertook more than 100 rehearsals for the opening and closing ceremonies of the Beijing Winter Olympic Games and sports exhibitions, which accumulated rare and valuable experience for the school to host high-level large-scale international events.

3.3 Current difficulties and problems in the work of the Winter Olympic heritage

- 3.3.1 The Beijing Institute for International Olympic Studies needs to strengthen the connotation construction and make a characteristic brand in the initial period of establishment.
- 3.3.2 The teachers and students participating in the service of the Winter Olympics are valuable talent heritage, and there is an urgent need to further tap resources to benefit more people.
- 3.3.3 The amount of physical heritage of the Winter Olympics is large and there are many kinds. How to properly preserve, rationally maintain, strengthen publicity and promotion, and let the Olympic Education Museum play a greater role.
- 3.3.4 There are more Olympic education related activities, but less experience sorting, and less research on the Winter Olympic heritage system.
- 3.3.5 The role of venue heritage is not obvious enough, and the construction of venues in the post-Winter Olympic period needs to be improved.

3.4 Countermeasures and explorations for maximizing the utilization benefits of Beijing Winter Olympic Heritage

- 3.4.1 Consolidate the foundation and do a good job in the connotation construction of Beijing Institute for International Olympic Studies.

Do a good job in the medium and long term development plan, improve the construction of rules and regulations, concentrate the school-running characteristics, give play to the unique advantages of the Beijing Olympic Institute, and achieve integrated development with the Capital University of Physical Education and Sports.

- 3.4.2 Attach importance to the training of Olympic talents, give full play to the leading and exemplary role of Olympic education, and continue to build the distinctive brand of Beijing Institute for International Olympic Studies.

Continue to host the International Olympic Education Forum; Continue to rely on the secretariat of Beijing Primary and Secondary School Students Olympic Education Work Office to organize training courses for principals of Beijing and national Olympic Education model schools and schools featuring ice and snow sports; Strengthen the Olympic general education of the whole school and explore the construction of the Olympic education specialty; Run a champion public welfare class.

- 3.4.3 We should carry forward the spirit of the Beijing Winter Olympics, tell the story of the Olympic heritage, and promote the new development of the Beijing Institute for International Olympic Studies . In combination with the school's "Olympic education" school direction, cooperate to carry out the education practice of big ideological and political courses, ask the Winter Olympics practitioners to tell the Winter Olympics story, create a strong learning atmosphere of Olympic education, form a summary of experience, and promote the continuous development of the Olympic Beijing model.

- 3.4.4 Fully tap the heritage value of the Winter Olympics and tell the story behind the heritage.

We should effectively protect the Winter Olympic heritage, improve the research on the Winter Olympic heritage, and pay attention to the sustainable development and management of the Winter Olympic heritage. Strengthen the integration of Olympic education resources in the school, do a good job in the functional expansion of the Olympic Education Museum, the gorgeous turn of the Winter Olympic Relay station and the Olympic Library, the mission of the Olympic library, etc., prepare the official website, public account and mini program of the Beijing Institute for International Olympic Studies , and expand the channels of publicity and promotion.

- 3.4.5 Strengthen international exchanges and cooperation and expand the international "circle of friends".

To strengthen communication with the IOC Olympic Studies Center; Introduce foreign senior Olympic experts and professors to carry out Olympic education, research, personnel training and international exchanges and cooperation; Signed a memorandum of cooperation with the Hellenic International Olympic Academy to jointly hold the International Olympic Education Forum; Connect with Olympic education experts and scholars from five continents to discuss the "Future development of International Olympic

Education"; Signing a cooperation agreement with the International Fair Play Committee; The "Olympic Women's Development Fund" was established as a legacy project of the "Women and Sport Awards" to encourage more outstanding female teachers to pursue excellence and feel the Olympic values.

4 Research Conclusion and suggestion

Maximize the benefits of the Beijing Winter Olympic Heritage, and build the Beijing Institute for International Olympic Studies into an important carrier for inheriting and developing the unique heritage of Beijing as the "Dual Olympic City". An important link for global Olympic research, exchange and cooperation, Global athletes, coaches, sports managers to learn and exchange yearning destination, international Olympic culture and education communication platform, the world's leading Olympic sports science and technology innovation center and lead the sustainable development of Olympic education new heights.

4.1 Conclusions

- 4.1.1 Serve the national strategy, bravely bear the glorious mission of sports people, and make every effort to serve and guarantee the Winter Olympics
- 4.1.2 We will carry forward the spirit of the Winter Olympics, tell the stories of the post-Winter Olympics, and give full play to the heritage of the Winter Olympics
- 4.1.3 Take the Beijing Winter Olympics as an opportunity to promote the new development of Olympic education and research
- 4.1.4 With Olympic education as the starting point, we will open up channels for international cooperation and build a new platform for training Olympic talents
- 4.1.5 Enhance the international level of education, and comprehensively strengthen the international influence and reputation of Beijing Institute for International Olympic Studies

4.2 Suggestions

- 4.2.1 Excavate the value of the Winter Olympic heritage and tell the story behind the heritage
- 4.2.2 Gather high-quality social resources and do well in the popularization of Olympic education
- 4.2.3 Strengthen international exchanges and cooperation, and integrate into the international Olympic studies system
- 4.2.4 We will intensify efforts to run schools internationally and build platforms for personnel training for international organizations

Since its establishment, Beijing Institute for International Olympic Studies has opened a new chapter of resource sharing, mutual support and parallel development with the Capital University of Physical Education and Sports. It has made fruitful achievements in serving the Winter

Olympics, Olympic culture communication, personnel training, international exchanges and cooperation, and has been highly recognized by the International Olympic Committee. Now it has become the national brand and international platform of Beijing "Dual Olympic City".

Take Capital University of Physical Education and Sports (Beijing Institute for International Olympic Studies) as an example, in accordance with the school's overall goal of "building a world-class sports university with the integrated development of Chinese sportsmanship and Olympic spirit", seized the opportunities of the Beijing Winter Olympics, made full use of the school's superior resources, and explored countermeasures to solve problems by summarizing the practical experience of inheriting and utilizing the Beijing Winter Olympics heritage, innovating ideas, and exploring solutions. We will promote the maximization of the benefits of the Beijing Winter Olympic heritage , Gather a group of high-level international talents with global influence, build a first-class Olympic education and research platform, further expand the circle of international sports exchanges and friends, and actively promote international sports exchanges and cooperation and strive to build a world-class sports university .

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A study on the dynamic evolution of the competitive landscape of ice and snow sports in the world: based on the 22nd-24th Winter Olympic Games

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Abstract.

This article employs literature review, mathematical statistics, Pareto analysis, and four-quadrant analysis to statistically analyze the medal tally and top eight rankings of all events from the past three Winter Olympics. The aim is to explore the dynamic evolution of the competitive landscape in global winter sports. The research findings indicate that the competitive pattern in winter sports at the Winter Olympics is difficult to break, with European countries leading the way and other nations serving as supporting players.

Preface

Competitive performance is a display of competitive strength, and the highest level of performance that athletes (teams) have achieved in major competitions is called competitive strength. It is often evaluated based on objective results or the level of performance. The strength of a country's ice and snow sports reflects the overall level of ice and snow sports in a country. As the world's largest winter comprehensive sports event, the Winter Olympics features ice and snow events, which, like the Summer Olympics, have the characteristics of long-term hosting, numerous events, and far-reaching impact. The competitive strength of a country or region is also demonstrated through participating in major competitions, and people often use the number of gold medals and medals to evaluate and compare the competitive strength of a country or region in major international competitions. The quadrennial long cycle of the Winter Olympics can well reflect the changes in the competitive strength of a country or region's ice and snow events.

The 14th Five Year Plan for Sports Development points out that problems such as imbalanced development and weak core competitiveness in China's competitive sports projects need to be solved by continuously optimizing the project structure, consolidating advantageous projects, and further improving the development level of potential advantageous projects, basic projects, winter projects, and other projects. Improving the competitive strength level of ice and snow sports in China can promote the balanced development of competitive sports, enhance the core competitiveness of competitive sports in international sports events, and also play a strategic role in promoting the construction of China's sports power.

This article conducts a statistical analysis of the gold medals, medals, and ranking in the top eight of the ice and snow events won by participating countries or regions in the 22nd, 23rd, and 24th Winter Olympics, as well as the points and total points obtained in each individual event. It deeply explores the competitive pattern of ice and snow sports in the World Winter Olympics, better grasps

the trend of world ice and snow sports development, and puts forward corresponding suggestions for the development of the Chinese team.

2 Research objects and methods

2.1 Research subjects

Using the 22nd to 24th Winter Olympics as the time frame and the participating countries as the spatial scope, the study focuses on the gold medals, number of medals, and points obtained by each participating country.

2.2 Research Methods

2.2.1 Literature review method

Through the school library, search for keywords such as "ice and snow sports", "competitive landscape", "Winter Olympics", "Asian Winter Games", etc. in databases such as CNKI, VIP, and Web of Science. Search for materials (as of November 31, 2023), screen relevant literature, and select core journals to provide relevant theoretical support for this article. The medals and data from the top eight countries are sourced from the official website of the International Olympic Committee.

2.2.2 Mathematical Statistics

Enter the relevant medal and ranking data of the 22nd, 23rd, and 24th Winter Olympics into Excel (2019 version), and classify and count them according to the number of editions, countries, continents, and events.

2.2.3 Pareto analysis method

Pareto Analysis is a statistical method for making decisions, used to select a limited number of tasks from a multitude of tasks to achieve significant overall results. This method uses the Pareto rule, which states that doing 20% of the work can produce 80% of the overall effect. This method is conducive to identifying primary and secondary contradictions, taking targeted measures, improving efficiency, and reducing costs. It is also possible to identify the most important factors in a set of data. By analyzing these key minority factors, problems can be more effectively solved and decisions can be made. This article presents a Pareto plot of the total points of the top eight countries in the medal rankings of the 22nd, 23rd, and 24th World Championships. The main factors (0% -80%), secondary factors (80% -90%), and general factors (90% -100%) are used to distinguish ice and snow sports powerhouses, in order to classify and study the competitive landscape of world ice and snow sports.

2.2.4 Four quadrant analysis method

The four-quadrant analysis method, also known as the Boston matrix diagram, is derived from the medal occupancy rate and medal growth rate in sports statistics as four types of distribution patterns of competitive strength: double high in proportion, high in proportion, low in proportion, high in proportion, and double low in proportion. This is a concise and intuitive set of indicators that reflect the distribution of interval competitive strength.

3 International competitive landscape of ice and snow sports

3.1 Distribution of medal count by country

Throughout previous Winter Olympics, the number of countries winning gold medals has increased from 8 in the first edition 23 in the 24th edition, with added value of 15, showing a continuous growth trend. The average number of countries winning gold medals is 13. The number of countries winning medals increased from 10 in the first quarter to 29 in the 24th edition, with a growth value of 19, showing a significant growth trend. The number of participating countries in the first Winter Olympics was only 16, and by the 24th Winter Olympics, the number of participating countries was 91. As shown in the figure, the number of participating countries has surged since the 14th Winter Olympics, showing a significant overall growth trend. Although the number of countries participating in the previous Winter Olympics was relatively small, the number of countries winning gold and medals was relatively stable. Countries with absolute competitive strength were relatively concentrated, and the competitive landscape was relatively stable. Meanwhile, the increase in the number of countries also indicates that the development of ice and snow sports in the Winter Olympics is sustained and stable. In addition to several special competitions, the number of countries that have won gold medals and medals has remained at a ratio of 4:5, and the proportion is continuously decreasing, which reflects the rapid development of ice and snow sports and the increasing audience, gradually entering people's vision. In the medal table, the number of countries winning gold and medals is increasing, and the trend of multiple countries competing for medals is gradually shifting from a single country's dominance, indicating that the competitive landscape of ice and snow sports in the Winter Olympics is becoming increasingly fierce.

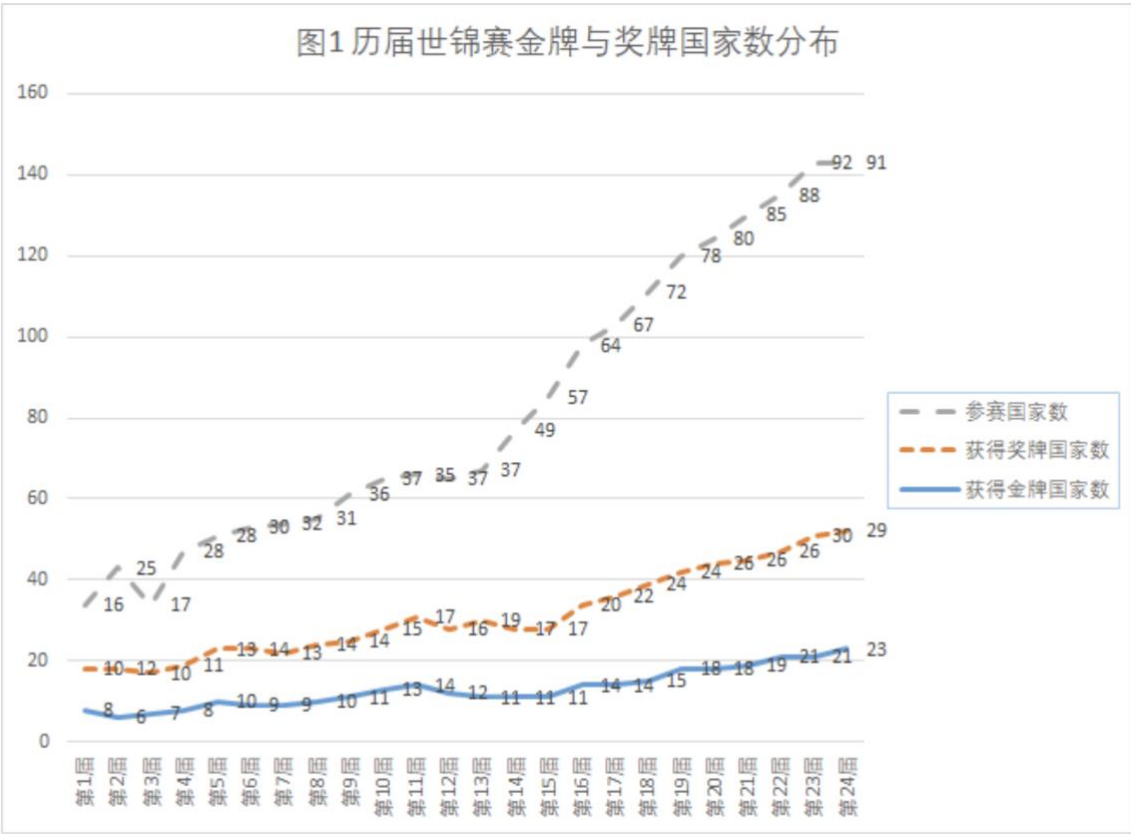


Figure 1 Distribution of Gold and Medal Countries in Previous Winter Olympics

3.2 Distribution of Top 8 Gold Medal Countries

We generally reflect a country's absolute strength in ice and snow sports by the number of gold medals and medals it has won. The number of gold medals reflects a country's absolute competitive strength and the number of world-class athletes [4]. The number of medals represents a country's absolute competitive strength and its reserve of abilities in ice and snow sports. The 22nd, 23rd, and 24th Winter Olympics produced a total of 308 gold medals, of which the top 8 countries won 206 gold medals, accounting for 66.88% of the total gold medals. Norway and Germany both accounted for over 10%. The overall competitive strength of the top eight countries on the medal table represents the main competitive strength of world ice and snow sports.

Among the top 8 countries, 6 are from Europe, 2 are from the Americas, and none of the other three continents have made it to the top 8 of the medal table. In the total medal table of previous Winter Olympics, Germany ranked first, followed by Russia, and then Norway. These three countries have also appeared in the top 8 of the gold and medal rankings in the past three editions, and Norway has ranked first in both rankings, indicating that countries with strong competitive strength always compete with each other and their strength is on par. Comparing the gold and medal rankings of the top 8 countries, it can also be seen that all 7 countries are in the double rankings, indicating their dominance in the Winter Olympics. This reflects the uneven competitive strength among different countries, which is currently in a state where the strong remain strong and the weak remain weak.

Table 1 Distribution of the top 8 countries in the gold medal table of the 22nd, 23rd, and 24th Winter Olympics

Ranking	Country/Region	Gold medal count	Proportion
one	Norway	forty-one	13%
two	Germany	thirty-four	11%
three	United States	twenty-six	8%
four	Canada	twenty-fiv e	8%
five	Netherlands	twenty-fou r	8%
six	ROC	twenty-on e	7%
seven	Switzerland	eighteen	6%
eight	Sweden	seventeen	6%
total		two hundred and six	67%

Table 2 Distribution of Top 8 Countries in the Medal Chart of the 22nd,
23rd, and 24th Winter Olympics

Ranking	Country/Region	Gold medal count	Proportion
one	Norway	one hundred and two	11%
two	ROC	eighty-two	9%
three	Canada	eighty	9%
four	Germany	seventy-seven	8%
five	United States	seventy-six	8%
six	Netherlands	sixty-one	7%
seven	Austria	forty-nine	5%
eight	Sweden	forty-seven	5%
total		five hundred and seventy-four	62%

3.5 Distribution of National Points

This article assigns points to national rankings, and according to the scoring principles of general sports in international competitions, the first to eighth places are counted as 9 points, 7 points, 6 points, 5 points, 4 points, 3 points, 2 points, and 1 point, respectively. The scores of the top 8 countries in the medal table of the past three Winter Olympics in various categories are statistically organized. There are 38 countries that have won the top 8 medals on the medal table. According to the Pareto principle, these countries are divided into three groups, namely Group 1, Group 2, and Group 3. The first group has 12 countries, the second group has 5 countries, and the third group has 21 countries. The points generated by the first group country account for 80% of the total score, the points generated by the second group country account for 10% of the total score, and the points generated by the third group country account for 10% of the total score. The emergence of the competitive landscape in world ice and snow sports is closely related to the competitive strength of these countries. European countries continue to maintain their traditional project advantages, advancing side by side and competing with each other. The development of ice and snow sports in China, South Korea, and Japan in Asia is becoming increasingly strong, while the Americas is still supported by the United States and Canada. Australia and New Zealand in Oceania are also gradually emerging. The prosperity of the first group countries is on the rise, while the emergence of the second and third group countries has a trend of slowing down this trend. Although the countries of the 2nd and 3rd groups have increased their competitive strength in ice and snow sports, it still requires great efforts to break the rule of European and American countries, and the polarization of the world's ice and snow sports competition pattern is gradually weakening.

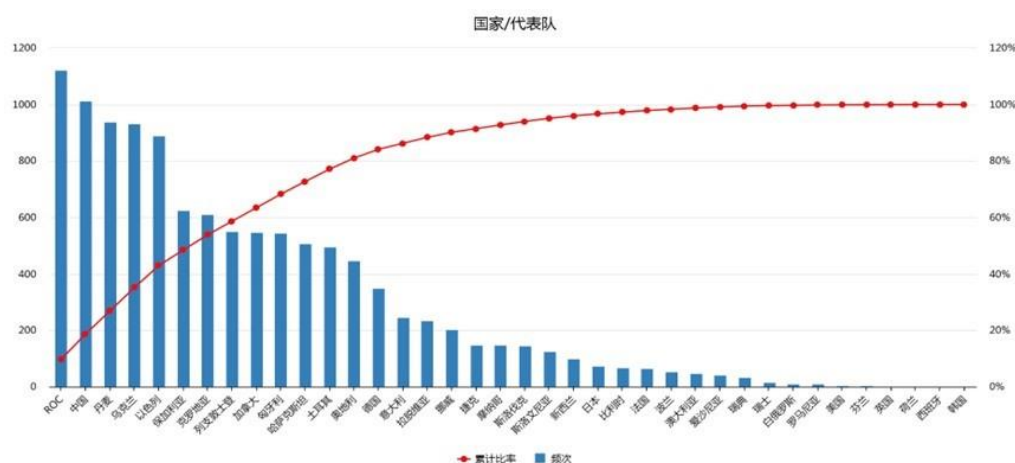


Figure 2 Pareto diagram of points for the 22nd, 23rd, and 24th Winter Olympics

Competition pattern of intercontinental ice and snow sports

Europe and the Americas are the absolute forces that build the competitive landscape of world ice and snow sports, especially Europe, with the strongest competitive strength. Whether it is the number of participating countries or the proportion of gold medals and medals, they are far ahead of other continents, with market share reaching 72.40% and 70.12%, respectively. Only the United States and Canada have strong competitive strength in the Americas, but from an intercontinental perspective, it is difficult to lead in the world. Similarly, only China, Japan, and South Korea have

a small amount of competitive strength in Asia, making it difficult for them to have a say in the world. Only two countries in Oceania have the strength to win medals, making it equally difficult to establish a foothold in the world. Due to geographical and climatic conditions, it is difficult for Africa to conduct ice and snow sports training, so it has never won a medal in the 24th Winter Olympics. The competitive landscape between continents presents an unbalanced trend of European dominance.

Table 3 Intercontinental distribution statistics of medals at the 14th, 15th, and 16th

World Championships						
Continent	Gold Medal			Medal		
	Quantity	Proportion	Country	Quantity	Proportion	Country
	y	rtion	try	ntity	rtion	ntry
Europe	two hundred and twenty-three					
		72.40	eighteen	six hundred and fifty	70.12	twenty-four
		%			%	
America				one hundred and fifty-six		
	fifty-one	16.56	two	hundred and	16.83	two
		%			%	
Asia						
	thirty-one	10.06	three	one	11.43	three
		%			%	
Oceania				and six		
	three	0.97%	two	fifteen	1.62%	two
Africa	0	0%	0	0	0%	0

Based on the results of the medal charts at the 22nd, 23rd, and 24th Winter Olympics, the occupancy and growth rates of intercontinental medals were calculated. Referring to the scoring system of scholars such as Tian Maijiu in the evaluation of national (regional) competitive sports strength level and selection of advantageous and latent advantage projects, a quadrant analysis method was used to draw an overall intercontinental competitive strength quadrant map. The growth rate of medals is obtained by subtracting the number of medals in each state from the number of medals in the previous edition and dividing it by the number of medals in the previous edition. The occupancy rate of medals is determined by dividing the number of medals in each state by the total number of medals in three Winter Olympics. The central coordinates of the four quadrants are set based on the average growth rate and occupancy rate of each continent. From Figure 4, it can be seen that except for the Americas and Africa, the medal occupancy and growth rates of the other three continents are all positive, while the medal growth rate of the Americas is negative, indicating that the competitive ability of ice and snow sports in the Americas has been challenged by other countries. From Figure 5, it can be seen that Europe is showing a trend of "high proportion and low increase", and its competitive ability has reached saturation. Its competitive ability will remain relatively stable in the coming Winter Olympics. The Americas are showing a trend of low occupancy and low growth rates, and it is difficult to achieve significant breakthroughs solely by relying on two countries. Oceania has shown a trend of low market share and high growth rate, mainly due to the improvement of its national ice and snow sports competitiveness, and it has not won any medals in the 22nd and 23rd editions. Although the market share is not high, in terms of growth rate, Oceania has good development potential. Overall, Asia shows a trend of low market share and moderate growth rate, indicating that its competitive ability is also approaching saturation within a certain period of time.

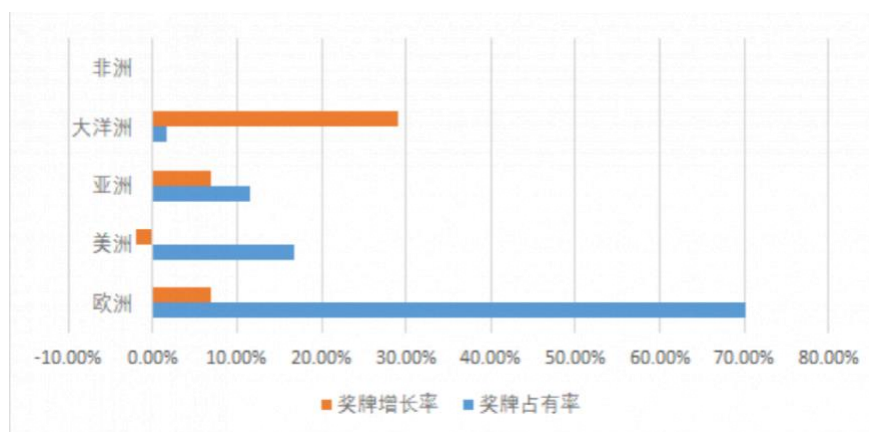


Figure 3 Intercontinental Overall Competitive Strength Bar Chart

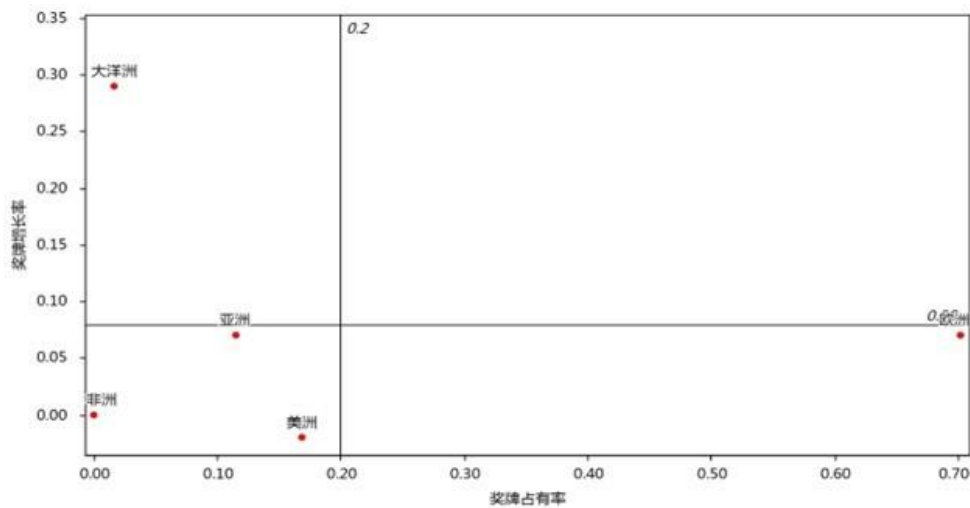


Figure 4 Competitive Strength Boston Matrix

5.1 The overall strength of Europe is strong, with each having its own strengths

Europe is the birthplace of ice and snow sports, with many countries participating in competitions and a cold climate. Europe has strong competitive abilities, especially in the Nordic region, where winter snowfall is frequent, temperatures are low, and snow periods are long, making it very suitable for snow sports. This has also established Europe's dominant position in the Winter Olympics. In the 22nd, 23rd, and 24th Winter Olympics, Europe was far ahead of other continents in terms of gold and medal numbers. However, from an internal perspective, the development of various projects in European countries has not reached a balanced state. The events that Norway excels in are not evenly distributed across all Winter Olympics events, and it leads the medal charts in cross-country skiing, ski jumping, and Nordic integrated events. According to statistics, since 2015, Norway has spent up to 1 billion kroner annually on sports facility construction, equivalent to approximately 744 million yuan in Chinese yuan. The sports events of the Winter Olympics have clustering characteristics, and European countries have different regional advantages. In some high latitude countries, patrolling forests covered in heavy snow requires superb skiing skills, so a series of skiing training was conducted for them, which also led to a particularly high proportion of patrol team athletes in the early stages of the Olympics. So it is not difficult to see that different countries utilize their regional environmental advantages to train different events, resulting in each European country having high competitive abilities but different characteristics in the events they excel in.

4.2 The two countries in the Americas are unwilling to be out done and have weak power

The competitive level of ice and snow sports in the United States and Canada is leading worldwide. They have excellent coaches, athletes, and research teams that can provide professional guidance and training for ice and snow athletes. Athletes have repeatedly achieved excellent results in international events such as the Winter Olympics, demonstrating their strong competitive strength. In terms of medal count, the number of gold medals and medals in the Americas is relatively stable, while Canada's medal count has slightly decreased, but their competitive ability cannot be underestimated. The United States also maintains stability and consistently stays in the top five of the medal table, which proves its strong competitive ability. The geographical locations of the United States and Canada are both in the northern hemisphere, with most areas located at high latitudes, with cold winters and abundant snow resources. This provides favorable natural

conditions for the development of ice and snow sports. The average temperature in the coldest months of the Northeast Coast and the Great Lakes region of the United States can reach -3°C -8°C , with a snow accumulation period of 4-5 months and abundant snow, which is very conducive to ice and snow sports. Both the United States and Canada are economically developed countries with sufficient economic resources and funding for the development of ice and snow sports. These countries are able to build high-level ice and snow sports facilities, provide professional coaches and training, and cultivate excellent ice and snow athletes. In their cultural traditions, there is a love and emphasis on ice and snow sports. Ice and snow sports have become one of the important cultural activities in these countries and an important component of their winter culture. This cultural tradition provides a solid foundation for the popularization and promotion of ice and snow sports. Compared to other countries in the Americas, they do not have these advantages and cannot reach a high level of competitive ability in ice and snow sports.

4.3 The backbone of the three Asian countries, striving for strength

The number of gold medals and medals in Asia is very small, and there are very few events that can win awards at the Winter Olympics. With the continuous improvement of economic capabilities, it provides guarantees for ice and snow training, and China, Japan, and South Korea can also win more and more medals, gradually gaining a place in the Winter Olympics. The Asian Winter Games were held relatively late, with the first Asian Winter Games only held in 1996 and only 7 participating countries. By contrast, European countries began hosting winter sports as early as 1901. So the ice and snow sports in Asia started late and developed slowly, and the overall sports lack a scientific system, which is also a problem that the entire Asia needs to face and solve. However, as of the 24th Winter Olympics, Asian countries have hosted four Winter Olympics, which, although not as many as European and American countries, have played a positive role in promoting the development of Asian ice and snow sports.

4.4 Africa has weak competitive strength and an unfavorable environment

There are very few African countries participating in the Winter Olympics, and the number of participating athletes is also very small, resulting in very weak competitive abilities. Africa is located in a tropical region that crosses the equator and is hot all year round. It does not have the climate conditions for ice and snow sports, and most countries have relatively backward economies, technologies, and cultures. They do not have the ability to build skiing and ice skating sports facilities, and the coaching and training level of the coaching team is relatively low, resulting in limited opportunities to participate in large-scale competitions. The economic development in Africa is relatively slow, and ice and snow sports require a large amount of funding and resource investment, including venue construction, equipment procurement, coach training, etc. Due to economic constraints, it is difficult for African countries to make large-scale investments and promote in the field of ice and snow sports. In addition, political situation and social security issues are also one of the reasons that affect the development of ice and snow sports. For example, in some countries, wars and conflicts make it difficult for people to safely travel to ice and snow fields for activities.

Conclusion

1. The dominant countries in the world ice and snow sports at the 22nd to 24th Winter Olympics were Norway, the United States, Germany, Canada, Russia, Austria, the Netherlands, Switzerland, Sweden, France, Italy, and Japan, with a cumulative score of 77.11%.
2. The competitive landscape of ice and snow sports in the Winter Olympics is difficult to break, with European countries as the leader and other countries as the backdrop. The use of gold medals, medals, and top 8 results as indicators of competitive strength in winter Olympics ice and snow sports has certain significance. From the distribution of gold and medals in different countries, it can be seen that there are significant differences in the ability of different countries to obtain points. The first group can obtain 80% points, while the second and third groups can only obtain 10% points respectively. From this, it can be seen that there is a significant difference in the strength of ice and snow sports competition ability among countries, showing a trend of "the strong will remain strong, and the weak will remain weak".
3. At the level of intercontinental distribution, from the four quadrant chart, Europe shows a trend of "high occupation and low increase". The Americas are showing a trend of low occupancy and low growth rates. Oceania shows a trend of low market share and high growth rate. Overall, Asia is showing a trend of low market share and moderate growth rate. Europe remains the center of world ice and snow sports, while the competitive abilities of the Americas and Asia are relatively weak.
4. The development of ice and snow sports in China needs to learn from the models of European and American countries, make good use of its own advantages and resources, and continuously move towards becoming a nice and snow power.



Sports Podcasts and the Olympics: Motives and Functionality of Sports Podcasts in Promoting Olympic Values

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Abstract.

This study explores the motivations of sports podcast creators in Kenya to select the medium as their preferred choice of communication for disseminating sports information. The study found that most sports content creators are more motivated by intrinsic factors such as passion than by extrinsic factors like fame or money to create sports podcasts. The basis of this study has been influenced primarily by emerging trends in the field of communication, where more and more people are becoming reliant on internet-based platforms as key outlets of information compared to "legacy media outlets such as television, radio, and newspapers. The use and functionality of podcasts have emerged as a growing trend in the field of communication. The use of the platform has further been expounded by the shift in consumption habits that relies mainly on the use of computers and the internet. The adoption of mobile phones as the go-to device of consumption has made the demand for content instant and targeted to the immediate needs of individuals. The use of podcasts has been extended to different disciplines for different purposes. In sports, the genre is emerging as an important medium for not only disseminating information but also tackling pertinent issues in the field of sports. The research methodology involves qualitative data collection through in-depth interviews with content creators to understand their motivations and content creation processes. This study aims to provide insights on how the motivations for creating podcasts can be harnessed in the field of sports, both in local events and in mega sporting events. In understanding the motives behind the creation of sports podcasts, this study aims to provide a foundation for more studies focused on the creation of sports podcasts and its functionality in promoting Olympic values and addressing pertinent issues in the Olympic movement.

Keywords: Sports Podcasts, Online Content Creation, Digital Media, Emerging Media trends Sports Communication, Sports Media

Introduction

The research background highlights the significance of understanding the motivations behind sports podcast creation in Kenya. Research objectives aim to identify intrinsic and extrinsic motivators driving content creators in the sports podcasting industry. The study addresses the gap in literature regarding the motivations of sports podcast creators in Kenya.

Literature Review

Conceptualizing sports media consumption and defining sports podcasts provide a foundation for understanding the motivations of content creators. Factors influencing sports podcast consumption

and content creation shed light on the dynamics of the industry. The role of media in shaping perceptions of beauty and violence in sports influences consumer behavior and content creation.

Methodology

Qualitative research methods, including in-depth interviews and thematic analysis, are employed to identify patterns in sports podcast creators' motivations. The data analysis process involves thematic coding to capture and describe content, generating themes to answer research questions, and reviewing themes for completeness.

Findings and Discussions

The study presents findings from in-depth interviews with six sports podcast creators in Kenya. Motivations such as audience engagement, passion for sports, and content consistency emerge as key drivers for creators. The research highlights the importance of intrinsic motivators in driving content creation in the sports podcasting industry.

Conclusion

The study concludes by emphasizing the significance of understanding the motivations of sports podcast creators in Kenya. The findings of the research provide a good foundation on how the interests of sports podcasts content creators can be tapped into to address pertinent issues related to sports. The study also provides valuable insights on how these identified motivations can be used to promote and advocate for the need to respect the Olympic values in sports especially in mega sporting events. With the media landscape experience significant changes in the dissemination of information the study advocates for the need to keep up with these trends to involve more people especially young people who are quick to adopt to the emerging trends in the field of communication.

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Evolution of the concept of “Physical Education” and the Olympic Games

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Abstract

Sport is a product of a specific social stage of industrial civilization. Ancient Greece, as the source of modern European sports, held the world's first modern Olympic Games, and the Olympic Games is a social-cultural phenomenon based on sports (Savić, 2007). From the concept of “sport” in ancient Greece to a century of gaming, the term physical education in China has undergone a series of translations, fusion, and evolution. China has always attached great importance to sports since ancient times. In ancient times, sports activities were an essential part of life, and a series of translations and different interpretations of sports concepts emerged. As a cultural phenomenon, sports can be traced back to ancient primitive society. However, the concept of physical education emerged much later than itself. The term “physical education” was introduced and learned in China in the late 19th and early 20th centuries, both from Western countries and neighboring Japan. The term “physical education” first appeared in France in the 1860s with the publication of the educator Rousseau's famous book “Emile” in 1762, which used the term “physical education” to describe the process of body education in Emile (Rousseau, 1762). Since then, Germany, England and other countries have used Rousseau's term “physical education”. Throughout history, various terms and concepts related to “physical education” have emerged in the Western world, including athletics, gymnastics, and sports. After the Renaissance, the terms “physical training” and “physical education” were coined and are a result of the advancement of disciplines of science and school education in the process of Western modern civilization formation.

This study provides an overall overview of the evolution and translation of the concept of physical education in China from the perspective of the historical development of sports, and the Chinese “physical education” vocabulary is the result of translation and borrowing from Western “sports” concepts. Hence, the early definitions of “education” and “physical education” are full of the social evolutionary ideas of national competition (Yan et al., 2021). The Chinese character “体育” comes from Japan, and Japan did not have the word “体育” before the 19th century. With the continuous communication and development between China and Japan, and the deepening influence of Japanese sports ideology, China's understanding and depth of the term “physical education” have also undergone new changes.

Keywords:

Physical education; Olympic Games; Translation and introduction; Evolution; Development

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Esports under the influence of Olympic culture: Research on the mainstream discourse construction of esports in China since "Esports entering the Asian Games"

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Abstract

As a milestone event in the history of esports development and an important step in promoting esports into the Olympic Games, "Esports entering the Asian Games" has promoted the institutionalization and sportization of esports. In order to explore the mainstream discourse construction of esports in China since the "Esports entering the Asian Games", this study uses the research method of critical discourse analysis (CDA) to conduct a textual analysis of the esports reports of the People's Daily, and finds that the People's Daily has increased the coverage of the theme of social empowerment, Industry development and Competitions & Events. At the same time, new metaphors of "dreams" and "achievements" have emerged. We can conclude that China's mainstream media is using strategies from "institutionalization" to "sportization" to construct the mainstream discourse system of esports. However, there is a problem of insufficient number of reports on the topics of esports events, industry development, regulatory measures, and character stories, so it is proposed to gradually increase the proportion of event reports with the help of major sports events and the integration of virtual sports and simulated sports, and show more institutionalized measures and changes after entering the Asian Games and the Olympic Games, and learn from traditional sports communication how to report character stories and how to build sportsmanship, and establish an idol media image with the help of the star-making model of the esports industry.

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On the Current Situation, Challenges, and Coping Strategies of Olympic Education in China

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Abstract.

Promoting high-quality development of Olympic education is essential for the sustainable advancement of the Olympic movement in the new era. This paper examines the current state of Olympic education in China, the challenges it faces, and potential coping strategies. Presently, there is a significant increase in attention, awareness, and participation in Olympic education in China. The materials for Olympic education have been enriched and improved, becoming more scientific and systematic, and practical activities have diversified. However, Olympic education in China faces many challenges, such as imbalanced educational resources, low educational effectiveness, insufficient teaching staff, localization issues, and difficulties in collaborative governance persist. To address these challenges, the article proposes a series of solutions and strategies: emphasizing top-level design, formulating scientific and systematic Olympic education policies and plans, balancing educational resources, enhancing collaborative governance effectiveness; strengthening teacher training; improving teaching facilities and learning environments; leveraging mass media; and focusing on international exchange and cooperation in Olympic education. With ongoing educational reform and increasing demand for comprehensive quality education, Olympic education is expected to be more widely promoted and applied in the future.

Keywords: Olympic education, challenges, coping strategies

1 Introduction

The Olympic Charter states that the aim of the Olympic movement is to contribute to build a peaceful and better world by educating youth through sports practiced without any form of discrimination and in the Olympic spirit, which requires mutual understanding, friendship, solidarity, and fair play. Olympism seeks to blend sport with culture and education to create a lifestyle based on the joy of effort, the educational value of good example, and respect for universal fundamental ethical principles¹. Clearly, education has always been a key component of Olympism. While the Olympic Games are held every four years, Olympic education continues beyond the competitions, focusing on sustainable development. Olympic education positively impacts physical education, moral education, intellectual education, and aesthetic education, promoting social equity, justice, solidarity, peace, and the harmonious development of humans and the natural environment². However, Olympic education is influenced by social values, politics, economy, culture, and other factors. Therefore, Chinese Olympic education has unique educational value and realization paths, making it significant to study its current situation, challenges, and coping strategies of Olympic education in China.

2 The Current situation of Olympic education in China

Over the past 15 years China has efficiently organized and successfully hosted two Olympic Games and one Youth Olympic Games. This has injected new vitality into the Olympic movement and significantly advanced Chinese Olympic education in several dimensions:

2.1. Increased awareness and engagement

There has been a remarkable increase in attention, awareness, and participation in Olympic education in recent times, indicating a deepening interest and engagement with the Olympic movement across society. Olympic education has emerged as a crucial teaching component that has been seamlessly integrated into the education system of primary, secondary, and higher education institutions, reflecting a broader societal shift towards valuing sports and physical activity.

Not only has Olympic education become an essential part of school teaching plans and curricula, but its influence has extended beyond the classroom. At the community level, various programs and events have been organized to promote Olympic values and encourage active participation in sports. These initiatives have garnered widespread enthusiasm, drawing people from all walks of life to engage in physical activities and learn more about the Olympics.

2.2 Rich education content

Olympic education materials have significant enrichment, evolving to become a point where their content is increasingly scientific and systematic. These comprehensive materials encompass a wide range of topics, including the rich history, diverse culture, and profound spiritual meanings inherent in the Olympic movement. Additionally, they keep pace with the latest advancements and emerging trends within the Olympics, providing learners with up-to date information.

Remarkably, the integration of cutting-edge AI technology has revolutionized the presentation of these materials, making them more engaging, immersive, and interactive. This technological infusion has not only breathed new life into the learning process but also greatly enhanced the educational experience for learners of all ages. The result is a more dynamic and appealing approach to Olympic education that has successfully attracted a broader and more diverse audience, including young and old, to actively participate.

2.3 Diverse activities

Practical activities related to the Olympics are incredibly diverse and vibrant, offering a wide range of experiences that cater to various interests. These activities cleverly intertwine sports with culture and art, creating a unique and engaging blend. Through the meticulous organization of Olympic cultural festivals, celebrations, and expositions, the public is given a chance to immerse themselves in the rich heritage and traditions associated with the Olympics.

Furthermore, specialized sports skill training sessions are conducted, allowing enthusiasts to refine their techniques and strategies under the guidance of experts. These sessions not only improve athletic abilities but also instill discipline and teamwork among participants. Additionally, the development of peripheral products, such as Olympic emblems and mascots, has further stimulate public interest. These items serve as tangible reminders of the Olympic spirit, sparking conversations and inspiring people to learn more about the movement.

These practical activities not only enrich people's lives but also align with the national fitness plan, promoting healthy lifestyles and physical activity among the populace². As a result, public interest and participation in the Olympic movement have surged, fostering a stronger sense of community and belonging. Moreover, these activities increase exchanges and cooperation among Olympic organizations and different regions, strengthening the Olympic movement's global reach and influence. Through these activities, the Olympics have become a powerful platform for cultural exchange, unity, and mutual understanding among nations.

3 Challenges Facing Olympic Education in China

As Olympic education takes root and grows in China, it faces significant challenges:

3.1 Imbalanced educational resources

There is a notable disparity in resource distribution between regions. Students in economically developed areas and major cities receive much more Olympic education compared to those in less developed regions or smaller cities, with rural students generally receiving less Olympic education. Schools also differ in resources, with key primary and secondary schools, top universities, and resource-rich international schools having more access to Olympic education resources and opportunities.

This imbalance results in unequal opportunities for students to benefit from Olympic education. It creates a gap between those who have access to rich educational resources and those who do not, potentially hindering the overall development of Olympic education in China.

3.2 Low educational effectiveness

A significant concern in Olympic education is its low educational effectiveness. Often, there is a gap between educational goals and actual outcomes, with activities remaining at the superficial level of publicity stunts or one-off events. These activities fail to delve deep into the Olympic spirit and its core values, such as teamwork, fair competition, and perseverance. This superficial engagement prevents the full cultivation of crucial life skills in students. Without a deeper understanding and practical application of Olympic values, the true potential of Olympic education remains untapped.

3.3 Insufficient teaching staff

The issue of insufficient teaching staff in Olympic education is a significant challenge that needs to be addressed. On one hand, there is currently a notable shortage of teachers specifically trained and engaged in Olympic education, which makes it difficult to meet the growing educational demands in this field. This shortage not only limits the spread of Olympic knowledge and values but also hinders the full realization of the potential benefits that Olympic education can bring to young people.

On the other hand, teachers' professional abilities vary, with some lacking sufficient professional knowledge, educational skills, and teaching experience. Some teachers may possess a solid understanding of Olympic values and have extensive teaching experience, while others may lack sufficient professional knowledge, educational skills, and teaching experience necessary to effectively convey the importance and relevance of the Olympics to their students. This variance in teachers' professional abilities can lead to inconsistencies in the quality of Olympic education being provided, potentially affecting students' understanding and appreciation of the Olympics. To address this issue, it is crucial to invest in teacher training and development programs specifically tailored to Olympic education, ensuring that all teachers have the necessary knowledge and skills to deliver high-quality education in this field. By doing so, we can not only improve the overall quality of Olympic education but also inspire more young people to embrace the Olympic spirit and values.

3.4 Integration issues with Chinese educational culture

The core values and educational philosophy of Olympic education, originating in the West, face cultural differences and cognitive barriers when integrating with Chinese traditional culture and education systems. The content and methods need to be adapted to fit the educational background of Chinese students. This integration challenge requires careful consideration of cultural nuances and educational practices in China. Without proper adaptation, the effectiveness of Olympic education could be compromised, limiting its impact on students.

3.5 Difficulties in collaborative governance

The promotion and implementation of Olympic education require cooperation among multiple entities, including families, schools, social organizations, enterprises, and educational management departments. However, due to differing interests and communication mechanisms, collaborative governance is challenging. This leads to inconsistencies in the promotion and implementation of Olympic education. Effective collaboration is essential for ensuring that Olympic education is implemented smoothly and consistently across different regions and institutions. Overcoming these governance challenges is crucial for the sustained development of Olympic education.

4 Coping Strategies for the Development of Olympic Education in China

To address the aforementioned challenges, this paper proposes the following main coping strategies:

4.1 Emphasize strategic planning

Formulating scientific and systematic Olympic education policies and plans, balancing educational resources, and enhancing collaborative governance are crucial. Establish a collaborative mechanism involving multiple parties to ensure sustainable development. The government, schools, social organizations, and other parties should clearly define their roles and responsibilities in Olympic education, working together to promote its development. The government should introduce relevant policies and measures to provide policy guarantees and material support for Olympic education. Schools should formulate specific implementation plans and teaching programs based on their actual situations to ensure the practical implementation of Olympic education. Social organizations can act as a bridge, connecting the government, schools, and various social sectors, promoting the sharing and optimal allocation of Olympic education resources.

a. Strengthen teacher training

Teachers play a crucial role in implementing Olympic education. Education authorities should design systematic training programs, organize regular expert lectures and experience exchanges, and establish comprehensive incentive mechanisms to expand the pool of Olympic education teachers. A comprehensive training program can equip teachers with the necessary knowledge and skills to deliver high-quality Olympic education. Regular expert lectures and experience exchanges can help teachers stay updated with the latest developments in Olympic education and share best practices. Establishing incentive mechanisms can attract more people interested in Olympic education to join the profession, ensuring a steady supply of qualified teachers.

b. Improve teaching facilities and learning environments

To enhance the quality of education, it is imperative to focus on improving teaching facilities and learning environments. This involves investing in and updating teaching facilities with modern teaching equipment, such as intelligent teaching platforms and multimedia display systems. By incorporating these advanced tools, we can provide teachers with the necessary support to impart Olympic knowledge more effectively. Not only will this enhance the learning experience for students, but it will also enable teachers to deliver engaging and interactive lessons, fostering a deeper understanding and appreciation for the Olympics and sports in general. Ultimately, this investment in teaching facilities will elevate the overall educational experience, preparing students to embrace the Olympic spirit and pursue excellence in sports and beyond.

4.4 Leverage the role of mass media

Mass media can play a positive and effective role in promoting the educational value of the Olympic movement. Utilizing the diversity of internet content and the convenience of information access, mass media should focus on promoting Olympic values and converting public attention on events into effective guidance for their own exercise habits. Mass media campaigns can raise awareness about Olympic education and its benefits. By showcasing inspiring stories and achievements related to the Olympics, media can motivate people to participate in sports and adopt healthy lifestyles. Additionally, social media platforms can be used to engage with the younger generation, making Olympic education more accessible and relatable.

4.5 Emphasize international exchange and cooperation

Establishing connections and cooperative relationships with international Olympic organizations and other countries' Olympic education institutions is crucial. Learning and absorbing advanced international Olympic education concepts and practices to innovate and develop Olympic education in China. Active promotion of China's Olympic education achievements and experiences on the international stage can enhance China's influence and status in the field of international Olympic education. This exchange of ideas and practices can lead to new insights and improvements in Olympic education, benefiting both China and the global Olympic community.

5 Conclusion

Olympic education in China must keep pace with the development and changes of the international Olympic movement, constructing a "Chinese plan" for Olympic education that integrates international Olympic education concepts, highlights the Olympic spirit, and fits China's national conditions. Promoting the development of Olympic education is a long-term and arduous task that requires continuous research, innovation and the formulation of feasible development strategies and implementation plans. Cultivating teaching staff, improving teaching facilities and environments, strengthening international exchange and cooperation, and paying attention to detail and quality control are essential for continuously advancing Olympic education. This will contribute positively to cultivating more talents with Olympic spirit and qualities, ultimately supporting the sustainable development of the Olympic movement and promoting social equity, justice, solidarity, peace, and the harmonious development of humans and the natural environment.

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Impact of FIFA11+ on lower extremity injury risk in collegiate female soccer players: implications for injury prevention in Olympic female athletes

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Abstract

FIFA has developed various injury prevention training programs to reduce the risk of injury among different groups of football participants. FIFA11+ has been proven effective in reducing the risk of injury in male youth football players in many studies. This study aims to investigate whether FIFA11+ can also reduce the risk of injury in female youth football players.

METHODS

Thirty-four female collegiate football players from China were selected for this study. The study evaluated the effectiveness of FIFA11+ in preventing injuries among female youth football players by comparing the impact of 10 weeks of FIFA11+ training (3 times per week) with regular warm-up activities on lower limb injury risk indexes (LESS test scores and Y-balance test scores).

RESULTS

The results showed that female football players trained with the FIFA11+ warm-up demonstrated more positive changes in LESS scores and Y-balance test scores. This suggests that FIFA11+ may improve landing movement patterns, increase muscle strength and joint stability, and thus reduce the risk of non-contact injuries in the lower limbs of female athletes.

CONCLUSIONS

This study illustrates that FIFA11+ training significantly decreases the risk of lower extremity injuries in female collegiate football players. Due to physiological and anatomical differences, women typically have larger Q-angles than men, which can make athletes more prone to knee injuries. All athletes have an equal right to participate in their favorite sport. Our study indicates that female youth football players will have more options for injury prevention to ensure safer participation in football. FIFA and the WHO collaborate to promote continuous enhancements in health and safety in football activities worldwide, the best management of football injuries is to reduce the risk of injury. This study involving female athletes not only enriches research on injury risk in football but also exemplifies gender equality in sports research.

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