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July - August 2019

(Issue 7-8)

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1. THE OLYMPIC GAMES | LES JEUX OLYMPIQUES

1.1 CANDIDATURE PROCESS | PROCÉDURE DE CANDIDATURE

“FAILURE TO ADJUST”: BOSTON’S BID FOR THE 2024 OLYMPICS AND THE DIFFICULTIES OF LEARNING OLYMPIC WISDOM
Local resistance often cancels Olympic bids. Boston’s infamous bid failure was one of the first that demonstrated how local resistance can diminish boosters’ aspirations. As an insider to the bidding process, the author traces the adjustment strategies of Boston’s bidding committee, B2024, to bid opposition over the course of Boston’s 2024 Olympic bid (2014–2015). She analyzes the institutional learning that occurred and finds B2024 learned through Olympic networks that won Olympic bids. Using B2024’s learning process, she draws lessons for policy on learning and organizing complex projects with tight timelines and high uncertainty.
LE CROWDFUNDING POUR LA CANDIDATURE AUX JO PARIS 2024, UN EXCÈS DE CONFIANCE ?
READ MORE

WHICH COUNTRIES BID FOR THE OLYMPIC GAMES?: THE ROLE OF ECONOMIC, POLITICAL, SOCIAL, AND SPORTS DETERMINANTS
Wolfgang Maennig, Christophe Vierhaus. In: International journal of sport finance. May 2019, vol. 14, no. 2, pp.110-128. This study adds to the debate about the relationship between the Olympic Games and socio-economic factors. It is the first empirical work testing if economic, political, and social determinants (as well as the prospects of success) help to forecast which countries will submit an Olympic bid to the International Olympic Committee (IOC). On the basis of the biddings for the eight Summer Olympic Games from 1992 to 2020, the authors find that countries recording larger economic growth are more likely to bid. Also, Olympic bids are more probable from nations with stable election results, recent improvements in health standards, and more international tourism arrivals. Finally, countries at least implicitly assess their chances of winning the Olympic host city election when considering a bid.

1.2 SUMMER OLYMPIC GAMES | JEUX OLYMPIQUES D'ÉTÉ

1.2.1 PARIS 2024

PARIS 2024 : UNE EXPÉRIENCE RÉVOLUTIONNAIRE
OLYMPIC GAMES PARIS 2024: PARIS 2024 OCOG PROPOSAL ON NEW SPORTS: OLYMPIC PROGRAMME COMMISSION REPORT
This report outlines the process taking place to define the Olympic programme for the Olympic Games Paris 2024 and further explores the proposed new sports (breaking, sport climbing, skateboarding and surfing) and the value they bring to Paris 2024 and the Olympic Movement.
READ MORE

OLYMPIC & PARALYMPIC VILLAGE
This document is published by Solidéo, company that delivers the Olympic infrastructures and partner of Paris 2024 Organising Committee. It presents the Olympic village that will be built for the Summer Olympic Games in Paris 2024, as well as the reuse of it after the Games.
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SOLIDEO: OLYMPIC GAMES DELIVERY AUTHORITY
As the Olympic Delivery Authority, SOLIDEO has a dual task of national importance: to deliver the works on time, within budget and according to plan, and to guarantee the creation of a bold, sustainable, inclusive and exemplary heritage for the territories involved, their inhabitants and generations to come. This document presents their missions, ambitions and actions for the next five years before the opening of the Olympic Games in Paris 2024.
EXISTS ALSO IN FRENCH VERSION
READ MORE
JEUX OLYMPIQUES ET PARALYMPIQUES 2024 :
QUELLES TRANSFORMATIONS POUR LA VILLE DE PARIS ?
Think Tank Sport et Citoyenneté. Sport et Citoyenneté, 2019, 86 p.
Que ce soit en termes de développement économique, d’aménagement du territoire, de cohésion sociale, de développement durable ou encore au niveau des pratiques sportives, les enjeux autour de l’accueil des Jeux Olympiques et Paralympiques 2024 sont multiples. Paris est prioritairement concernée par ces défis. A l’image d’autres villes-hôtes telle que Barcelone ou Sydney, les JOP 2024 offrent l’opportunité à la ville de Paris de se transformer et d’inventer son futur, sous de multiples dimensions. Alors qu’un plan destiné à faire de Paris une ville plus sportive a été présenté début 2019, comment les pouvoirs publics peuvent-ils-elle se servir de cet événement comme un catalyseur pour faire converger leurs politiques publiques ? Comment coconstruire avec les acteurs associatifs et sportifs des réponses adaptées ? En quoi l’accueil des JOP contribuera-t-il à redessiner la capitale, en matière de mobilité et de vivre-ensemble ? Ce sont ces questions que cet ouvrage se propose d’aborder. Il est le fruit d’un projet pédagogique mené par le Think tank Sport et Citoyenneté avec les étudiants du MS MOS d’Audencia Business School (promotion 2018/2019).
MA 29048

1.2.2 TOKYO 2020

PRICE LIST: TOKYO 2020 PARALYMPIC GAMES
The Tokyo Organising Committee of the Olympic and Paralympic Games, 2019, 10 p.
This document provides the price list and seat map guide of ticket categories for the 2020 Tokyo Summer Paralympic Games.
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TOWARD THE REALIZATION OF "UNITY AND DIVERSITY": OLYMPICS AND PARALYMPIC GAMES AND HUMAN RIGHTS
This brochure details the vision on human rights of the Tokyo Metropolitan Government in the framework of the 2020 Tokyo Olympic and Paralympic Games.
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Article

1.2.3 RIO 2016

RIO 2016 OLYMPIC GAMES SECOND ANNIVERSARY SPECIAL EDITION


The Olympic Games is passing through a new phase on the planet. The sport has reformed around the world especially in the Arabic-speaking Gulf countries. The local culture, religion and natural environment are the driving forces which are shaping the behaviour of the society. Nowadays, the consumption and sharing of sports information is through the medium of the latest technology like the tools of social media. The youth belonging to the Gulf Cooperation Council (GCC) countries use sports as a medium to communicate via social media. This paper used the situational analysis to describe the challenges of six communication channels for promoting the International Olympic Committee (IOC) Agenda 2020 for the GCC countries based on the SWOT, PESTLE and CATWOE methodologies. The results showed that the geographical area has huge potential to promote high performance and values of sport for future generations of athletes using the Youth Olympic Games as a seasonal door. However, an improvement from the perspective of consumer behaviour is necessary to generate youth engagement through National Olympic Committees (NOCs) during Summer and Winter Olympic Games with a heavy focus on the challenges for the new generation through social media. The recommendation points were that bilingual youth athletes (speaking Arabic and English) should be the new voice of the Olympic Movement in the GCC countries. To achieve Agenda 2020 goals, such action can engage the GCC youth generation with the Olympic Movement, including foreigners that live in the region and not exclusively local citizens.

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Article

DOUBLE CRISIS: SPORT MEGA EVENTS AND THE FUTURE OF PUBLIC SERVICE BROADCASTING


Covering sport mega events is a pivotal strategy for public service broadcasting (PSB) to claim audience support and public legitimacy. However, these mega events are subject to considerable controversy due to their association with doping or corruption. This raises the question for the PSB of how to satisfy the audience of the Olympic Games: by looking closely or by looking away? Conducting two empirical studies, this article investigates how German public service broadcasters reported the sociopolitical problems related to the 2016 Summer Olympic Games and whether the coverage has met the expectations of the audience. The results of a content analysis suggest that a substantial amount of coverage was dedicated to the problematic aspects of the Games. A conjoint analysis shows that German public service broadcasters did not meet the expectations of different audience segments: Neither the core audience nor event-driven spectators and certainly not the outsiders of media sports were fully satisfied by the Olympic program menu of German PSB.
LEGACY: OLYMPIC AND PARALYMPIC GAMES RIO 2016
Published two years after the Games by the Rio 2016 Organizing Committee, this report evaluates the legacy of the Games, including the following chapters: Introduction, permanent legacy, sports legacy, urban legacy, transportation legacy and conclusions.
READ MORE

1.2.4 MOSCOW 1980 | MOSCOU 1980

Article
DOUBLE STANDARDS: SOUTH AFRICA, BRITISH RUGBY, AND THE MOSCOW OLYMPICS
The year 1980 proved to be a time of diplomatic crisis for the British government and the Commonwealth due to the confluence of two events: a British Lions tour of South Africa and the Moscow Olympics. The Thatcher government debated its Commonwealth counterparts over the perceived hypocrisy of British policy towards South Africa and Moscow. While the British government campaigned internationally for a boycott of the Moscow Games, many African and Caribbean countries believed Britain was taking a harder line against Moscow than in enforcing the Gleneagles Agreement to end all sporting contacts with apartheid South Africa. This inconsistency led to threats of retaliation from African countries and seriously affected the influence Britain had in Africa during the period of Rhodesian independence and the ongoing conflict in Namibia. Controversy erupted surrounding the plans for a British Lions tour, how the invasion of Afghanistan changed the target of the Moscow boycott, and about the discussions between Britain and other countries about sporting ‘double standards’.
READ MORE (AVAILABLE ON SITE)

1.2.5 MEXICO 1968

Article
THE MYSTERIOUS CASE OF THE 1968 MEXICO CITY OLYMPIC TORCHES
The 1968 Olympic Torch Relay was unique because of the number of different torch models that were used on the route from Ancient Olympia to Mexico City. The reason for the existence of more than one type of torch in 1968 was the poor design of the original torch combined with the ill-chosen fuel mix that was used. This is the subject of this article.
1.2.6 TOKYO 1964

1964: THE GREATEST YEAR IN THE HISTORY OF JAPAN: HOW THE TOKYO OLYMPICS SYMBOLIZED JAPAN’S MIRACULOUS RISE FROM THE ASHES
In this book, the author chronicles how Japan rose from the rubble to embark on the greatest Asian economic miracle of the 20th century. He shares stories from the 1964 Olympics that created a level of alignment and national pride never before seen in Japan, leaving an indelible mark in the psyche of the Japanese for generations.
MA 29156

1.2.7 HELSINKI 1952

TARJOILIJANA HELSINGIN OLYMPIALAISISSA
MA 29162
1.2.8 AMSTERDAM 1928

RUDOLF PERELES: THE POSTER BOY OF 1928
This article focuses on an intriguing story surrounding the Amsterdam poster. As the IOC were unable to agree on a rights deal with the descendants of the designer, they have used an image from the cover of a Swiss book instead. This was based on the photograph of an Austrian wrestler, who was recreating the pose of a statue by German sculptor Max Kruse in 1879.

1.2.9 ATHENS 1896 | ATHÈNES 1896

THE MODERN OLYMPIC GAMES: A WORK OF ‘BARBARIANS’
This article is on the imagery of 1896, which the author describes as very modern. Antiquity had only an exemplary character for Pierre de Coubertin. In fact, the IOC founder wanted something new, something never done before.

1.3 OLYMPIC WINTER GAMES | JEUX OLYMPIQUES D’HIVER

1.3.1 BEIJING 2022

BEIJING 2022
Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games, 2018, 33 p.
This document presents the vision and concept, sports, venues, engagement and marketing programme of the Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games.
MA 29110

EMBLEM USAGE GUIDELINES: BEIJING 2022 OLYMPIC AND PARALYMPIC WINTER GAMES
Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games, 2018, 1 vol.
This document provides detailed emblem use guidelines for the Beijing Olympic and Paralympic Winter Games and the Paralympic Games.
MA 29103
EMBLEM USAGE GUIDELINES: OLYMPIC WINTER GAMES BEIJING 2022
Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games, 2018, 1 vol.
Based on the International Olympic Committee regulations and previous Olympic Games best practices, the Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games specifies in this document the basic identity and correct use of the emblem to guarantee the authority, preciseness, and consistence of the Olympic Winter Games Beijing 2022.
MA 29105

EMBLEM USAGE GUIDELINES: PARALYMPIC WINTER GAMES BEIJING 2022
Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games, 2018, 1 vol.
Based on the International Olympic Committee regulations and previous Olympic Games best practices, the Beijing Organising Committee for the 2022 Olympic and Paralympic Winter Games specifies in this document the basic identity and correct use of the emblem to guarantee the authority, preciseness, and consistence of the Paralympic Winter Games Beijing 2022.
MA 29106

EMBLEM USAGE GUIDELINES (PARTNER): BEIJING 2022 OLYMPIC AND PARALYMPIC WINTER GAMES
These guidelines provide instructions for combining Beijing 2022 dual emblem with one or more logos of official partners.
MA 29102

1.3.2 PYEONGCHANG 2018

PYEONGCHANG 2018 WINTER OLYMPIC GAMES AND ATHLETES’ USAGE OF ‘POLYCLINIC’ MEDICAL SERVICES
This paper aims to describe the medical service of two polyclinics of the PyeongChang Olympic Winter Games and to analyse the injury and illness of athletes who visited the polyclinics during the Olympic period in order to provide some insight with respect to the future construction and operation of polyclinics in mass gathering events such as the Olympic Games.
READ MORE (AVAILABLE ON SITE)
MEGA SPORTS EVENTS AND REGIONAL DEVELOPMENT: THE CASE OF PREPARATION FOR THE PYEONGCHANG OLYMPICS  
This article illustrates how mega sports events such as the Olympics have been positioned in East Asia as opportunities for regional development. The example of the preparations for the PyeongChang Olympics will be analysed to elucidate the structural difficulties in regional development through hosting mega sports events.

GOLDEN NEWS?: ANALYSIS OF SUMMARIZING COVERAGE OF THE OLYMPIC WINTER GAMES 2018 ON GERMAN TV  
A maximum amount of media coverage is desirable for every sport to attract potential fans, new active members, and sponsors. The Olympic Games draw large audiences and are therefore a chance for niche sports to enter the big media stage. Large time differences between the hosting city and the audiences’ home countries sometimes limit the amount of live coverage viewers can consume – increasing the importance of summarizing coverage formats like bulletins and news shows. This study analyzes this type of coverage about the Olympic Games 2018 on German TV and tries to find predictors for variances in coverage time, with the help of news values theory. Results show that the success of national athletes is by far the strongest predictor, while simplicity, identification, and surprise play a lesser role and tradition and gender seem to make no significant difference in the amount of summarizing coverage a competition yields.

READ MORE

MEDICAL SERVICE TEAM NAME BOOK: 2018 PYEONGCHANG OLYMPIC AND PARALYMPIC WINTER GAMES  
PyeongChang Organizing Committee for the 2018 Olympic and Paralympic Winter Games, 2018, 46 p.  
This document contains the names of the medical staff that attended the 2018 PyeongChang Olympic and Paralympic Games.

MB 1324
PYEONGCHANG 2018: OLYMPIC WINTER GAMES
PyeongChang Organizing Committee for the 2018 Olympic and Paralympic Winter Games, 2018, 27 p.
This book promotes the 2018 Winter Olympic Games in PyeongChang, drawing the attention to the transportation, accommodation, the venues location, the technology or the Korean culture.
MA 29111

PYEONGCHANG 2018: REPORT TO THE PRESS COMMISSION: 3 AUGUST 2014 - RIO DE JANEIRO, BRAZIL
PyeongChang Organizing Committee for the 2018 Olympic and Paralympic Winter Games, 2018, 22 p.
This report details the planning of the press operations for the 2018 PyeongChang Olympic and Paralympic Winter Games.
MA 29112

1.3.3 NAGANO 1998

TWENTY YEARS AFTER: CZECH HEROES AND FALLEN HEROES OF THE NAGANO 1998 OLYMPIC GAMES
In February 1998, the entire Czech Republic was in jubilation over the gold medal victory of its ice-hockey team at the Olympic Games in Nagano, Japan. Goal-keeper Dominik Hašek, the famous NHL star Jaromír Jágr, and team captain Vladimír Růžička, were heavily covered by the media. The three athletes went on to have successful careers after Nagano. Czech media coverage played a significant role in the „Naganomania“ of the time and was later also to assist in the social fall of some of those heroes. Based on the theory of myths in sports journalism, the concept of fallen heroes, and the media frame analysis, this paper presents the development within the media coverage of the four above-mentioned athletes in selected Czech dailies. The media portrayals of these athletes so similarly celebrated in 1998 are shown to have diversely evolved over a twenty year span.
READ MORE
1.4 SUSTAINABILITY AND LEGACY | DURABILITÉ ET HÉRITAGE


Barcelona’92 developed an urban regeneration of abandoned areas introducing some environmental measures. At the same time, ecological issues gained global social and political awareness. One month before the Games of the XXV Olympiad, the Earth Summit in Rio decreed conclusions that were adopted by the International Olympic Committee in the following years. This paper is focused on environmental communication initiatives of the Barcelona Olympic Games.

READ MORE (AVAILABLE ON SITE)

**AN ORGANIZATIONAL LIFE CYCLE APPROACH TO EXPLORING THE ELITE SPORT LEGACY OF SUMMER OLYMPIC HOST NATIONS: THE CASES OF CHINA (BEIJING 2008) AND AUSTRALIA (SYDNEY 2000)**


This paper investigates the elite sport legacies of hosting the Summer Olympics for China (Beijing 2008) and Australia (Sydney 2000). The classic organizational life cycle approach provides the conceptual framework for this retroductive study. The data for both cases are sourced from official publications, academic research, and documents from various government departments and organizations. Additional data are drawn from three semi-structured interviews with key Chinese stakeholders. The analysis provides clear evidence that governments and their stakeholders use the opportunities afforded by a home Olympics to boost Olympic performance. China and Australia experienced a similar four-phase pattern of elite sport legacy life cycle: start-up, growth, maintenance, and decline. Both countries also shared many similar policy and management factors throughout each stage. An increased awareness of the sequential nature of elite sport legacy can help Olympic host countries make a more informed decision about their long-term strategies for elite sport success.

READ MORE (AVAILABLE ON SITE)
AVOIDING WHITE ELEPHANTS?: THE PLANNING AND DESIGN OF LONDON’S 2012 OLYMPIC AND PARALYMPIC VENUES, 2002-2018

An issue commonly identified with the vast and costly developments that cities produce to host the Olympic Games is that they are prone to becoming ‘white elephants’ – obsolete or underused constructions that become cost burdens for cities. White elephants are particularly associated with some of the most recent Games of the twenty-first century, as reflected in accounts of ‘limping’ or obsolete venues in Sydney, Athens, Beijing, Rio and Sochi. This paper begins with a review of issues associated with spatial planning, architecture and planning process in the production of white elephants in Olympic history. It goes on to provide an historical account of London’s efforts from 2002 to 2012 to avoid attracting a repetition of the critique that followed earlier Olympics. Finally, it assesses its ongoing efforts and record over the six-year period from 2012 to 2018.

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DISORGANISED HOST COMMUNITY TOURISTIC-EVENT SPACES: REVEALING RIO’S FAULT LINES AT THE 2016 OLYMPIC GAMES

Mega sport events require a host (city) to provide the necessary urban spaces to deliver high profile – and highly circumscribed – elite sporting, cultural and commercial activities. This article investigates the live staging spatial-organisational requirements of the Rio 2016 Olympic Games, exploring the extent to which the project sequestrated, territorialised and commodified public space. Relatedly, the authors examine the role of new legal, regulatory and securitised event conditions in affording an effective and efficient ‘Olympic takeover’. They draw on three complementary qualitative data sets, including: i) official Rio 2016 bid and planning documents, ii) observations of the live Olympic city visitor experience and spatial planning effects, iii) interviews with tourism and visitor economy key informants.
LONDON’S LOCAL OLYMPIC LEGACY

London’s Candidature bid projected an irresistible legacy of lasting benefits for host communities and small businesses. Yet, local post-Games perspectives paint a contrasted picture – one of becoming displaced. This paper aims to draw on event legacy, specifically in relation to rising rents, threats to small business sustainability and impact on place development by empirically examining London’s local embryonic legacies forming across one ex-hosting Olympic community: Central Greenwich. In total, 43 interviews with local businesses (specifically, small retailers and hospitality businesses), local authorities, London-centric and national project actors and policymakers underpin analysis, supported by official London 2012 archival, documentary and media reports, were conducted to add texture and triangulate primary and secondary data sources.

OLYMPIC GAMES A SUSTAINABLE DESIGN ASSESSMENT FOR HOST LOCATION

When a city decides to make a bid, all its concerns is much more captivated by the urban transformation impact on the city whether it’s a positive or a negative one. As a result, several factors, if not well-organized and taken into consideration in the strategic development plans of the host cities, may be a burden on the city. Site selection for the event is considered one of the main critical decisions to assure the possibility of the host of the Games by the city. Therefore, this paper reviews several case studies that proved its success in location choice under the delivery of sustainable urban design and strategic planning for the host city. It attempts to mention the main urban design elements affected by the preparation process. Consequently, an urban design sustainable assessment will be developed highlighting both the main urban design factors affected due to the host of the Olympic Games and, the main sustainable key factors affected by the urban changes on site.

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NON-HOST CITY OLYMPIC LEGACIES: THE CASE OF ATHENS, GEORGIA AND THE 1996 OLYMPIC GAMES


The purpose of this exploratory study was to develop a better understanding of non-host city legacies experienced in relation to the hosting of an edition of the Olympic Games. A case study focusing on Athens, Georgia and the 1996 Olympic Games held in Atlanta, USA was used to illustrate this particular phenomenon of interest. Findings revealed five emergent legacy themes: nostalgia, urban development, volunteering, community engagement, and sport development. Moreover, three major factors (planning approach, external factors, and image) created a different Games experience in Athens and thereby distinguished its legacies from ones created in Atlanta. Challenges and issues associated with providing event legacies in non-host cities are also discussed.

BARRA OLYMPIC PARK PROJECT: NOTES ON THE DESIGN PROCESS, GAMES AND LEGACY


This chapter examines design processes used in the planning of the Barra Olympic Park by AECOM. Discussed from a first-hand perspective, Houayek, who served as a principal designer for this project, points to struggles that designers faced given the site’s complex urban and social conditions. The vision behind the Olympic Park and its legacy plan recalls earlier eras in which urban planning and design promised a better urban future for host cities like Rio.

THE ELITE ENCLAVE OF BARRA DA TIJUCA


This chapter examines Barra da Tijuca as an elite beachfront neighborhood that has resulted from successive housing policies that reinforced segregation between socio-economic classes in Rio. Using ethnographic research, she analyses cultural difference between social groups and their perceptions of investments in the area stemming from the 2016 Summer Olympic Games.

STAGING THE CITY, TRANSFORMING THE SLUM: FESTIFAVELIZATION IN RIO DE JANEIRO


This chapter explores the impact of mega-events like the 2016 Summer Olympic Games have had on the Santa Marta neighborhood and the rise of favela tourism.
THE URBAN COMMODITY FUTURES OF THE OLYMPICS: EXAMINING THE MULTISCALAR PROCESSES OF THE GAMES

This paper seeks to establish the theoretical concept of ‘urban commodity futures’ by drawing on David Harvey’s account of the contradictions of capitalism and Wladimir Andreff’s analysis of Olympic bidding as a monopolist allocation process based on auctioning in the context of asymmetrical information. ‘Urban commodity futures’ are shown to be a process of urban change both enabled by and formative of the boosters of ‘the next big thing in the city’. The discursive performativity of visions of the urban future generated by the boosters both creates new and reproduces existing possibilities for profitable manipulation of the public sector. The boosters unite geographically disparate markets in the global auction of assets and ambitions by establishing specific connections between places through bidding competitions and by capitalizing on existing contradictions. The bidding itself becomes an auction in which urban commodity futures are traded to strengthen the links between local capital and transnational corporations. When considered in light of ‘urban commodity futures’, the case of the 2014 Winter Games offers a stimulating inversion of some narratives of the Games, whereby developing countries are presented as striving to ‘earn’ the global community’s attention.

KEEPING THE FLAME ALIVE!: HOW TO ACTIVATE THE OLYMPIC HERITAGE: A SELECTION OF INSPIRING INITIATIVES FROM OLYMPIC HOST CITIES: THE OLYMPIC LEGACY TOOLKIT

“Keeping the flame alive!” gathers colourful, lively and concrete examples of how Olympic host cities manage to activate their Olympic legacy. It is a collection of inspiring stories from Olympic hosts around the world who have successfully managed projects powered by the unique link between their city and the hosting of the Olympic Games. MA 29126
1.5 HISTORY OF THE OG | HISTOIRE DES JO

THE HISTORY OF THE OLYMPIC GAMES AND THE IOC: ATHENS TO PYEONGCHANG 1894-2018

"The history of the Olympic Games and the IOC: Athens to PyeongChang 1894-2018" is a fascinating account of the history of the Olympic Games. It is the story of the creation of the modern Olympic Games by Pierre de Coubertin, of its governing body, which was formed in 1894, and of the highs and lows of the Games themselves since the first Olympic Games in Athens in 1896. The 87 chapters cover each of the Summer and Winter Games and are interspersed with linking chapters which highlight the moments that have marked Olympic history. Miller looks at key issues such as the advent of television, the financing of the International Olympic Committee, the ongoing fight against doping in sport, the birth of the Youth Olympic Games, the Olympic Agenda 2020 and much more. Miller also tells the stories of the legendary competitors - from Spyridon Louis (the winner of the first marathon) to Ester Ledecka (the first athlete to win two gold medals at the same Winter Olympics using two different types of equipment, skis and snowboard). Each chapter begins with a personal anecdote by either a well-known athlete or a key IOC figure. This new edition also features updated sections on the Winter Olympic Games in PyeongChang in 2018. The appendices are also extensive and provide, in particular, the list of IOC members from 1894 to 2019, Olympic Games results and medals tables.

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2. THE YOUTH OLYMPIC GAMES | LES JEUX OLYMPIQUES DE LA JEUNESSE

2.1 YOUTH OLYMPIC WINTER GAMES | JEUX OLYMPIQUES DE LA JEUNESSE D'HIVER

2.1.1 LAUSANNE 2020

LAUSANNE 2020 YOUTH OLYMPIC GAMES
Lausanne 2020 Youth Olympic Games, 2019, 1 vol.
This publication gives a general overview including facts and figures on the next Winter Youth Olympic Games that will take place in Lausanne in January 2020.
MA 29157

MEDIA ACCOMMODATION GUIDE: LAUSANNE 2020 YOUTH OLYMPIC GAMES: 3RD WINTER YOUTH OLYMPIC GAMES
The Organising Committee for the Winter Youth Olympic Games
This "Media accommodation guide" provides for the information about the official accommodation options specific to the media at the 3rd Winter Youth Olympic Games in Lausanne in 2020.
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MEDIA ACCREDITATION MANUAL: LAUSANNE 2020 YOUTH OLYMPIC GAMES: 3RD WINTER YOUTH OLYMPIC GAMES
The Organising Committee for the Winter Youth Olympic Games
This manual provides rights holding and non-rights holding broadcasters, written and photographic press, online media, as well as writers and photographers working for publications and websites of National Olympic Committees and International Federations, with the information needed to successfully undergo the accreditation process for the 3rd Winter Youth Olympic Games in Lausanne in 2020.
READ MORE

VISA GUIDE: LAUSANNE 2020 YOUTH OLYMPIC GAMES: 3RD WINTER YOUTH OLYMPIC GAMES
The Organising Committee for the Winter Youth Olympic Games
This guide provides information on visas and authorisations to enter in Switzerland during the 3rd Winter Youth Olympic Games in Lausanne in 2020.
READ MORE

2.1.2 INNSBRUCK 2012

This paper investigates intangible legacies of the Innsbruck 2012 Youth Olympic Games by surveying young residents (n = 1,338) 3 years after the event was staged. Special attention was paid to the youth’s level of involvement in the event. Additionally, the fulfillment of the YOG’s goals was analyzed.
2.2 Youth Summer Olympic Games | Jeux Olympiques de la Jeunesse d'Été

2.2.1 Buenos Aires 2018

Accreditation Guide: International Federations: Buenos Aires 2018
This manual has been prepared by the Buenos Aires Youth Olympic Games Organising Committee to assist International Federation (IF) to complete their accreditation process.
READ MORE

Brand Guidelines
These guidelines have been designed to give instructions on how to design the emblems of the 2018 Youth Olympic Games in Buenos Aires.
READ MORE

Chefs de Mission Manual
The manual, published for the chefs de mission, contains step-by-step operations from the delegation’s arrival to departure as well as detailed information on Games-time services and facilities, such as: freight, Olympic village, venues, security, transport, ticketing, security, etc.
READ MORE
ENTRY VISA GUIDE
Buenos Aires Youth Olympic Games Organising Committee.
2018, 3 p.
This guide aims to clarify the process for entry and stay in Argentina for the Buenos Aires 2018 Olympic and Paralympic Games.
READ MORE

IF GUIDES: BUENOS AIRES 2018 YOUTH OLYMPIC GAMES
Buenos Aires Youth Olympic Games Organising Committee.
2018, 30 vol.
Published in September 2018, this series of guides provides practical information for each IF about the city of Buenos Aires, the competitions and the venues for the 2018 Youth Olympic Games.
READ MORE

MEDIA GUIDE: CLOSING CEREMONY
Buenos Aires Youth Olympic Games Organising Committee.
This guide was created with the intention of being an easy and quick reference, and to provide the media useful guidelines and a proper understanding of each section for the closing ceremony of the 2018 Youth Olympic Games in Buenos Aires.
EXISTS ALSO IN SPANISH VERSION.
READ MORE

MEDIA GUIDE: OPENING CEREMONY
Buenos Aires Youth Olympic Games Organising Committee.
This guide was created with the intention of being an easy and quick reference, and to provide the media useful guidelines and a proper understanding of each section for the opening ceremony of the 2018 Youth Olympic Games in Buenos Aires.
READ MORE
STANDARD MARKS USAGE GUIDELINES: BUENOS AIRES 2018 YOUTH OLYMPIC GAMES
This document provides the guidelines to use the mark for the Buenos Aires 2018 Youth Olympic Games. It describes the strategy, identity, emblem, palette, font, pictograms, slogan and mascot.
READ MORE

VÍVI EL FUTURO: GUÍA DE BOLSILLO ATENCIÓN AL PÚBLICO
This pocket guide provides visitors information about services, pictogrammes, accreditation, and venues of the 2018 Youth Olympic Games in Buenos Aires.
READ MORE


POUR CONSULTER TOUTES LES PUBLICATIONS OFFICIELLES DÉJÀ DISPONIBLES POUR LES PROCHAINES ÉDITIONS DES JEUX OLYMPIQUES DE LA JEUNESSE, CLIQUEZ ICI POUR LAUSANNE 2020 ET DAKAR 2022.
3. THE INTERNATIONAL OLYMPIC COMMITTEE | LE COMITÉ INTERNATIONAL OLYMPIQUE

MODEST FESTIVALS IN DIFFICULT TIMES: COMMEMORATING OLYMPIC ANNIVERSARIES 1914–1969
On the occasion of the 125th anniversary of the IOC, this article considers other milestones of the Olympic Movement. Volker Kluge and Thomas Lippert focus on the IOC anniversaries from 1914 to 1969.

OLYMPIC HOUSE
International Olympic Committee, 2019, 239 p.
This publication, richly illustrated, relates the construction of the Olympic House, the International Olympic Committee’s new headquarters in Lausanne. From the beginning in 2013 with the international architecture competition to its opening in June 2019, this document presents how this new building is integrated in its environment, with sustainable ambition and innovative construction processes.
READ MORE
3.1 OLYMPIC MARKETING | MARKETING OLYMPIQUE

IS OLYMPIC AMBUSH MARKETING HERE TO STAY: EXAMINING THE ISSUES SURROUNDING AMBUSH MARKETING AS THEY RELATE TO OLYMPIC SPONSORS, ATHLETES, AND OTHER STAKEHOLDERS

This article examines many of the issues related to ambush marketing in the Olympic context. Specifically, it discusses the problems ambush marketing creates for the IOC and Olympic sponsors, along with how brand protection laws and the IOC’s strict advertising guidelines inhibit some forms of creative advertising.

READ MORE

3.2 OLYMPIC SOLIDARITY | SOLIDARITÉ OLYMPIQUE

ANNUAL REPORT 2018: WORKING TOGETHER TO DEVELOP SPORT AND PROMOTE ITS VALUES
Olympic Solidarity, 2019, 164 p.
This report presents the activities and projects undertaken by the Olympic Solidarity in 2018. The annual report contains a general introduction on the Olympic Solidarity’s mission, structure and budget, then details the world programs (athletes, coaches, NOC management and knowledge sharing, promotion of the Olympic values, forums and special projects), the continental programmes and finally the subsidies for participation in the Olympic Games and Olympic Solidarity team.
EXISTS ALSO IN FRENCH VERSION
READ MORE

OLYMPIC SCHOLARSHIPS FOR ATHLETES "PYEONGCHANG 2018": FINAL REPORT
Olympic Solidarity, 2019, 44 p.
This booklet provides information on the “Olympic scholarships for athletes programme” in the framework of the PyeongChang 2018 Winter Olympic Games. It provides details on the budget and other various statistics regarding this programme.
READ MORE
### 3.3 Presidents and Members | Présidents et membres

**BIOGRAPHIES OF ALL IOC MEMBERS: PART XXX**
This is the 29th part of the series about IOC Members. It includes: Rubén Acosta Hernández, Tamás Aján, Alfredo de Goyeneche y Moreno, Bruno Grandi, Seyed Mostafa Hashemitaba, Paul Franklin Henderson, William Joseph Hybl, Gian-Franco Kasper, Kipchoge Keino.

#### 3.3.1 Jiří Stanislav Guth-Jarkovský

**Jiří Stanislav Guth-Jarkovský in the Interwar Olympic Movement**
The article follows the work of Jiří Stanislav Guth-Jarkovský in the given period both on the domestic and on the international scene. In the new Czechoslovak state, it was necessary to establish a new Czechoslovak Olympic Committee which would serve as a representative of athletes of all nationalities. This, however, proceeded very slowly. With the strengthening of the status of sports associations, their young officials also asked for a greater share of COC's decision-making. Therefore, in the second half of the 1920s, there was a crisis in the Czechoslovak Olympic Movement, to which Guth-Jarkovsky responded by retreating. Throughout the interwar period, however, he remained an active member of the International Olympic Committee. At first, he was the Secretary General, later a member of its executive board. He actively participated in the design and adoption of the Olympic Charter and organization of the 8th Olympic Congress in Prague in 1925. However, in 1936 his reputation was damaged by his support of the XI. Olympic Games in Nazi-dominated Berlin.

READ MORE
4. THE OLYMPIC MOVEMENT | LE MOUVEMENT OLYMPIQUE

4.1 NATIONAL OLYMPIC COMMITTEES (NOCS) | COMITÉS NATIONAUX OLYMPIQUES (CNOS)

4.1.1 AUSTRIA | AUTRICHE

THEODOR SCHMIDT: EIN JÜDISCHER "APOSTEL DER OLYMPISCHEN IDEE"


Dr. iur. Theodor Schmidt (1891-1973), Erbe des traditionsreichen Wiener Süßwarenherstellers Victor Schmidt & Söhne, zeigte wenig Interesse, sich auf die Bonbonherstellung zu beschränken. Reich, monarchistisch, "halbjüdisch" und homosexuell, fand der Großunternehmer seine Herausforderungen als Arbeitgebervertreter beim Völkerbund in Genf, aber vor allem als Präsident des Österreichischen Olympischen Komitees, die er mit viel Pomp, aber ebenso großen Erfolgen zu bewältigen verstand. Die positiven österreichischen Olympiaauftritte 1928 und 1932 waren nicht zuletzt Schmidts politischem wie finanziellem Engagement zu verdanken. 1938 floh er über Rom und die USA in die Dominikanische Republik, von wo er 1955 als Honorarkonsul der Trujillo-Diktatur nach Wien zurückkehrte.

MA 29073
4.1.2 CAPE VERDE | CAP-VERT

MOVIMENTO OLÍMPICO EM CABO VERDE: 30 ANOS DE HISTÓRIA

The book, which is a collection of interviews and stories told by leading personalities of sports in Cape Verde, illustrates the entire course of the institution from its creation to the present day.

MB 1326

4.1.3 TUNISIA | TUNISIE

TUNISIA: SPORT IS OUR FLAMBEAU, OLYMPISM IS OUR CREDO: OLYMPISM IN ACTION, FORUM BY THE INTERNATIONAL OLYMPIC COMMITTEE, BUENOS AIRES, 6-7 OCTOBER 2018

In 2013, a new executive Committee of the Tunisian National Olympic Committee is elected. This new Committee decides to make of sport and Olympism its two levers for the reconstruction of the country. This document summarizes and illustrates the projects completed or being launched as part of the implementation of "Olympism in action".

MA 29058

4.2 PARALYMPIC GAMES AND PARALYMPIC MOVEMENT | JEUX PARALYMPIQUES ET MOUVEMENT PARALYMPIQUE

Article

THE GENESIS AND MEANING OF THE TERM ‘PARALYMPIC GAMES’

Three authors – Ian Brittain, Bill Mallon and David Davis pool their knowledge in a joint article on the early history of the Paralympics and the origin of the term.
5. THE ATHLETES | LES ATHLÈTES

5.1 ANTI-DOPING | ANTI-DOPAGE

Article


This paper critically assesses the effectiveness of Olympic anti-doping measures, will consider the way in which the difficulties inherent in the detection of doping may cause infringements on rule of law principles, and discusses approaches to further encourage a mutually beneficial global culture of cooperation and compliance between nations, which must serve as the fundamental basis for the modern development of anti-doping practices. This paper further highlights how the positive steps Russian bodies have taken in response to this scandal and the tangible improvements made to their regulation of doping behaviors are a positive indicator of sports law’s capacity to enact change. Moreover, this paper will argue that an approach to anti-doping that seeks to rehabilitate and encourage positive behaviors is ultimately necessary to ensure international sport’s role in peacefully facilitating international cooperation, as approaches that vilify and permanently ostracize states that have been found in violation of anti-doping laws are ultimately ineffective at facilitating compliance.

READ MORE
LE DOPAGE
Jean-François Bourg. La Découverte, 2019, 126 p.
Depuis quand se dope-t-on ? Qu’est-ce que le dopage ? Le sportif qui utilise des substances dopantes est-il rationnel ? Quels sont les produits, les acteurs et les filières de ce marché désormais mondialisé et géré par les mafias ? Pour quelles raisons le dopage se développe-t-il malgré la mise en œuvre de politiques internationales de détection et de répression inédites ? Faut-il autoriser le dopage sous contrôle médical ? L’avenir du sport dépendra largement de la réponse à ces interrogations. En effet, la devise olympique « Plus vite, plus haut, plus fort » correspond aux injonctions d’un système socioéconomique qui, en survalorisant la réussite individuelle, la compétition et la performance, instrumentalise le sport de haut niveau et l’ouvre à la démesure et l’artifice. Cet ouvrage présente et analyse de nombreux thèmes afin de faciliter la compréhension du dopage, d’en éclairer les vrais enjeux et de contribuer à une réflexion sur un phénomène qui suscite des débats passionnés.
MA 29062

5.2 MEDICINE AND HEALTH | MÉDECINE ET SANTÉ

TRANSWOMEN IN ELITE SPORT: SCIENTIFIC AND ETHICAL CONSIDERATIONS
The inclusion of elite transwomen athletes in sport is controversial. The recent International Olympic Committee (IOC) (2015) guidelines allow transwomen to compete in the women’s division if (amongst other things) their testosterone is held below 10 nmol/L. This is significantly higher than that of cis-women. Science demonstrates that high testosterone and other male physiology provides a performance advantage in sport suggesting that transwomen retain some of that advantage. To determine whether the advantage is unfair necessitates an ethical analysis of the principles of inclusion and fairness. Particularly important is whether the advantage held by transwomen is a tolerable or intolerable unfairness. The authors conclude that the advantage to transwomen afforded by the IOC guidelines is an intolerable unfairness. This does not mean transwomen should be excluded from elite sport but that the existing male/female categories in sport should be abandoned in favour of a more nuanced approach satisfying both inclusion and fairness.
KEEN ON MASSAGE: THE FINNISH WAY TO OLYMPIC SUCCESS IN THE TWENTIETH CENTURY

In Finland masseurs have had an appreciated role in sports even if there has not been affirmative evidence on the benefits of massage on sports performance. Traditionally in the Finnish countryside massage had a role as a healing method which was connected to sauna and bathing. In the late nineteenth century it was spreading into cities owing to improvements in healthcare education and the establishment of masseurs' societies. Top athletes began to use massage and they had close friends as masseurs. Witnessing the example set by the best, lower level athletes also wanted to have high standard massage. Thus, the demand for massage rose and at the same time massage treatments were included in the systematized preparation for the Olympic Games. Scientists, coaches, and athletes debated whether the benefits of massage were scientifically supported or not, and the individual reasoning altered from physiological to psychological effects.

READ MORE (AVAILABLE ON SITE)

SPORTS INJURY AND ILLNESS INCIDENCE IN THE PYEONGCHANG 2018 OLYMPIC WINTER GAMES: A PROSPECTIVE STUDY OF 2914 ATHLETES FROM 92 COUNTRIES
Torbjørn Soligar... [et al.]. In: British journal of sports medicine, 23 June 2019, Ahead of print, pp. 1-9.

This article describes the incidence of injuries and illnesses sustained during the XXIII Olympic Winter Games, hosted by PyeongChang on 9-25 February 2018. The authors recorded the daily number of athlete injuries and illnesses through the reporting of all National Olympic Committee (NOC) medical teams and in the polyclinic and medical venues by the PyeongChang 2018 medical staff.

READ MORE (AVAILABLE ON SITE)

SPORTS À HAUTE INTENSITÉ : MIEUX COMPRENDRE LA PERFORMANCE POUR MIEUX L'ENTRAÎNER
Christine Hanon... [et al.]. INSEP, 2019, 379 p.

Comment produire de grandes quantités d'énergie, les faire durer et les répéter ? Pour répondre à cette question, trois autrices à la pointe de la recherche dans le sport : Christine Hanon, manager du secteur recherche à la Fédération française d'athlétisme, Claire Thomas-Junius, chercheuse à l'INSEP en physiologie et Caroline Giroux, maître de conférences à l'université Paris-Est Créteil. Préfacé par Stéphane Diagana et approuvé par les scientifiques de l'INSEP, ce livre se veut une référence dans le domaine, fruit d'un travail de plusieurs années de la part de Christine Hanon, qui a œuvré pour réunir ses connaissances et celles de la science dans le but de mieux comprendre la haute intensité, cette dimension unique où le corps et l'athlète affrontent leurs limites physiques dans une lutte contre la douleur.

MA 29125
SPORT ET NEUROSCIENCES : COMPRENDRE LE RÔLE DU CERVEAU DANS LA PERFORMANCE


Soucieux de découvrir ce qui régit vraiment le mouvement humain et son extraordinaire potentiel, le journaliste, reporter sportif et supporter Zach Schonbrun a interviewé des spécialistes du contrôle moteur dans le monde entier. Son investigation commence par les travaux extrêmement novateurs que deux neuroscientifiques ont menés au sein de la Ligue majeure de baseball et qui bouleversent totalement la manière dont les découvreurs de talents évaluent habituellement la vitesse à laquelle les meilleurs joueurs interprètent un lancer. Tous sports confondus, de nouvelles théories et une technologie révolutionnaire révèlent comment fonctionne le système de contrôle moteur du cerveau chez des athlètes prodigieux, tels que Stephen Curry, Tom Brady, Serena Williams et Lionel Messi ; mais également chez des musiciens brillants, des danseurs, des grimpeurs, des pilotes automobiles, et tant d'autres.

MA 29119

THE SUFFERING BODY IN SPORT: SHIFTING THRESHOLDS OF PAIN, RISK AND INJURY

Kevin Young. Emereo Publishing Group, 2019, 202 p.

This volume closely explores the full panorama of pain, risk and injury in the cultural, organizational and legal orbits of sport spaces. Aimed at students, researchers as well as applied professionals, the volume sets the cultural, structural and organizational context that gives rise to pain, risk and injury in the first place, provides substantive empirical examples from diverse sports arenas, looks at the key issues and dimensions of pain, risk and injury in the social consciousness today, and explores three different 'spins' on making sense of the subject matter, from the position of the issue of consent and the courts, from the position of exploitation and corporate victimization, and from the understudied position of why athletes exit sport as an outcome of pain and injury and with what consequences.

MA 29166

5.3 OLYMPIANS | OLYMPIENS

‘SCHUHMANNAKI’ VERSUS ‘HERCULES’


This article is on the German gymnast and wrestler Carl Schuhmann, who also embodied the prototype of the mature athlete, because despite a ban by his management, he was not prevented from participating in the first Games in Athens. As the most successful participant, he wrote history and his story is now being told.
‘MISTAKEN IDENTITIES’: HEDWIG ROSENBAUM THE FIRST OLYMPIC MEDALLIST FROM BOHEMIA
The Czech historian Martin Pelc tells the story of Hedwig Rosenbaum, who took part in the tennis tournament in Paris in 1900 and went on to become the first female Olympic medallist in Bohemia.

HALINA KONOPACKA: FROM THE JOY OF LIFE - EXHIBITION
Polski Komitet Olimpijski, 2018, 89 p.
This book presents the exhibition on Halina Konopacka, which was organised by the Polish Olympic Committee to mark the 90th anniversary of winning the first Olympic gold medal for Poland in the discus throw competition at the Games of the IX Olympiad in Amsterdam in 1928.
MA 29032
6. THE OLYMPIC SPORTS | LES SPORTS OLYMPIQUES

6.1 SUMMER SPORTS | SPORTS D'ÉTÉ

6.1.1 JUDO

FACTORS THAT AFFECT THE SPORT DEVELOPMENT OF OLYMPIC JUDOKAS

With the aim of analysing the factors that have an influence on the sports training process of the Olympic Spanish judokas, a semi structured interview of 52 questions grouped in 6 aspects was carried out: sports context, social context, training process, psychological condition, technical-tactical condition and physical condition.

READ MORE
6.1.2 KARATE

FROM “EMPTY HANDS” TO “HANDS WITH GLOVES”: A SOCIOLOGICAL ANALYSIS ON KARATE AND OLYMPIC GAMES


Article in Portuguese. When a sociological perspective is aimed at sports organizations in a general sense, it is possible to find, in a complex scenario, power disputes that condition the future of their agents (athletes, coaches, managers, presidents, among others). Aiming to investigate how these power struggles behave and establish connections historically, we use official documents and secondary sources to discuss, with Pierre Bourdieu and other thinkers, the presentation of how the sport field is built where Karate, as a sport, fits with the conditioning factors for its entry into the official modalities of the International Olympic Committee. As a result of the research, it was noted that the entry of Karate into the Tokyo 2020 Olympic Games was characterized by various structural changes to suit the moral, ethical and safety precepts of the Modern Olympic Movement.

READ MORE
THE POLITICS OF PHYSICAL ACTIVITY
Defining ‘politics’ as contests over ideas, values and visions about what a physically active society could be, this book uses critical analysis to challenge accepted truths about physical activity and therefore opens up a pathway to more effective, and more socially just, physical activity policy. Critiquing global and national physical activity policies which are arguing for significant change to societies around the world, this publication presents empirical case studies to illustrate the political dimensions of advocating for physical activity promotion, including discussions of resourcing difficulties, conflicts of interest and opportunity costs. It explores physical activity as a multi-sectoral tool that is being applied to political ideas and policy goals as varied as education, sustainability and social cohesion, and asks what good physical activity really looks like. This is important and provocative reading for any student, researcher, practitioner or policy maker with an interest in physical activity, public health or public policy.
MA 29117
7.1 ECONOMICS | ECONOMIE

Article

'A TWO-STAGE DEA MODEL TO EVALUATE THE EFFICIENCY OF COUNTRIES AT THE RIO 2016 OLYMPIC GAMES'
This study uses a two-stage DEA model to evaluate the efficiency of countries that participated in the Rio 2016 Olympic Games. In the first stage, the authors calculated the efficiency scores using the number of athletes as the input, and the numbers of gold, silver, and bronze medals earned by each country as the outputs. In the second stage, they analyzed the effects of economic, demographic, and political factors on the efficiency scores. They show that GDP and low levels of democracy are also positively associated with efficiency scores, especially in the less efficient countries.
READ MORE

Article

ECONOMIC EVALUATION OF THE OLYMPIC GAMES
The purpose of this paper and study is to figure which key economic factors can help us explain country performance (medals) in the Olympics. The paper focuses on 3 key objectives, namely: to produce a list of possible key economic factors that can explain performance, to produce a simple Mathematical model based on these factors which could possibly predict the Olympic tally at a country level, to identify the degree to which these factors will influence Olympic performance. The study has been carried out in a way to develop a conceptual model and to analyze the hypotheses. The author has considered the Beijing Olympic Games 2008, sampled with 83 countries and 946 medals for the study. Based on the findings of the study, a few recommendations have been made, which if implemented in developing countries like India, may contribute to improve the sports performance of these countries in future.
READ MORE
Article

STRAIGHT ANALYSIS OF MEDAL MARKETS AT THE WINTER OLYMPICS

This paper aims to propose the concept of market potential analysis, which is commonly applied in economics, as a method to enable these investment decisions to be based on sound evidence. The markets for Olympic awards, i.e. medals (top three places) and diplomas (i.e. top eight places) are compared in alpine skiing, biathlon, cross country, speed skating, freestyle skiing, short track and snowboarding from 1992 to 2018.

7.2 GOVERNANCE | GOUVERNANCE

GOOD GOVERNANCE IM SPORT


MA 29153
7.3 MANAGEMENT

THE TYPES OF AUTHORITY AND PROBLEMS AT OLYMPIC EVENTS: INSIGHTS INTO GRINT’S MODEL OF DECISION-MAKING POSITIONS

Grint’s model of leadership is used in this article to extend discussion of how problems are responded to prior to, during, and after sport mega events. The purpose of this study is to understand the types of authority associated with the three types of problems: tame, wicked, and critical, prior to, during, and after Olympic Games. A quantitative methods approach was used to gather the data. Three hundred and eighty-seven surveys were completed prior to, during and after the Sochi 2014 Olympic Games. Data were analyzed using SPSS. The results revealed that three types of authority: management, leadership, and command are needed prior to and during Olympic Games, while only management and leadership are needed after Olympic Games. More importantly, unlike prior to or after an Olympic Games, each authority type can be used to solve more than one type of problem during an Olympic Games. Practical implications of the findings are discussed, together with limitations and ideas for future research.

SPORT ADMINISTRATION MANUAL
The “Sport administration manual” is the base textbook for the sport administrator courses, organised by National Olympic Committees (NOCs) under the auspices of Olympic Solidarity.
READ MORE

SPORT VOLUNTEERING
Russel Hoye... [et al.]. Routledge, 2019, 185 p.
The book focuses on the psychology of the voluntary experience, the challenges inherent in managing a volunteer workforce for not-for-profit and other groups, and the development of volunteers. It provides a perspective on the roles of volunteers in the development and delivery of sport in a range of contexts – events, clubs, associations and other non-profit groups – and explores important contemporary issues such as sustainability, diversity and the management of risk.
MA 29164
8. SPORT LAW AND ETHICS | DROIT ET ÉTHIQUE DU SPORT

8.1 LAW | DROIT

INTERNATIONAL SPORTS REGULATION: AN EVOLVING PRIVATE-PUBLIC PARTNERSHIP

Globalisation has seen regulation move beyond the state. International sports offer a strong example, with the evolution of an extensive system of global regulation and law. This article critically examines the evolving private-public partnership that is international sports regulation. In particular, it investigates two case studies: the International Olympic Committee (IOC) and the Fédération Internationale de Football Association (FIFA). The intellectual lenses of public-private partnership and of power are adopted to analyze these cases. The social, cultural, political and economic importance of sport makes examining the evolution of international sports regulation an interesting and valuable exercise. Studying it also potentially offers valuable insights and lessons for the development of international regulatory systems and global law making more broadly.

READ MORE
9. SPORT AND SOCIETY | SPORT ET SOCIÉTÉ

9.1 ART AND CULTURE | ART ET CULTURE

OLYMPIC FILMS 1948-1960: SERIOUS EVENT COVERAGE WITH TOUCHES OF SEXISM AND RACISM, PART 2
This is the second article of a series by David Wallechinsky covering the complete history of Olympic films. In this second part he covers the period from 1948 to 1960, in which colour films were first produced.
PHOTOGRAPHY AND SPORT
The rise of modern sport in the mid-nineteenth century coincided with the emergence of photography as a new image-making medium, and both practices developed in parallel. Although early technological limitations restricted the possibilities for capturing sporting action, many early photographers nonetheless embraced sport as a powerful subject for their work, a trend that has continued throughout history.
"Photography and sport" traces the close relationship between photography and sport, from its beginnings to the present day. Taking a unique thematic approach, Mike O’Mahony describes the early sporting images, the impact of technological developments on sports photography, and the establishment of new visual conventions for the representation of sport in the popular illustrated journals of the late nineteenth and early twentieth centuries. He examines the use of images of sport for commercial and advertising purposes, the gender politics of sporting practices, and the photographic representation of both the sports spectator and of non-professional sport, exploring their impact on wider socio-political issues along the way. Featuring some of the most significant sports photography of the last 150 years, this in-depth history will appeal to cultural historians, sports fans and all those with an interest in the history of sport or photography.
MA 29149

THE OLYMPIC GAMES AS A MULTICULTURAL ENVIRONMENT AND THEIR RELATIONSHIP WITH SOCIAL MEDIA
This paper explores the social media impact and the multicultural environment of the Olympic Games through a review of social media usage leading up to the Tokyo 2020 Games.

SPORT : GGSV, TYPE DIRECTORS CLUB, BRUXELLES, DESIGN INDABA
Le point sur le design dans l’industrie du sport, du terrain aux applications mobiles en passant par le e-sport, les accessoires, les vêtements, la pratique en salle ou les jeux vidéo. Les contributeurs abordent le design d’espace, d’objet, le design numérique et graphique, l’identité visuelle et la communication, les stratégies ou encore les placements de produits.
MA 29143
MEDIA, SPORT, NATIONALISM: EAST ASIA: SOFT POWER PROJECTION VIA THE MODERN OLYMPIC GAMES
Tianwei Ren... [et al.]. Logos Verlag, 2019, 300 p.

East Asia is increasingly prominent within global sport. In the short period between 2018 and 2022 it will have held two Winter and one Summer Olympics, and the Rugby World Cup for good measure. This is not a sudden development. It has been in train for some time, although many scholars, especially in Europe and North America, have been focused primarily on sport in their own countries and regions. J.A. Mangan, who for decades has been looking closely at sport in East Asia while encouraging others to do likewise, has made a major contribution to knowledge and understanding of a once under-appreciated subject. This excellent collection in his honour analyses the key interwoven elements of sport, media and nation in China, Japan and South Korea. It demonstrates how the structure and practice of sport connects in myriad ways with its representation, not least with regard to national narratives, international rivalries and transnational trends. It is a book that does signal justice both to East Asian Studies and to the academic who recognised the importance of sport to that field, and who has done so much to ensure that the region is centrally placed within any contemporary analysis of the world of sport.

9.1 PHILOSOPHY | PHILOSOPHIE

A HISTORY AND PHILOSOPHY OF SPORT AND PHYSICAL EDUCATION: FROM ANCIENT CIVILIZATIONS TO THE MODERN WORLD

A "History and philosophy of sport and physical education: from Ancient civilizations to the modern world", has been meaningfully written to engage readers with essential information and critical introspection that is meant to inspire and educate. This edition highlights salient individuals, movements, beliefs, and events that have impacted the long and storied historical and philosophical development of sport, physical education, and kinesiology.
FROM NAIROBI TO BADEN-BADEN: AFRICAN POLITICS, THE INTERNATIONAL OLYMPIC COMMITTEE, AND EARLY EFFORTS TO CENSURE APARTHEID SOUTH AFRICA


In July 1963, some three months before sports administrators from around the world were to descend on Nairobi for the International Olympic Committee’s (IOC) annual session, the meeting was in jeopardy. Government officials in Kenya announced that in protest against white minority rule on the African continent, delegates from Portugal and South Africa were to be denied entry visas. Their decision culminated in the eleventh-hour transfer of the IOC session from Nairobi, Kenya, to Baden-Baden, West Germany. Kenyan politicians, on the cusp of ousting British colonial control, were using the Nairobi IOC gathering of 1963 to advance the anti-colonial resolutions of the newly established Organization of African Unity (OAU) in solidarity with Africa’s independent states.

READ MORE (AVAILABLE ON SITE)

ENTERING THE GLOBAL ARENA: EMERGING STATES, SOFT POWER STRATEGIES AND SPORTS MEGA-EVENTS


Set against a backdrop of concerns about the potential break-up or radical change to the global world order, this volume sets out to investigate the use of sports mega-events by a number of emerging states. Sports mega-events, it is argued, can be understood as a key component in states’ “soft power” strategies, that is, their attempts to showcase their nations on the international stage, increase their power relative to others via non-coercive means and to increase trade and tourism. Many studies on soft power simply cite the concept’s founder (Joseph Nye) and make little attempt at unpicking the mechanisms behind its creation. This volume does this by shining a light on emerging economies and by putting forward a soft power ‘ideal type’ to aid researchers in understanding the strategies employed by states in advancing their interests.

MA 29151
DARK SIDES OF SPORT

In the edited collection "Dark sides of sport", leading international scholars explore multifaceted historical and contemporary challenges for sport. The book includes historical case studies, overviews on specific challenges and conceptual frameworks to explore various threats for sport. Selected topics covered in the book are governance, doping, terrorism, gender testing, sustainability and nationalism. Whilst those aspects have been covered individually by previous research, "Dark sides of sport" provides an insightful overview on threats to sport that allows for the identification of similarities and differences. Therewith, the book attempts to contribute to a better understanding of present political and economic actions within the international sport system. Hence, academics and students from the fields of sport history, sport sociology, sport policy and sport management might find great interest in the book.

MA 29036

9.3 PROMOTION OF GENDER EQUALITY IN SPORT | PROMOTION DE L'ÉGALITÉ FEMMES-HOMMES DANS LE SPORT


This report focuses on (a) how National Broadcasting Company’s (NBC) primetime Olympic telecasts have presented athletes competing as male and female, specifically in relation to the 2018 Pyeongchang Winter Olympic coverage and (b) how the Pyeongchang coverage fits into a longitudinal analysis of the past two decades of NBC’s coverage. Results show that women athletes received the majority of clock-time and name mentions during the 2018 coverage of the games, continuing a trend toward increased focus on women’s sports and athletics over the two-decade composite. The fact that American women are also winning a higher proportion of the medals at the Olympics is argued to be the most primary driver of this change over time. Implications and ramifications of the findings are also extrapolated.
GENDER PERSPECTIVE IN REPORTS ON WOMEN ATHLETES IN RIO 2016 OLYMPIC GAMES
This article identifies reiteration trends or overcoming of gender inequalities in reports on female athletes published in Brazilian newspapers, through a documentary research based on reports published in the special report on Rio 2016 Olympic Games in two Brazilian newspapers of national circulation. 51 articles and 87 images were selected and submitted to thematic content analysis and processed in webQDA software.
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WOMEN AND LEADERSHIP: ADVANCING GENDER EQUITY POLICIES IN SPORT LEADERSHIP THROUGH SPORT GOVERNANCE
This paper uses a multilevel framework to deconstruct the role board members play in advancing gender equity policies in leadership positions in sport governance. Data were collected using in-depth interviews with triathlon board members of the International Federation and two National Federations.
READ MORE (AVAILABLE ON SITE)

FEMMES ET POUVOIR DE DÉCISION DANS LE MOUVEMENT OLYMPIQUE
En 396 avant JC, Kyniskade de Sparte est consacrée première championne Olympique. Depuis, la femme est plus présente dans le spectacle mais elle est toujours invisible dans l’espace de décision. Cette situation n’est ni légitime ni légale et s’écarte de la vision de Coubertin. Les Nations Unies tout comme les chartes régionales ou nationales sur la démocratie invitent le Comité International Olympique (CIO) et les Confédérations nationales à impliquer la femme. La devise «Citius, Altius, Fortius» fait de l’Olympisme un mouvement vers le meilleur. Le CIO le comprend et intègre dans sa charte le principe d’égalité. Il s’est donné les moyens de donner vie au principe. Une conférence se tient tous les ans sur le thème femme et sport. L’expérience montre cependant que le combat pour la visibilité est une conquête à faire par des plaidoyers et confrontations. Ce combat interpelle tous les acteurs du sport et de la démocratie.
MA 29061
DE LA "FEMME DE SPORT" À LA SPORTIVE : UNE ANTHOLOGIE
Ce livre est le fruit de plus de quinze années de recherche en histoire du sport et en littérature. Julie Gaucher profite ici de sa double expertise en littérature sportive et en histoire du sport pour rendre accessible à un large lectorat les textes qui ont accompagné l’histoire des sportives, des pionnières aux championnes d’aujourd’hui. En réunissant des textes de nature différente (manuels de savoir-vivre, traités de médecine, romans, poèmes, témoignages et autobiographies…), l’auteure s’est employée à rendre compte de la polyphonie discursive qui accompagne le développement du sport au féminin. À l’heure où les discriminations dans le champ sportif sont une préoccupation sociale et politique (il n’est que de penser aux discours discriminants qui ont cours aujourd’hui autour de l’athlète Caster Semenya), ce retour historique par les textes permet de mieux comprendre l’ancrage historique de certains discours, mais aussi de circonscrire la prégnance d’imaginaires, de fantasmes et de normes.
MA 29163

WOMAN ENOUGH: HOW A BOY BECAME A WOMAN AND CHANGED THE WORLD OF SPORT
"Woman enough" is the account of a human rights battle with global repercussions for the world of sport; it’s a challenge to rethink fixed ideas about gender; and it’s the extraordinary story of a boy who was rejected for who he wasn’t, and who fought back until she found out who she is.
MA 29161

9.4 SOCIOLOGY | SOCIOLOGIE

THREE APPROACHES TO SPORT: THE VATICAN, THE INTERNATIONAL OLYMPIC COMMITTEE, AND THE UNITED NATIONS
The Vatican, the International Olympic Committee, and the United Nations have in common a vision of sport that is related to personal growth and is able to foster encounters between people and help to bring about peace and development. Each of these groups have approached sport with different emphases or methods depending on the historical context. But the common vision they have arrived at of the possibilities of sport can help us to address pressing issues facing the world in this new millennium.
ANTROPOLOGÍA DEL DEPORTE: EMOCIONES, PODER Y NEGOCIOS EN AL MUNDO CONTEMPORÁNEO
Además de hablar de por qué la antropología en general a lo largo de su historia no vio al deporte como un campo interesante de estudio y trabajo, el libro ayuda a pensar diferentes aspectos en los que quizá no reflexionamos sobre el deporte, ni como practicantes ni como espectadores: su relación con el sistema capitalista, con las religiones y los ritos, con los géneros y las sexualidades, con los nacionalismos, con la salud, el medio ambiente, las clases sociales, las etnias y las razas.
MA 29174

9.5 YOUTH AND EDUCATION | JEUNESSE ET ÉDUCATION

THE OLYMPIC VALUES AND FAIR PLAY
Eva Bensard. The Olympic Museum, 2019, 23 p.
The founder of the modern Olympic Games, Pierre de Coubertin (1863-1937), firmly believed that sport can help people to push beyond their limits, but also to transcend their differences, and draw closer together and better understand each other. This was why he was an advocate for humanistic values, which have become indissociable from Olympism: respect for your opponent, friendship between peoples and fair play, a code of conduct as useful in sport as it is in everyday life. An athlete who plays fair is a “good sport”, who remains polite and respectful of his opponents. But it is not always easy to behave like this, for adults and children alike. Thankfully, you can learn to play fair! That is the purpose of this kit, through a mixture of discussion topics, games and role play. EXISTS ALSO IN ITALIAN, FRENCH AND GERMAN VERSIONS.
READ MORE
THE ADULTERATION OF CHILDREN’S SPORTS: WANING HEALTH AND WELL-BEING IN THE AGE OF ORGANIZED PLAY


“The Adulteration of children’s sports” explores current behavioral and physiological research about how children’s organized sport has changed; how adults’ goals and needs are at the heart of those changes; and the consequences of those changes on children’s enjoyment of sport and on their autonomy, creativity, and moral reasoning outside of sport. Adult introduction of early competition, extrinsic rewards, early sport specialization, and year-round participation has thwarted children’s intrinsic motivation and contributed to children’s attrition from sport. Kristi Erdal explores concerns about the future of sport itself, as adult-mediated selection practices whittle down young athletes earlier on shakier criteria. Parents’ and coaches’ complicity in these practices, however, is based on intermediaries poorly interpreting (or ignoring) the research literature. Thus, the final chapters of this book are about translating the research into applied ideas for change. Erdal provides an essential introduction to evidence-based research about children’s health and well-being in sport and debunks myths along the way. Adults built the problems compiled in this text. We can dismantle them as well.

SCHOLA LUDENS EUROPAEA: PAPERS DEDICATED TO ROLAND NAUL

Claude Scheuer... [et al.]. Meyer & Meyer Sport, 2019, 277 p.

This collection of essays celebrates the 70th birthday of professor Roland Naul. The chapters, written by colleagues and friends, illustrate the development of sport, Olympic education and physical activity research over four decades. They give an overview and update of relevant fields that determined the academic work of Roland Naul and new insights. The chapters have been grouped under the following aspects: Roland Naul as Schola Ludens Europaeus, with a focus on his special fields of interest and research; general education and sport education including the relationship between sport pedagogy and social pedagogy; old and new challenges for the Olympic Games movement, as described from the perspective of different countries; health-enhancing physical activity, a key policy area which Roland Naul has helped shape in the European Union; and finally, sport policy on a local level.

MA 29152

MA 29034