Lights and Shadows of the International Co-operation in the Field of Sports Information. The Latin American Case
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1.   Introduction

The Andalusian Sports Institute (IAD) set up in 1992 the Sportcom project for development and co-operation in the matter of sports documentation in Latin America. In that way, the IAD proposed the creation and development of a network of libraries and sports documentation centres aimed to promote the use of the Spanish for the exchange of scientific information and to facilitate access to the most updated sources of information in the Spanish-speaking countries.

The proposal had immediate acceptance and rapidly over 30 centres of 19 countries (all the Spanish-speaking countries except Nicaragua) participated actively in Sportcom. Specific tolls for the documentary indexation were developed, compatible with the formats used by the SPORT/IASI project. Manuals and bulletins were published with information and know-how for the work of the documentalists involved in the network. Advanced training courses were given and advisory dossiers were prepared outlining the way of creating national centres, networks and other documentary information services. These were distributed to sports organizations.

In 1998 the project evolved and became an independent and non profit association, with the aim of being able to manage the resources and the development of multinational projects with greater agility than allowed by a public institution. Despite the IAD continued supporting the project and hosting the Sportcom headquarters, this change did not contribute to consolidate Sportcom. Nowadays, the association and its network have serious problems whose origins and reasons will be analysed below. All this work has been of great assistance to create a very positive attitude in the centres of the Latin American Sports System concerning the importance of the use of the sports information.

2.   Highlights 1997 - 2000

At the time of the last IASI World Congress in 1997, the Sportcom project counted 37 members, 22 of which belonged to university centres, 9 were governmental bodies responsible of sport, 5 were integrated in National Olympic Committees or sport federations and the last one was a sports museum (from Bolivia).

Since then, two biannual meetings have been organized: in 1997 in Medellín (Colombia), and in 1999 in Panama. This last one was integrated in the Pan-American Congress of Physical Education (CPEF). On that occasion, Sportcom was responsible for the formation course and the co-ordination of sports documentation area of the Congress.

In the period we are studying, we can mention the following activities made in the frame of Sportcom or with participation of the IAD and Sportcom:

1997
– co-ordination of the Area of Documentation in the CPEF in Quito (Ecuador);
– III Sportcom meeting in Medellín (Colombia);

1998

- course on sports documentation organized by the Higher Sports Council of Spain (CSD) in Madrid on the database Atlantes;
- appearance of the Latin American Association of Sports Information as an independent organization, with the headquarters in the IAD building in Malaga;
- the Atlantes database is available on CD-ROM SPORTDiscus;
- course on sports documentation in Caracas and creation of a network of sport information centres in Venezuela;
- advisory works for the government of Argentina: Appearance of the Argentina Centre for Sports Information;

1999

- course on sport documentation organized by the CSD in Madrid;
- members of the IAD and Sportcom are members of a Committee of Experts on sports documentation created by the CSD (Madrid);
- the IAD translates the Spanish version of the Manual of the Sport Information Centre, published by the IOC;
- co-ordination of the Area of Documentation in the CPEF of Panama ;
- IV SPORTCOM Meeting in Panama;

2000

- seminar on Sports Information organized in Playa Ancha (Chile) during the annual IASI meetings;
- conference on sports documentation and management of the knowledge in Mendoza (Argentina);
- course on sports documentation and meeting of the Argentinian Sports Information Network in Buenos Aires (Argentina).

Nevertheless, in spite of all these concrete actions, since 1997 the IAD administrative procedures became more and more difficult complicating the management of Sportcom from within IAD. In addition, the staff assigned to the IAD department of documentation was reduced and it made the co-ordination of the works more difficult and slower. Besides, the information technologies in the IAD were not updated to the rate of the market, reason why they became obsolete between 1997 and 2000.

It did not imply (although it would appear contradictory) that the IAD abandon the support for the project. Simply, the management and the internal procedures of Sportcom were more difficult and bureaucratic, but this was not perceived from the outside. On the other hand, no other centre or institution stated an active interest to complement the works of co-ordination and organization of the Andalousian centre or to support the project.

Such a situation was a direct hit to the growth of the Sportcom project and the diversification of its tasks, as well as to the constant increase of the specific demands (teaching, consultant's office, financing, etc) from institutions of the Latin American Sports System. Thus, it was necessary to create the Latin American Association of Sport Information - Sportcom (*www.sportcom.org*), a non-profit association that tried to follow the IAD project footsteps, developing it as far as possible.

The association was welcomed and in fact was accepted as the interlocutor in the matter of sport documentation by some national and international organizations. Thus, an agreement was established with the Latin American Network of Physical Education and Sport Faculties and Higher Education Centres for working as its information network. Nevertheless this agreement was never concluded in concrete actions.

Also Sportcom established contacts with the Latin American Council of Sports (CID), although only at an information exchange level. The CID that brought together the governmental bodies responsible for sport in Latin American countries indicated their intention to develop a policy for increasing the sports information and documentation, although there is no concrete application yet of such a will.

Finally, Sportcom also proposed to the International Olympic Committee a possible frame of collaboration, in the same way that the program gave to the Oceanian Sports Information Network. Perhaps the fact that there are Spanish and Portuguese speaking countries in two continents (Europe and America) and that the IOC usually works with requests concerning one country or continent may have complicated the viability of this proposal.

On the other hand, the IOC developed an active policy of co-operation in the sports information field, through the publication of a manual (in English, French and Spanish) for the management of sport information centres, the organization of this Congress and its active presence in IASI. However, the policies of sports information in the National Olympic Committees of Latin America cannot be considered as very efficient.

3. Atlantes database

The two main particularities of the Association are that it is owned by the Atlantes database and that it directs and co-ordinates the works of the Latin American Network of Sports Documentation. The Network is formed by any documentation and sports information centres as well as libraries interested in participating in their works and projects. Its main goal is to support the practical works of association.

Atlantes is the largest Spanish collective database in the world of sports information. This database gathers bibliographical references from Argentina, Colombia, Cuba, Chile, Ecuador, Spain, Uruguay and Venezuela. As Atlantes allows the existence of bilingual records it attempts to incorporate new references from other countries of the region, specially those in Portuguese.

Nevertheless, the growth of the database is very slow and irregular and the contributions of most of the centres are practically testimonial. In spite of the courses given by Sportcom in Latin America to the librarians in charge of the information centres and libraries since 1992, the software CDS/ISIS is not frequently used and the quality of the documents indexation must be improved. In fact, considering only the contributions coming from the Spanish centres the growth should have been regular. However, the technological problems at the IAD combine with the change of software at SIRC made this growth difficult. At the same time, the database has been affected by the departure of two persons from IAD responsible for the technological and contributions co-ordination.

4. Situation today

The outlook for the Sportcom project today is not very optimistic. Its publications, bulletin, web, the Atlantes database, as well as their teaching services have been stopped at the end of 2000. The financing possibilities have been reduced and presently Sportcom only depends on the IAD programs.

On the occasion of the Panamerican Congress on Physical Education, the government of Venezuela invited Sportcom to be responsible for the Information Area of the Congress, to give a national course on sport documentation and to organize the V biannual Sportcom Meeting. Although I believe that Sportcom is capable to assume these activities, due to the lack of contents and projects to develop, for the first time since 1992 Sportcom will probably not celebrate the meeting.

At this moment a surprising situation appears: the number of organisms that are becoming members of Sportcom continues to grow, although they act as "passive" partners of the association. Even those organizations that have been involved since the beginning of the project, have not completed the works they willingly accepted (i. e. editing the minutes of the Panama meetings, updating its databases, contributing to Atlantes, writing texts on terminology, preparing directories on sports information centres in Latin America, developing information technology, etc). The people in charge of the different areas of Sportcom (communication and promotion, automatization, teaching, publications, single projects, etc) have not been able, with the exception of the co-ordination of Atlantes, to develop their responsibilities adequatly.

5. Analysis of the situation

This analysis of the situation allows us to identify the strengths and weaknesses of the Sportcom project and, by extension, of any program of co-operation and development in the matter of sports information and documentation in Latin America.

–   It is fundamental to have the complete support of the organization in which the project is based. This institution will have to use its political capacity of communication in order to involve other organizations.
–   This support must be endorsed by the institutions responsible for the area of sports information and documentation in the country where the headquarters of the project are based.
–   Support must not only focus on strictly financial assistance but more on the availability of time, people, communications and infrastructures.
–   Before developing concrete projects it is important to identify the appropriate interlocutors who guarantee their motivation and availability.
–   If interested, the international bodies have to participate in financing concrete projects of the Sportcom Association, but always in co-ordination with other existing projects in the field of the sports information in the region.
–   Instead of having a large list of "expectant" association members waiting for receiving contributions only in exchange of its annual membership fees, it is essential to have a serious committee for the project comprising a group of motivated and devoted people who take responsibility for the work they do knowing that it will imply a great personal effort never remunerated nor possibly recognized.
–   The project requires a manager with leadership capacity, availability and with a small team close to him.
–   All these conditions will result in success over time. The project should not be subjected to continuos changes concerning timing, objectives nor to constant doubts about its own existence. This is perfectly compatible with the necessary analysis of quality control and audits of operation that guarantee their effectiveness and maximum yield.

6. Positive effects of Sportcom

The above mentioned situation should not confuse us by thinking that no results have been obtained. On the contrary, Sportcom has incited an irreversible change in the world of the sports information and documentation in Latin America. What in fact we are describing is a growth problem that may be solved by evolving from a beginning phase of identification of needs and design of possible solutions to another phase of regular work of the libraries in order to meet the demands of the users.

By the way, I would like to point out that the sports information situation has evolved significantly since 1992 and that Sportcom has been an active participant in this process including some of the following:

− The existence of consolidated and unquestionable opinion about the need and virtues of the use of the sports documentation.
− Although institutions no longer question the importance of having documentation or sports information centres, they have not yet assumed all the human resources, modern equipment, communications and financing it implies.
− Some of these institutions (internationals: CID, University Network, IOC; and nationals: in Argentina, Chile, Colombia, Costa Rica, Ecuador, Spain, Venezuela) have taken concrete steps in relation to Sportcom for the consolidation and development of their own structures of sport information.
− It has been proven that the international co-operation achieves results, at least until a certain level, with limited necessity of payments or stable structures for it.
− The telecommunication infrastructure now available make it easier and cheaper the set up of projects like this one.
− The independent nature of projects like this one makes it easier to exchange leadership support and co-ordination from one institution to another one without great problems or expenses.
− The most important items in these initial works have been the permeabilization of all the Sport System about the importance of the use of the documentation as well as concrete activities like the creation and put into operation of documentation centres and libraries, the activation of the works of the already existing ones, the appearance of the Atlantes database, the editing of manual and publications and the works of detection of real needs of the users.

7. Conclusion

Needs that were in the past difficult to satisfy have in the 21st century become accessible. That is the case of financing, the need of highly sophisticated equipment, the complex and highly hierarchized infrastructures and organizations, the programs of management and highly specialized data processing. I believe that all the Latin American Sports Information System has already or can access without great problems nor investments, to similar information technologies and that the products can be standardized through exchange information protocols, without even being forced to leave its local specificities.

The investments in facilities, staff and equipment can be greatly reduced and will never be significant parts of the budgets of the institutions and sport organizations. They produce, on the contrary, great benefits to them in the improvement of the quality of the sport practice, measured as much in the competition as in the health, the physical education or the recreation.

The barrier between success and failure is more and more dependent on the human factors. This human factor has two meanings. The deciding will of the leaders of organisms and institutions to support projects like the present one (which entails the resolution of the bureaucratic problems, organization and financing), united to the determined will of the information technicians that with their work, dedication, professionalism and specialization will allow for dreams like the one of Sportcom to become a reality serving society.

The Need to Complement Sporting with Non Sporting Information to Promote Olympic Education
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Despite the increasing amount of media coverage and academic publications related to the Olympic Games, there are many dimensions of Olympism and the Games celebrations that are still hardly known and documented around the world. This is the case for many Olympic education programs and other cultural projects directly run by the IOC, and the case for many programs non focused on sport such as Cultural Olympiads, Youth Camps and school activity projects that accompany the staging of sporting competitions in each Olympic host city. As defined by the IOC Charter, what makes Olympic sport so unique is its intrinsic relation to culture and education[1]. As such, it can be argued that any information system endorsing the principles of Olympism should cover these three areas on an equal basis and work towards their complete fusion in terms of public perception.

1. Olympic education and information: sporting versus non sporting documentation

The limited awareness of non-sporting Olympic activities seems to result, partly, from the way the media have traditionally approached the Olympic Games. Arguably, the Games have been treated as a sporting spectacle instead of the expression of a humanist movement engaged in an educational project.

Moreover, this lack of awareness could also be due to the very limited presence of documentation about the non-sporting aspects of the Games and the Movement within key information and research centres. Centres distributing specialised information on the Olympic Movement range from Olympic Study Centres, Olympic Academies, Olympic Museums, specialised libraries attached to universities or private foundations, municipal archives at past Olympic host cities, documentation networks such as IASI, and an ever growing amount of websites and E-mail listings. These centres have differing levels of specialisation and prestige amongst scholars, researchers or journalists. Nevertheless, they all tend to share a focus on sport information that is often identified with their dedication to Olympic research. However, such focus has resulted in an emphasis upon sports activities to the expense of the non-sporting dimensions of Olympism.

It cannot be denied that the IOC has taken remarkable actions to change the trend and encourage discussions about culture and education to make them more widely acknowledged both within and outside Olympic circles. These actions had a noticeable start in 1993 with the foundation of the Olympic Museum in Lausanne and the dedication of both the 100th IOC Session and the 33rd IOA Session to discuss about Olympism and culture[2]. Following initiatives were a Forum on Culture and Sport in 1997, the establishment of an Arts and Sport Contest in 1998 and a Forum on the IOC Cultural Policy in March 2000. Nevertheless, these enterprises do not appear to have increased the awareness of Olympic cultural activities during the staging of the Games. This is especially significant when one takes into consideration that, from a mass communication perspective, it is during the

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[1] IOC (2000) *Olympic Charter*, Lausanne, International Olympic Committee, p: 8

[2] IOC Culture Commission (1997) *Report on the Sport- Culture Forum*, Lausanne, Olympic Museum, p: 38

sixteen days of sporting competition that the delivery of information on Olympism and Olympic education can reach the greatest audiences world-wide.

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2. Information on Olympic education during the Games period: the case of Sydney 2000

Reasons for the limited appreciation of educational and cultural activities at Games time could be due to the tendency that Organising Committees (OCOGs) have traditionally relegated them to a secondary position and rarely integrate them within the abundant promotion of Olympic sport[3]. In that regard, Müller and Messing[4] have offered outstanding evidence about the extremely poor awareness that German tourists, Olympic spectators and athletes had about the cultural program or Cultural Olympiad (CO) set up for the Barcelona'92 Games, and have reinforced these findings by signalling the remarkable lack of promotion and impact of the Atlanta CO. As commented in the paragraphs below, research undertaken on occasion of the Sydney 2000 Games has strongly corroborated these impressions.

Following the existing IOC media guidelines, Sydney created a Main Press Centre (MPC) for all accredited media and an International Broadcasting Centre (IBC) for broadcasting right holders. The centres were set up to update information about sporting competitions schedules, sports results and to distribute data on Sydney venues and athletes biographies amongst others. The IBC was exclusively dedicated to assisting in the coverage of sport. In contrast, the MPC included an office to inform about the Sydney Olympic cultural program and an office run by the Centre for Olympic Studies at University of New South Wales to provide background information on Olympism, Games history and Olympic education initiatives. Interestingly, interviews with those in charge of the offices suggest that most accredited journalists were unaware of or uninterested by the information their offices had to provide[5]. Additionally, an analysis of subsequent press coverage by accredited media reveals that references to non-sporting activities taking place during the Olympic period were almost non-existent[6]. In an attempt to encourage media attention on non-sporting activities, a non-accredited media centre was also created to promote Australian culture, tourism, technology and business. However, this centre was not related to any Olympic institution and, as such, was not devoted to inform about Olympic values, principles or initiatives. In that sense, although including an office to promote Sydney's Olympic cultural program and being successful in making announcements and delivering cultural information, the focus of the promotions were not related to Olympism nor to Olympic education. Consequently, the official culture and education Olympic programs were not sufficiently associated with the Olympic sports competitions but rather considered as independent initiatives of the host nation.

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[3] García, B. (2000) *Comparative analysis of the Olympic cultural program, design and management of Barcelona'92 and Sydney'2000*, in: Wamsley, K.B; Martyn, S.G; MacDonald, G.H. & Barney, R.K. (Eds) 5th International Symposium for Olympic Research, International Centre for Olympic Studies at University of Western Ontario.

[4] Messing, M. (1997) *The Cultural Olympiads of Barcelona and Atlanta from German Tourists' point of view* in: Coubertin et l'Olympisme. Questions pour l'avenir, Rapport du Congres du 17 au 20 sep 1997, Le Havre, CIPC.

[5] Couttie, S. (2000), Publicity Manager - Sydney Olympic Arts Festivals, personal communication, 18 Aug; Hughes, A. (2000), Executive Officer- Centre for Olympic Studies at University of New South Wales, personal communication, 20 Sep.

[6] García, B. (2000) (ibid note 3.)

Experiences such as the Sydney Games and, according to Messing, the cases of Atlanta'96 and Barcelona'92, demonstrate that there is a need for a better promotion of Olympic cultural and educational activities accessible to the media. More significantly, there is a need to promote their association with Olympic sport. This task requires the support of existing Olympic information centres, including those that intend to be specialised on sporting issues exclusively. The Internet could become an ideal means in that regard, provided that an effort is made to include links and references to culture and education within all Olympic websites. Additionally, better coordination among Olympic institutions is also desirable, namely between National Olympic Committees and National Olympic Academies and, remarkably, between the actors composing respective OCOG's so that a more equilibrated amount of resources are dedicated to promote sports within a cultural and educational frame during Games time.

In conclusion, it is worth recognising that Olympic values are not a direct synonym of sporting values alone but a compendium of cultural and educational values, of which sport is a significant but not exclusive component[7]. As such, a way of improving opportunities for information projects endorsing Olympic education in a manner representative of the Movement philosophy would be the inclusion of documentation on non-sporting initiatives through the very same information structures that promote Olympic sport.

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[7] Ibid note 2.

Olympic Training and Education Programmes in Sports Initiation Schools

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For a long time, mankind, society and the human being have been concerned with teaching new generations through a process of data, knowledge and attitude transmission. At present, in a globalised world according to analyses by such important authors as G. Vattimo, G. Lipovetsky, H. Bloom, J.F. Lyotard, and T.S. Kuhn, where access to information is more and more necessary, useful and important, and where the transmission speed of this information is crucial to many social processes, from a social sciences perspective we are compelled to design and promote specialised integrated training programmes in different fields of knowledge and human sciences in general.

Sport is one of the fields that has widely taken advantage of the information society, but are we educated and trained in sports information? Is it possible to create and design sports and Olympic training and education programmes that may be disseminated globally through primary and university education, schools and centres?

Several authors have attempted to focus on the importance of education in the information society, as according to them the real critical mind will let us succeed or fail in a more and more uncertain and diffused future. J. Miranda and O. Camerino (1996) observe in this respect that *"...The problems men are facing (environmental deterioration, unsupportive citizenship, deforestation, acid rain, ozone holes, Third World, starvation, exhaustion of natural resources, etc.) have to be faced with a new mentality, with a new paradigm..."* (translated by the author).

As can be noticed, the current period demands our services and science, and also a critical action based on sound and coherent scientific research. Postmodernity is the word that defines this period, and many authors have attempted to define and contextualize it within a changing social framework that accounts for no rules and breaks with schemes of modernity and tradition, combining them in an odd, strange and undetermined manner with new forms of thinking, new conceptions and new social and educational approaches.

One of the emerging problems or difficulties, which we can approach from a perspective of change and placing ourselves in the sociocritical paradigm, is the great amount of information we are continuously receiving. A problem that has been stressed in the last few years with the incorporation into our lives of mobile phones and the world-wide web.

According to Petrus, society in the 21st century faces three main challenges, or from a more mechanistic viewpoint three main motors to be developed to move the world: competitiveness, education and sports. From my humble point of view, and as a contribution, I would like to add the capacity of discerning the information that reaches us from communication acts. The fact of knowing how to discern and choose the essential information from the increasing amount of data we currently receive will be fundamental to face the new millennium successfully.

Educating the new generations is a part of this task. They find themselves with great amounts of information about different fields and areas of interest. One of these fields is sport and, somehow, Olympism may be a determining factor that help us in the transmission of values, attitudes and norms, as well as of strategies and tools that qualify our students to be able to discern important information from useless information. The information we choose to adopt will be included in our baggage of procedures, concepts and attitudes. We are promoting then the formation of that debated and advocated concept: the individual's integrated education.

From the renewed field of social sciences, a process has been started with the aim of training experts and professionals in education, leisure, sports and Olympism. Its goal is to provide the current complex educational systems with a new educational tool. Who is going to back sports schools based on Olympism? Who is going to back more sports education and more educational sports?

When we talk about complex educational systems, we are referring to the global concept of education, which at present can be distinguished in formal, informal and non-formal education.

We understand non-formal education as the one on the margin of the formal educational syllabus, but with a close relation with new syllabus conceptions and designs. It is currently one of the fields that must be influenced and promoted from educational sciences and modern psychology. Therefore, non-formal education must be understood as an educational area, despised for many years and not considered as a real transmitter of human and social values. This idea - education and sports culture - is widely known to or scarcely attended by those people who love and work in the world of school sports.

The aim of this communication is to offer the design of an integrated training programme addressed to individuals captivated by Olympism, to students that demand a chance to promote a change in the value system in the current society.

Is it possible to plan and develop pedagogically a Roving Olympic Training School? The objectives of such a school are mainly the following:

– Training people in charge of Olympic education and taining in state universities.
– Disseminating the Olympic training programme through a roving programme in schools and universities.
– Establishing communication between sports institutions and schools with the aim of organising forums and Olympic awakening meetings from an educational point of view.
– Encouraging a change of register in the communications by mass media: television, radio, press, Internet; as most decisions made by our citizens depend on their reading.

The objective is to provide some criteria with the aim of analysing information in a more professional, less aggressive and more coherent manner, which helps and offers us educational and psychological patterns as to how to interpret it. In short, making mass media a useful educational tool, with the capacity of generating significant learning in our society.

With the aim of developing actions to promote knowledge of Olympism, and to define an action framework programme for Olympic education, we will determine the following aspects:

– Organise conferences on the educational capacity of Olympism.
– Design educational material to work on attitudes and promote their understanding and learning.
– Establish direct contact with educational technicians and professionals and training them in Olympic education.
– Carry out a roving route transmitting information and enhancing young children's participation.

The project in itself is very simple, as one person can develop it in his/her teaching centre, in some information and work conferences.

Phase 1

– Design, elaboration and discussion of the project to be developed.
– Systematic observation of the group.
– Use of determined educational, psychological and sociological strategies in the learning process.
– Individualised tutorial.

Phase 2

– Implementation of the skilled worker training project.
– Consultation between pupils and teacher. Group dynamics.
– Systematic observation of the group.
– Use of determined educational, psychological and sociological strategies in the learning process.
– Distance teaching-learning.
– Free training through the Internet, produced through the Spanish Olympic Committee and the International Olympic Committee.

Phase 3

– Application of the project to be developed.
– Systematic observation of the group. Assessment of one level.
– Use of determined educational, psychological and sociological strategies in the learning process.

Training skilled workers will be useful to create a profile able to transmit a new conception of school sports to the new generations, based on modern Olympism. Moreover, this work should be extended to train families, as education is based on and begins in the family context, which at present has undergone many structural changes and should be reconsidered. In this connection, we should also reconsider sports teaching models, as we are still in the past and, in spite of the theoretical evolution and advance of many authors, it is very easy to fall prey to our own prejudices.

Every sports instructor or educator has to take into account that his/her work must be much more educational than it is nowadays in many contexts. Besides, children would like to practice sports of their own free will, without pressure and conditioning.

Furthermore, our students obtain much information from the external environment and need quick, coherent and logical decision-making equipment and tools. Therefore, we must train our students, we must provide them with basic and fundamental education.

At present, Olympism is a big machine, but in its roots there is something that no other such organization will ever have: human, technological and multicultural potential. This gives it strength and very powerful tools to train people. Why not to focus on training new subjects? Why not to teach them the Olympic philosophy and discipline? It is essential that modern Olympism considers leaving the stadiums and getting to the schools, promoting itself among the youngest, supporting value training among the new generations, and transmitting those sports and life assets that allow us to live better and handle things with a fresh approach.

For this and in an exclamatory manner, I demand that Olympism and the Olympic philosophy should get to the schools through skilled workers, through programmes developed to teach children, and should be an example of good education and critical training, a real humanistic and technological model.

From the Research Group on Olympism, Sports and Education, at Ramon Llull University, and in co-operation with the Olympic and Sports Studies Centre at the Autonomous University of Barcelona, we are starting an educational project with the aim of teaching pupils in Primary Education (6-12 years-old).

This initiative is an Olympic education and training programme via the internet, through which schools can work on different contents and educational objectives and achieve an improvement and interdisciplinary in all the areas of the educational syllabus.

It would be interesting and we suggest that people interested in this project should volunteer for testing it. We are currently developing a pilot lesson, which will be complemented with other 8 lessons for a total of 9 educational units or lessons. They will allow us to work on different contents and address them to different cycles within Primary Education.

In this communication, we will clearly explain the determining factors of the project in a graphical way, with the aim of finding partners and people interested in the project.

Olympism and the mass media have to remain related and promote a proper relation between each other, as they need each other to survive in the future. They have to go side by side and consider new objectives and challenges in all possible fields, not only in the economic area.

The Information Needs of a National Olympic Education System

S32

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1. Introduction

First of all let me sincerely thank the organizers of the Congress for the opportunity to participate. Secondly, let me express my satisfaction with the fact that the subject of this Congress, which was traditionally connected mostly with sports, includes such an imperative of the Sports and Olympic Movement as Olympic Education.

It was stated in the Final Document of the Centennial Olympic Congress, Congress of Unity, held in 1994 in Paris: *"The promotion of the ethical, cultural and educational values of Olympism should be intensified by all members of the Olympic Movement".* The IOC President Juan Antonio Samaranch stressed at the Congress: *"The education of Olympism should be undertaken at all levels of society and in all national languages".*

At the same time there is a contradiction between the high level of sports development, achieved over a period of a few decades, and the low level of implementing the ideals and values of Olympism into the process of education, particularly for children and youth.

The aim of the present study was, firstly, to systematize the information needs of a national system of Olympic Education and, secondly, compare them with the possibilities of the International Olympic Committee and National Olympic Committees.

May I stress that even if we consider the national systems of Olympic Education in the relatively small number of countries it is possible to find a great variety of models of its organization, methods and contents, financial resources as well as cooperation with the state and municipal educational bodies.

This is why I have analyzed as an example the information needs of the Russian model of Olympic Education. In 1992 the Department of Olympic Education was established in the staff of the Russian Olympic Committee (ROC). On the initiative of the ROC in March 1994 a joint Order was adopted by the Ministry of Education of Russia and Russian Olympic Committee *"On Organizing Studies of the Matters of the Olympic Movement and the Olympic Games"* which called for developing measures of methodical, staff and data logistics. A draft curriculum of classes has been worked out for Olympic Education in schools.

Our next steps are characterized in the first place by the inclusion of the course *Olympic Knowledge* into the state curricula for all schools of Russia approved by the federal Ministry of Education as well as by the publication of the book *Your Olympic Textbook,* written by the experts of the Russian Olympic Committee and leading scientists to support this course. So, the acting Russian model of Olympic Education in schools is a state and public one, but the founder of this model was the Russian Olympic Committee where I have the honor to be a Vice-President and guide this sphere of the Committee activities.

As far as further development of the Russian national system of Olympic Education is concerned it is expedient and even necessary that it must consist of three subsystems:

1) the existing subsystem of Olympic Education for schoolchildren 7-17 years-old;
2) olympic knowledge course of studies in the non-sports institution of higher education;
3) promotion of Olympism for the adult population.

2. Olympic Education for Schoolchildren

In my opinion, one of the key issues of the first subsystem, namely Olympic Education for primary and secondary schools, was the satisfaction of its information needs. The information consists of five units.

2.1. Information on the structures and programs of the similar national systems

In this unit we have acted by means of the exchange of information on multilateral and bilateral bases. First, we analyzed and used the materials of the Steering Committee founded by the IOC *NOCs in action. Communicating the Olympic Ideals through Education*, the materials of the IOC Commission for the International Olympic Academy and Olympic Education and the Academy itself.

Secondly, we analyzed the materials regarding the organization and contents of Olympic Education in several countries having a long-term experience in this field, namely Canada, Germany, Australia, Great Britain, USA, Poland, Bulgaria.

2.2. Information addressed to the educational bodies and schools on the recommended programs of teaching

In this unit we act through the traditional instructional channels of the Ministry of Education mostly on the basis of material developed by the experts of the Russian Olympic Committee and those invited by it. In the first place I should mention the curriculum of Olympic studies and methodical recommendations for teachers *Olympic Knowledge Course of Studies* included in the general Curriculum of Physical Education for schoolchildren of 1-11 classes published by the Russian Ministry of Education in 1996.

Later on the topics of the history and organization of the Olympic Movement, Olympic Games and Olympism as a philosophy of life were included in the educational standards of all types of schools also approved by the Ministry of Education.

2.3. The provision of the experts elaborating the programs and textbooks with the current information on the Olympic Movement, Olympism and Olympic Games

In this unit the main sources are the traditional data carriers, together with the annual national conferences and the annual symposia. The All-Russian Scientific Conference *Olympic Movement and Social Processes* has been held by the Russian Olympic Committee and Regional Olympic Academies in different cities of the country since 1990. This year the 10th Conference is to be held. The symposium *Practice of Olympic Education* has been held within the framework of this Conference since 1994. The number of conference and symposia participants involved in the development of programs and the content of Olympic Education on the professional basis has been increased from year to year. At present there are more than 100 persons.

One more source of Olympic data is the ROC website.

2.4. The provision of schoolchildren with educational information

This key need is satisfied by the publication of books mostly by the Russian Olympic Committee.

The 1st edition of the book *Your Olympic Textbook* was published by the ROC in 1996 with a distribution of 30,000 copies. The 2nd edition of the above book was timed to coincide with the World Youth Games of 1998 and published by the Administration of the city of Moscow with a distribution of 10,000 copies. The 3rd edition was published by the ROC again in 1999 with a distribution of 80,000 thousand copies and made it possible to provide 62,000 Russian schools with the book. The 4th edition was published in 2000 by the Administration of one of 21 national member republics of the Russian Federation, namely the Republic of Sakha (Jakutia) with the distribution of 10,000 copies. For those who do not know it, I would like to explain that it is the republic on the territory of which the world pole of cold, 63 degrees below zero, is situated.

So, four editions of the book *Your Olympic Textbook* with a total distribution of 130,000 copies were published between 1996 and 2000. Surely, it is not sufficient for such a large country as Russia.

2.5. The provision of school teachers with additional information

This unit has been still less developed than the others. One can still mention the distribution of CD-ROMs, for example, the multimedia program *The Olympic Encyclopedia* developed by Softel Ltd with the methodical support of the ROC. Surely, material on the traditional data carriers mostly published by the Regional Olympic Academies is available.

3. Olympic knowledge and promotion of Olympism for the adults population

We have spoken of the first subsystem. But the problem of providing the Russian Olympic Education system with information will increase greatly after its forthcoming expansion by the inclusion of another two subsystems.

The second subsystem, Olympic knowledge course of studies in the non-sports institutions of higher education, is planned to be completed in the years 2001-2002 by publishing the *Olympic Textbook of a Student*. This book must form a basis for Olympic lessons, workshops and homework for students in framework of the theoretical course of knowledge within the subject Physical Education. The course is targeted at all students irrespective of their future profession. This youth will in future be the basis of the so-called middle class of a country, and will form the attitude of the State and business to the development of sport.

The third subsystem, Promotion of Olympism for the adult population, includes the publication of the mass booklet *Olympism For All* in the year 2002 and a special TV course. This system will be supported by the distribution of posters and radio broadcasting as well. The peculiarities of this system are, firstly, to form curricula and supporting material for about 4/5 of the adult population of a country, and secondly, to divide material between two target groups - those who attended Olympic lessons at school and those who did not.

May I note that there is every reason to state that the existing level of Olympic Education does not provide a solution to the problem of communication of Olympic values in the vast majority of the countries.

The promotion of Olympic Education depends upon several conditions:

- cooperation between the state educational bodies and NOCs;
- relations between the national systems of Olympic Education and the mass media;
- international cooperation, in particular the use and communication of the material developed by the leading educational bodies in the majority of countries;
- financial resources.

The two last conditions can be considered to be the key ones, and at present neither of them depends on the chosen national model or require in principle further participation by the IOC.

The material collected by the Olympic community allow us to have the complete knowledge necessary to provide Olympic Education at all levels. But this will only be possible if the material is claimed by the IOC.

However, at present, the legal foundations of Olympic Education are insufficiently constituted. The Olympic Charter states in Article 2 that *"the IOC is supporting institutions which devote themselves to Olympic Education"*. In accordance with Article 31, the National Olympic Committees must also support them. But there is a complete lack of stable financial resources to make these wonderful words come true. It is well known that the overwhelming majority of the National Olympic Committees either have no financial resources or prefer to spend them only on sporting needs.

I am of the opinion that the IOC could allocate for the Olympic Education the sum of up to several million USD from its billion dollar budget. This sum would be almost insignificant in the total budget but would completely resolve the financial problem of Olympic Education on a global scale. Not diminishing the problem of the fight against doping, I would like to note that when this problem became critical, the IOC immediately found USD 25 million for the World Anti-Doping Agency.

At the same time Olympic Education is actually an economically most effective program preventing the crisis of the Olympic Movement thanks to the respective education of the persons who will take decisions in politics, law, economy and management in the future.

That is why it is necessary to include in the Olympic Charter a separate article saying that the IOC finances the development and publication of textbooks on Olympic Education and their dissemination among all schools of the countries involved in the Olympic Movement.

This article and above all its implementation, will create the real basis for the imperative of the 21st century - a global model of Olympic Education.

The Olympic Studies International Directory[1] in the Framework of the Web of the International Olympic Chair[2] (IOC-UAB)

S33

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The "Centre d'Estudis Olímpics i de l'Esport" (Olympic and Sports Studies Centre "CEOiE") of the Autonomous University of Barcelona (UAB) was created in April 1989. In 1995, after some years of work, the Autonomous University of Barcelona and the International Olympic Committee signed a collaboration agreement[3] and created the first International Chair in Olympism, which is managed by the CEOiE and co-ordinated by the Professor of Communication and Director of the CEOiE, Miquel de Moragas.

The aim of the Chair is the dissemination of Olympism and the Olympic Movement in the university field, by means of research, education, congresses, dissemination projects, etc.

In 2003, the CEOiE will be nearly 15 years old and the International Chair in Olympism, 10. Throughout this period, the Centre and the Chair will have based the majority of their activity on the innovation of on-line information systems. The consolidation of the CEOiE and the Chair as a reference centre for Olympic information and activities internationally cannot be understood without taking into account the possibilities of communication and exchange generated by the Internet.

It is evident that in the coming years information technologies will keep increasing. For this reason, the CEOiE and the International Chair in Olympism consider one of its basic objectives to be the planning of its web site, and is working on its future project using the Olympic community on the Internet as a basis.

1. Why create a website ?

In 1995, the potential of the Internet was still not known, above all in Europe, which followed the innovations on the net in the United States. However, the CEOiE and the International Chair in Olympism immediately realised the need of being present on the Internet. The motive was not only not to miss the train, but that the Internet allowed access to the Olympic researcher and in doing so saved time and costs and covered the international dimension of the Olympic studies. It has been considered a well-planned project[4].

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[1] See *http://olympicstudies.uab.es/*

[2] See *http://blues.uab.es/olympic.studies/*

[3] The agreement has been renewed twice. The first agreement was signed in 1995 for a three-year period. In 1998 the agreement was renewed for the period 1998-2000 and the last agreement was signed in December 2000, and the date of the revision of the agreement has been set for 2003.

[4] Fages R. (2001) (*roc@infonomia.com*) – *Queremos un 24x7* – in Las revistas de Infonomia.com (*http://www.infonomia.com*). Colección Red Pública, mensaje nº 13., 17-01-2001. Location: *http://www.infonomia.com/tematiques/index.asp?idm=1&idrev=15&num=13* [Consult: 29-01-01] © Roc Fages, 2000-2001

Since the beginning, the web site of the Chair was framed within the general context of the web site of the "Centre d'Estudis Olímpics i de l'Esport". Thus, the international dimension of the Chair was covered, but there was also information on the activities of the Centre, as well as more ties to the national and local area. As a result, English is the working language of the web site, although some of the information can also be found in Spanish, thanks to the collaboration of the Spanish National Olympic Committee, and also in Catalan.

Since the creation of the first web site in 1996 entitled *Olympic Information Highway,* the main objective has been to offer different types of information to those interested in research, teaching and the dissemination of Olympism. For this reason, general sections offering information on the main Internet links for the Olympic Movement (*Olympic links*), Olympic education links and a diary of conferences and seminars (*Forums and Seminars*) have been created.

All actions undertaken on the web site of the CEOiE are based on clearly defined objectives, as we stated above, for providing information to an Olympic community characterised by its international nature. If we analyse these objectives, we will be better able to understand the on-line service offered by the International Chair in Olympism.

1.1.   The international dimension: 24 hours a day and 7 days a week

One of the challenges of the Chair was its international dimension. The agreement to invite a professor from anywhere in the world as Professor of the Chair or to hold an annual seminar in collaboration with the Olympic Museum and Olympic Studies Centre in Lausanne (established in the agreement) did not completely guarantee the international dissemination of the Chair. However, on-line information services have transformed the fundamental relationship between the public/users and services, this concept being understood as a wide range of services such as commercial, educational and governmental services.

Space is one of these basic relationships. With the Internet, it is not necessary to move to a place that is further or closer from where the person is in order to undertake a specific action. In fact, this can be done from anywhere where there is a computer connected to the Internet: at home, work, university, an Internet café, etc. Another of these relationships is time. Once again, the Internet does not obligate the undertaking of an action at a specific time. Instead, it can be undertaken at whichever moment we access the network.

"Citizens want a 24x7. They want to have access to their government – local, regional or state - every day of the week (7) at all hours of the day (24)." [5]

The web site of the Chair has become a clear exponent of a 24x7 service, a symbol of quality. The Chair has a similar rate of visits throughout the 24 hours of the day, although this decreases at the weekend. Visits are divided among the seven days of the week[6].

For example, during the Sydney Olympic Games, the Chair created a space for news and new developments in which correspondents of the Chair in Sydney published texts and small references to

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[5] Ibid.

[6] Total number of visits since July 2000 is 20,819. The average of visits per day is 53.6. Regarding time of day, we found the following percentages: between 8am and 18pm, 31.7% of visits; between 18pm and 24pm, 37.3% of visits; and between 24pm and 8am, 31.0% of visits.

their activities in Sydney, as well as about their impressions[7]. In this case, privileged information was provided about a space in which only certain people could be present. The space variable was important, but remained covered thanks to the on-line information system.

1.2. Cost reduction

Communication through the Internet has clearly allowed the reduction of costs in sending mailings such as the expense of publishing in paper. The Internet allows connection to an infinite number of people in an indirect form: publishing information on a website; or in a direct form: sending a personalised e-mail automatically to those people who we are interested in.

The publication of papers, texts and news on the Internet has also reduced expenditure. However, this reduction of costs is not a one-way process, the user is also able to reduce costs. A person interested in obtaining a piece of information can communicate via the Internet, without having to use the postal system, telephone or fax. As shown by the 24x7 formula, it is possible to obtain information at any time of the day, and so save time costs. Moreover, it is also possible to be present at conferences, participate in forums, present research, without needing to physically travel to a place where the event is celebrated. We could give the example of the international symposium on *Volunteers, Global Society and the Olympic Movement*, held in Lausanne in November 1999 and co-organized by the Chair and the Olympic Museum and Studies Centre. On this occasion, all the papers to be presented were available on the Internet and anyone could take part in an online forum or present a paper – which was published through the web page of the symposium[8].

1.3. Reducing the delay between the production of information and giving access to it

If the publication of papers or other types of extensive material on the Internet allows us to reduce costs, the reduction of the delay between the production of information and providing access to it, is no less important. To adapt material to be accessible on the Internet is much faster than the production of a book and without difficulties we find processes in which the delay is minimal, so the production and access is immediate: virtual conferences, forums, etc. In the web page of the Chair there is a section *Olympic Studies Online Documents [9],* which is an archive of all the publications of the texts present on the web. Moreover, with the celebration of the VII World Sport For All Congress in Barcelona 1998, the CEOiE published all the papers and presentations of the Congress on the Internet[10].

2. The challenges to be overcome

Even though the web page of the Chair has achieved its status as a reference point on the Internet for the scientific community through its planning and commitment to its objectives, it is true that certain aspects have received more attention than others have. For example, during these years of experience gained through being present on the Internet we have achieved what is called "procedure elimination",

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[7] *http://blues.uab.es/olympic.studies/sydney/sydney.html*

[8] *http://blues.uab.es/olympic.studies/volunteers/home.html*

[9] *http://blues.uab.es/olympic.studies/odocuments.html*

[10] *http://blues.uab.es/olympic.studies/spt/index.htm*

which means that people do not consider it necessary to go to the Centre in person to look for information, that e-mail is the most effective medium for them, that requests for books and documentation are accepted by the Internet etc. Minimal personalisation of the information has been undertaken, since work has been carried out on sections and subjects (e.g. Women and sport[11]) as well as the existence of personal contact with those people who have contacted us.

However, despite the success of visits, the creation of an everyday need to visit the web page has not been achieved, nor has the self-generation of information by the participation of the Olympic community. These two projects form the next area of work.

Maybe the best example to summarise everything that has been said until now is the Olympic Studies International Directory. For this reason a more detailed analysis of this project is necessary. It is an on-line information system project that has to be analysed according to the feats achieved and its immediate future.

Figure 1
Home page of the Olympic Studies Centre
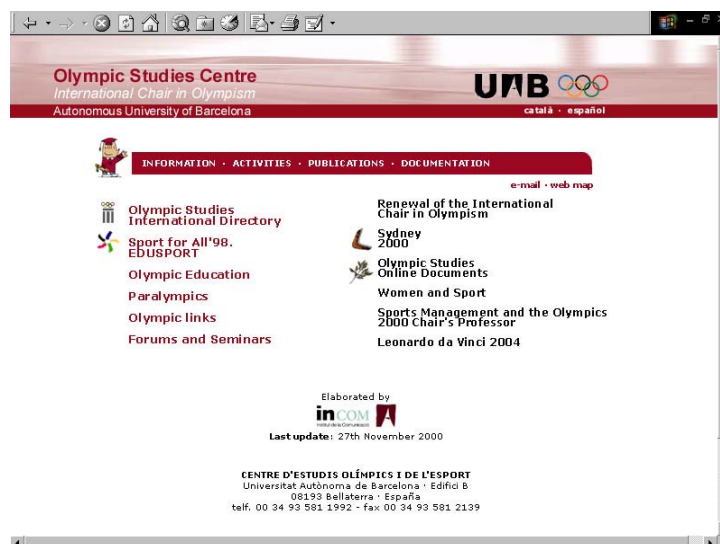
3. The Olympic Studies International Directory

3.1. Authors, Institutions and Information Services

The Olympic Studies International Directory is a joint project between the "Centre d'Estudis Olímpics i de l'Esport" at the Autonomous University of Barcelona and the Olympic Museum and Studies Centre in Lausanne within the framework of the collaboration programme between the International Olympic Committee and the CEOiE.

In 1995, the area of Olympic studies was characterised by a lack of knowledge and information on "who is who". There were no listings of those institutions carrying out research, activities and/or having a collection of documents related to the Olympic Games, nor the scholars researching the Olympics.

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[11] *http://blues.uab.es/olympic.studies/women/dona1.htm*

The Directory was created with the objective of making up for this lack of information, aiming to become a basic reference point, on a world-wide scale, about Olympic documentation and research, facilitating the exchange of information between institutions and researchers specialising in the Olympics.

One of the aims of the Directory is to be as exhaustive and updated as possible, becoming a permanent research tool in the Olympics area. However, the Directory is also aware of the difficulty of locating, gathering information and updating every author or institution, active in the area of the Olympic Games.

As of January 2001, the Directory contained a total of 487 entries for institutions and 312 entries corresponding to authors.

3.2. Content and structure

The Directory compiles information on the intellectual and documentary activities of the various Olympic institutions and those connected with Olympism, as well as information on the authors involved in the study of the Olympics.

It can be divided into two major sections relating to:

1) Institutions (centres, libraries, academies, etc.) devoted to Olympic research.
2) Authors undertaking research on the Olympic phenomena.

A classification of registers was established in order to group those institutions and authors according to their activity area. The final classification is as follows:

Institutions

– National Olympic Committees
– National Olympic Academies
– International Sports Federations
– Information and documentation services
– Archives and Olympic legacy institutions
– Olympic Studies Centres
– University institutions
– Physical education institutes
– Networks

Authors

– Faculty (university)
– Olympic family
– Journalists and writers
– PhD students
– Others

3.3. Creating the Directory

The first step in the project was to locate all those institutions and researchers that could be included in the database. The main sources of information were international and national directories of research, documentation and researchers specialising in sport, the *Olympic Movement Directory*[12], as well as other documents providing useful information such as specialised journals, congress proceedings and books.

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[12] *Olympic Movement Directory 2000*, (2000) - International Olympic Committee.

The second step was to analyse the characteristics of each type of institution in order to establish the information to be obtained from each type of register. As a result, each institution's entry describes the activities, research projects, main publications and documentary collection of the institution related to the Olympics, as well as general information about the institution, such as contact address, objectives and staff. Author entries provide contact information, the main area of study, research projects undertaken or in progress and main publications.

Once the information fields were established, various questionnaires were designed for gathering this information, according to the characteristics of the type of institution they were addressed to, as well as a specific questionnaire for researchers.

In order to manage all the information included in the Directory; it was considered necessary creating a database. The software used was CDS/ISIS, due to its widespread use amongst sport information and documentation centres. In 1998 Microsoft Access replaced CDS/ISIS. Although the results of managing CDS/ISIS where satisfactory, it seemed convenient to change to Access due to the lack of technical support and the project of creating a dynamic system for the Directory on the Internet.

All contact details obtained were introduced in the database and an initial mailing was done in 1995. Once the questionnaires were returned, the information was processed and introduced in the database. Since then, all institutions and researchers have been contacted once a year in order to update the information provided in the Directory.

As stated above, one of the main objectives of the Directory is to be exhaustive. For this reason, a continuous search for new contacts is undertaken. Periodically, new institutions and researchers are located and contacted to obtain more information about their activities, research projects and documentary collections related to the Olympics.

Moreover, specific action is undertaken for locating particular groups of registers. For example, locating all the archives and institutions holding documentation from the Olympic Games Organising Committees (OCOGs), or identifying all academic activities and research projects on the Sydney 2000 Olympic Games.

3.4. The Directory on the Internet

In 1997, to allow the database to be accessed via the Internet, specific software was created to convert the information available in the CDS/ISIS database into HTML information. A menu-based static information system was designed to provide access through predetermined fields.

In 2000, taking into account the amount of information included in the Directory, the international demand for inquiries and the technical advances in information technology, a new dynamic system was created. It allows the user to search the database by type of register, name, country and subject area of research, activities and documentary collection of institutions as well as by name, country and subject area of research of authors. When searching by subject area, the system allows the combination of various descriptors using the Boolean operators.
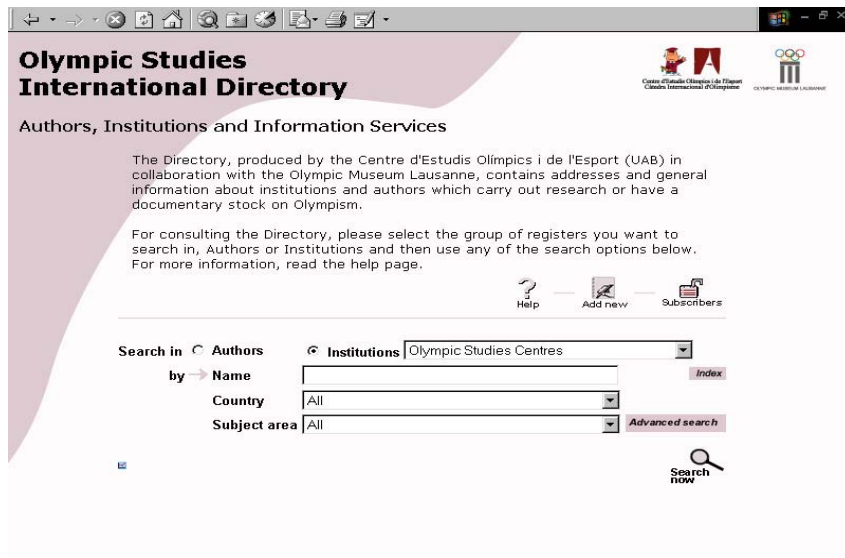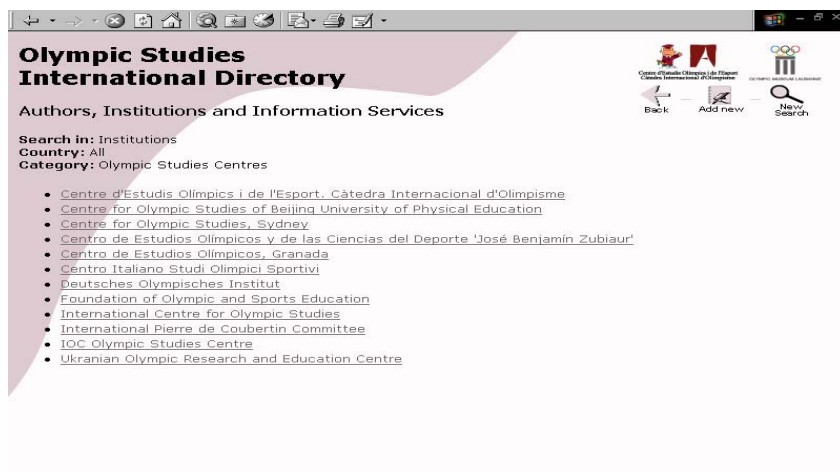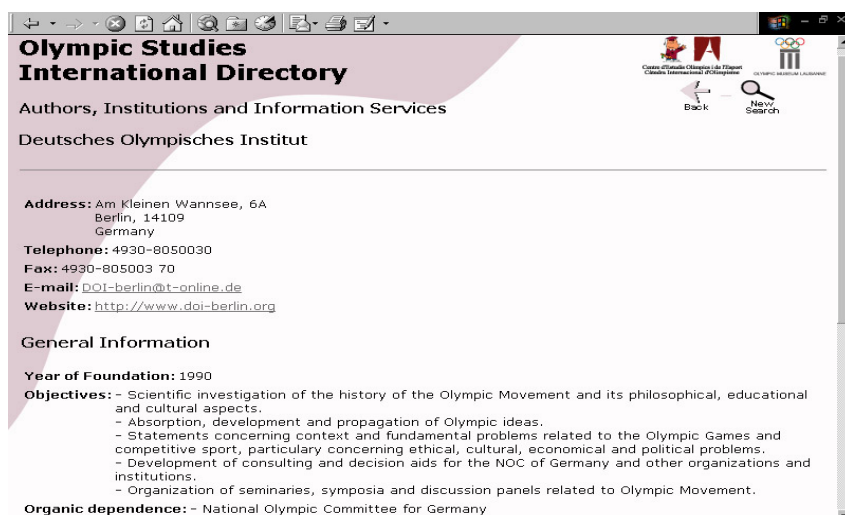
Figure 2
Directory main page

Figure 3
Results page

Figure 4
Register information

The Directory provides information on various types of institutions devoted to Olympic research and documentation. The following table shows the number of registers included in each category.

Table 1
Number of institutions by category

National Olympic Committees	200
National Olympic Academies	107
International Sports Federations	57
Information and Documentation Services	28
Archives and Olympic legacy institutions	18
Olympic Studies Centres	12
University institutions	5
Physical Education Institutes	18
Networks	15

Source: Olympic Studies International Directory

National Olympic Committees

Amongst the main objectives of National Olympic Committees is the diffusion of the fundamental principles of Olympism. For this reason, various academic and dissemination activities are organised, e.g. the publication of magazines about the activities of the Committee and other activities related to the Olympics in their country. Some of them have a library, open to everybody, with a documentary collection on sport and Olympism.

National Olympic Academies

National Olympic Academies are established by the corresponding National Olympic Committee and their main aim is to study and provide education on the history and philosophy of the Olympic Movement.

Information and documentation services

National, university or other sports documentation services having a large number of documents on the Olympics that could be considered as a reference point in their country, and documentation services specialised on the Olympics.

Olympic studies centres

An Olympic studies centre is a higher education institution devoted to Olympic research and documentation, normally related to a university. They organise various academic activities such as congresses, conferences and courses. Some of them have documentary collections specialised on sport and Olympism addressed to the university community.

Sport Research Institutes

This category embraces national institutes of physical education and university institutions (faculties, departments) carrying out academic activities and research on sport and Olympism.

Networks

These are international associations or societies attempting to get institutions and/or researchers specialised in one specific area together, although they do not relate to the Olympics. It was considered important to include these institutions because they can be a useful reference source for researchers.

3.6. Archives and Olympic legacy

When talking about archives and Olympic legacy, we refer to the documents and material generated by the Olympic Games Organising Committees (OCOGs).

OCOGs can be considered as one of the major producers of Olympic documents. From the start of the bid process until the end of the Olympic Games, information and documentation is generated in the planning, organisation and execution phases.

This information consists of archival material such as administrative documents, technical and impact reports, magazines, memorabilia, audio-visual material, photographs, maps, and also electronic material such as copies of the web site, Intranet systems, etc.

These records are the central component of the legacy of the Olympic Games. According to Cashman[13], some of the reasons why importance should be given to this matter are:

- records are a valuable material for those researching the Olympic Games;
- the importance of knowledge transfer from Games to Games. OCOGs need to know how other Games have been organised.

Although its importance is very clear, the IOC does not involve itself in this area and there is no mention in relation to the preservation of the archives of the Games in the *Olympic Charter*[14]. Moreover, OCOGs have not paid much attention to the creation and use of archival systems that could guarantee the preservation of documents. For example, for the Atlanta 1996 Olympic Games, in 1995 there was only one archivist working in the OCOG with limited resources.[15]

A survey was undertaken in 1999 in order to locate the institutions holding archival information and documentation, preferably the official documentation, from the Olympic Games. Different institutions were contacted in the countries hosting the Games: National Olympic Committees, national and local archives and sport museums in the host cities and researchers specialising in specific Olympic Games.

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[13] Cashman R. (2000) - *Olympic Scholars and Olympic Records: Access and Management of the Records of an Olympic Games*. In Wamsley, Kevin B. [et. al.] (Eds.), Bridging Three Centuries: Intellectual Crossroads and the Modern Olympic Movement. Fifth International Symposium for Olympic Research, The University of Western Ontario, p. 207-204.

[14] *Olympic Charter*, (1999), International Olympic Committee.

[15] Cid, M.P., (1995) - *El Movimiento Olímpico y la Información Documental: Análisis de fuentes, tipologías y métodos de tratamiento* (Doctoral dissertation presented at the Department of Journalism of the Autonomous University of Barcelona).

This survey has been carried out periodically since then and as of 2001 the responses obtained were as follows:

	Archives located / information obtained			Archives not located
Summer Games	Athens 1896 Saint Louis 1904 London 1908 Stockholm 1912 Antwerp 1920 Amsterdam 1928 Los Angeles 1932	Berlin 1936 London 1948 Helsinki 1952 Melbourne 1956 Tokyo 1964 Munich 1972	Montreal 1976 Los Angeles 1984 Seoul 1988 Barcelona 1992 Atlanta 1996 Sydney 2000	Paris 1900 Paris 1924 Rome 1960 Mexico 1968 Moscow 1980
Winter Games	Lake Placid 1932 Garmisch-Partenkirchen 1936 Oslo 1952 Squaw Valley 1960		Innsbruck 1964 Sapporo 1972 Innsbruck 1976 LakePlacid 1980 Calgary 1988	Chamonix 1924 Saint-Moritz 1928 Saint-Moritz 1948 Cortina d'Ampezzo 1956 Grenoble 1968 Sarajevo 1984 Albertville 1992

Source: Olympic Studies International Directory

3.7. Authors in the Directory

The Directory offers detailed information about a total of 312 authors who have been subdivided into 4 different categories:

1) **Faculty:** includes those researchers working within the framework of a university or academic institution. This subcategory makes up 49% of the total.

2) **Journalists and writers:** journalists working for the mass media, covering the Olympic Games, can be a very useful source of information on the Games.

3) **PhD students**: a new subcategory is doctoral students undertaking their theses on the Olympic Games.

4) **Olympic family:** this subcategory includes people working for the Olympic institutions that frequently collaborate with academic institutions and/or activities.

As mentioned before, authors' entries provide information on the research projects, main publications, as well as professional and contact information.

As described before, the main objectives of the Directory were to become a basic reference point, on a worldwide scale, on Olympic studies and to facilitate the exchange of information between institutions and researchers.

Nowadays the Directory could be considered as a reference tool for locating scholars and/or institutions and in one way it could indirectly facilitate the exchange of information.

Unceasing advances in information technology, the increase in Internet use for research purposes, and the establishment of the Internet in our everyday life, provide us with new ways of communication, new ways of looking for information. Taking advantage of these new techniques, the Directory seeks to become a dynamic meeting point on the Internet, providing a virtual space for information, resources and knowledge exchange in the area of the Olympics.

For this reason, the web site of the Directory will be expanded with two new sections: An Olympic Scholars Forum and a News section.

1) **Olympic Scholars Forum:** This forum aims to facilitate the contact, exchange of information, awareness on Olympic research projects, and the debate on Olympic related subjects.

    It will consist of various non-moderated mailing lists. Each mailing list will be specialised in one subject area of study. Authors interested will subscribe to one, several or all the lists from the main page of the Directory. An archive with all the messages, classified by subject, will also be accessible from the Directory web site.

2) **News section or Bulletin board**: An open space, where everybody can provide information considered of interest to the Olympic community, such as conference announcements, new publications, new web sites, etc.

From Paper to Digital: A Case Study of the AAF Conversion Project
S33

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Introduction

The Amateur Athletic Foundation of Los Angeles (AAF), in 1997, began an on-going digital conversion project in which selected paper documents are reproduced in digital format and published on the AAF's website. To date, the library has converted more than 13,000 documents, totaling 25,000 pages, from paper to digital format. The digital documents are provided at no cost to web visitors. Every word in every document is searchable using the site's search engine. The documents range in length from one-paragraph magazine articles to post-Olympic Games official reports in excess of 1,000 pages.

The purpose of this paper is to explain:

1) why the AAF undertook the project;
2) how the project was carried out; and
3) what the AAF staff have learned from it that might be useful to other institutions considering similar projects.

1. Why digitize ?

To understand why the AAF wanted to digitize, it is useful to know something about history of the foundation's sports library. The AAF was created with the surplus funds from the 1984 Olympic Games. The foundation's primary purpose is to fund the development of youth sports in Southern California. In addition, the AAF operates a sports library that opened in 1988. The 35,000-volume collection covers all aspects of sport, but in keeping with the organization's Olympic roots, there is a particularly strong collection of materials about the Olympic Games and Olympic Movement. The library is charged with providing information services that enhance peoples' understanding of sport and the role it plays in our lives. Thus, a strong public service ethos has guided its policies and practices from the beginning.

It became clear, during the library's first years of operation, that the Olympic materials were among the most heavily used items in the library. We also came to realize how rare a collection it was. And, it was obvious that people who sought information about the Olympic Movement came from many parts of the United States and the world.

The Olympic Collection, by the mid-1990s, had become a source of both satisfaction and frustration to the library staff. It was satisfying to know that we had a strong collection that provided answers to people doing Olympic research. It was frustrating, however, in two ways. First, and most importantly, people had to physically visit the library to take full advantage of Olympic documents. Admittedly, someone could request that we photocopy a portion of an official report. Or, a user could request that a portion of a document be read to him or her over the telephone. Neither of those options, however, was as good as being able to read an entire publication for one's self. As a practical matter, it was not possible for most library users to travel to Los Angeles to use the collection. Second, the existence of the collection remained unknown to most potential users.

People doing Olympic research would naturally think of contacting the International Olympic Committee (IOC) or a national Olympic committee. It did not occur to them to contact a specialized library in Los Angeles. In short, we knew that we had an excellent resource, but that its inaccessibility and lack of recognition diminished its value.

The development of the Internet, of course, provided a potential solution to both problems. As the Internet became increasingly important as a research tool, we became increasingly interested in how it could be used to fulfill our mission. More specifically, the staff began searching for ways of using the Internet to make selected paper documents available and known to a much wider clientele.

2. Organizing the project

The AAF published the first edition of its website in 1995. The first edition did not include any converted documents. Like most sites of the period, the AAF site was primarily a public relations tool. It also included sport-related content created by the foundation's staff. At that time, the limitations of HTML as a storage format discouraged the AAF from any conversion effort.

In mid-1997, however, we began to learn about PDF (Portable Document Format). PDF seemed to offer several advantages over HTML as a storage format. Perhaps the most important factor was that converted PDF documents looked virtually identical to the original paper documents and looked that way regardless of the browser being used by a website visitor. We felt that it was important when dealing with historical Olympic publications to give users the look and feel of the original documents.

As a first step, the AAF decided to conduct a pilot project in which the official report of the 1932 Los Angeles Olympic Games was converted to PDF. That experiment went well. The project was completed on time and on budget. The digital document looked good and loaded at an acceptable speed.

Based on the success of the pilot project, we drew up plans and a budget for a more extensive Olympic digitization project. The project called for the digitization of the 1984 official report, to which the AAF owns copyright, as well as several post-Games reports from the first third of the Olympic century. The early reports are in the public domain, and therefore did not present copyright problems. The selection of official reports as the first documents to convert seemed a rather obvious choice to the library staff. The information in the reports was in high demand by library users. Furthermore, the reports were interesting not only for the information they provided, but also because of their graphic design and photography.

The decision to undertake a digital project required us to consider a number of related issues. Two were particularly important. The first was whether or not to use an outside agency to do the conversion. The other issue concerned the question of the quantity versus the quality of the converted documents.

The AAF elected to use an outside agency to do the conversions. Hiring an outside company to do the conversion was expensive, but far more convenient administratively than doing the conversions in-house. It eliminated the need to create additional workspace at the AAF; to hire, train and supervise at least three new employees; and to purchase and maintain conversion hardware and software.

The quantity-versus-quality issue centered on the questions of search ability and the visual clarity of the digital documents. There are three levels of PDF: Image Only, Image + Text and PDF-Normal.

Image Only really amounts to a photograph of the original document. Text contained in Image Only documents can not be located by a search engine. Image Only is the least expensive conversion method. PDF-Normal represents the other end of the cost and quality spectrum. The reproduced document is fully searchable and the visual clarity is greater than that of other PDF types. PDF-Normal is the most expensive method. We decided at the project's outset that if a document was converted and put on the website, the pages should look as good as possible, and users should be able to take full-advantage the digital technology. That is, we wanted documents to be full-text searchable even if it meant we could afford to digitize fewer pages. So, PDF-Normal became the format.

It was our hope and expectation that the increased content represented by the official reports would drive more traffic to the AAF site. That seemed to happen. The success of the official reports project encouraged the staff to look for other documents to put on the site. In a desire to continue developing the website's Olympic theme, the AAF proposed to the IOC in late 1997 that the foundation be granted permission to digitize, at the AAF's expense, back issues of the *Olympic Review* and *Revue Olympique*. An agreement to that effect was signed by the AAF and IOC in 1998.

The selection of *Olympic Review* was once again an obvious choice. It was consistent with the digitization of the official post-Games reports and the AAF library's general emphasis on things Olympic. The official reports provide information about specific Games. *Olympic Review*, as the house organ of the IOC, is an excellent source of historical information about the more general Olympic Movement since its inception in 1894.

Many, perhaps most, paper-to-digital conversion projects involve relatively old publications of historical interest. The early phase of the AAF project certainly was historical in nature. The post-Games reports and *Olympic Review* were examples of primary historical documents. These primary documents, in and of themselves, were quite useful. However, we wanted to enhance the value of the website by supplementing the primary documents with secondary publications that interpreted and analyzed the Olympic Movement specifically and sport history generally. With that objective in mind, the AAF negotiated a deal with the North American Society for Sport History (NASSH) to digitize back issues of its publication the *Journal of Sport History* in exchange for a licensing fee. Other scholarly associations were quick to grasp the value of what the AAF and NASSH were doing. The AAF/NASSH agreement established a precedent for similar agreements between the foundation and other scholarly groups in sport studies.

The project is entering its fourth year. The site now offers the reports of twelve summer and winter Olympic Games plus the back issues of ten periodical titles converted from paper. The Games reports include 1896, 1900, 1904, 1908, 1912, 1924 (summer/winter), 1928 (summer/winter), 1932 (summer/winter), 1960 (winter) and 1984 (summer). The periodical titles are *Olympic Review*, "*Revue Olympique*", *Journal of Sport History*, *NASSH Proceedings*, *Sporting Traditions*, *Olympika*, *Journal of Olympic History*, *Olympic Research Symposia*, *ASSH Studies in Sports History* and *ASSH Bulletin*. In addition, the AAF has converted three coaching manuals, two art catalogs and several research reports. Each periodical article is treated as a separate document. The articles and other publications can be retrieved using the site's search page. Bibliographic information and the associated URL of many of the documents are supplied to the Sports Information Resource Centre for publication in the SPORT database.

3. What have we learnt ?

The development of the AAF website has taken place in the real world. The project has not been part of an information science experiment. We had neither the foresight nor time to collect baseline data, isolate variables and conduct a systematic scientific examination of our conversion project and its

impact. The conclusions presented here, therefore, are based on a mixture of hard data, observation and anecdotal evidence. In particular, I have been cautious about claiming causal relationships. With that caveat in mind, let us examine what we have learned, or at least, what we think we have learned so far.

1) Digital conversion is expensive. The cost of creating a PDF-Normal document, that faithfully reproduces the appearance of the original document, includes few if any conversion errors and is compressed properly can range from USD 5.00 a page up to USD 20.00 depending on the visual complexity of the age in question. These prices can be discouraging to institutions considering digitizing projects. However, before rejecting digital conversion as excessively expensive, it is important to remember that compromises in quality and search ability can lead to significant cost savings while still providing a very useful service to researchers. Furthermore, most of the cost of digitizing occurs "up front". To be sure, there are continuing costs involved in storing digitized information, preserving it and migrating it to new formats in the future. Still, the bulk of the cost in this sort of project occurs at the point of conversion. A USD 10,000 price tag, in a single fiscal year, to convert a 1,000-page document is a significant amount of money for most libraries. On the other hand, that initial cost can provide a digital document that can be used by thousands of users for many years with relatively little maintenance cost.

2) Digitization does not save library storage space, and it has limited value as a conservation method. The long-term stability of digital storage mediums remains a concern. Until the storage issue is resolved, it is risky to throw away the original documents from which digital copies were produced. Thus, there is no space saving.

   With regard to conservation, it has been argued that a digitized document will eliminate the need to constantly handle a paper document. This is true. Remember, however, that the least expensive way to digitize books and periodicals is to disassemble them. Removing the binding significantly reduces handling time and cost. Sometimes such documents can be reassembled; sometimes they can not be.

3) Digital conversion has corresponded to dramatically higher overall usage of the site. The site recorded about 12,000 user visits in its first full year of operation, 1996. From 1997 to 1999, usage more than doubled each year. In 2000, there was a 350% increase. The site had approximately 600,000 user-visits in 2000.

   Approximately 25 percent of user-visits to the AAF site involve the use of documents converted from paper. Parenthetically, it should be noted that there also are many PDF documents on the site that have been converted from electronic format. For purposes of this discussion, though, "converted" means converted from paper. The official reports are the most-used type of converted documents. The number of converted documents downloaded each month ranges between 38,000 and 60,000. More than 90 percent of the bytes transferred on the site involve converted documents. While the library staff believe that the converted documents drive traffic to the site, it is impossible to conclude that with certainty. We are not sure whether users come to the site because they want to use the converted documents, or come for other reasons and discover the documents only after navigating the site.

4) Converted documents are used more often than the original paper documents from which they were created. Prior to the conversion project, even though the library staff found publications such as *Olympic Review*, the *Journal of Sport History* and *Sporting Traditions* to be very useful when answering reference questions or assisting library visitors, few clients used these periodicals of their own volition. Client-initiated use of all of the paper issues and volumes comprising the ten periodical

titles on the AAF website never amounted to more than 200 in a single year. If librarian-initiated use of those titles is added to the total usage calculation, the grand total still never exceeded a 1,000 in a single year. Publishing the periocials on the website has dramatically increased their usage. In 2000, there were 25,000 user sessions and 150,000 downloads involving the digitized back issues of periodicals on the AAF site.

A similar pattern exists with the post-Games reports. The official reports were more heavily used in paper copy during the pre-website period, but downloads of the digitized versions reflect a dramatic increase in their usage, too.

Increased usage of AAF library resources is precisely what we had hoped to accomplish through digitization. And, that is what happened. On first impression, this may sound like good news to the editors and publishers of the periodicals because it suggests that more people are reading the journals than ever before. In fact, it probably is good news. However, one can not be certain that increased usage of the journals on the AAF website has not resulted in lower usage of corresponding paper copies in other libraries. I suspect, in reality, that usage of the hard copy back issues may have decreased, but that any paper-based decrease is dwarfed by the increase in online usage. Put another way, I believe that overall usage has increased. If this is the case, one obvious reason is that the World Wide Web makes it easier for people to locate information than ever before. Someone who has never heard of the AAF library, or the *Olympic Review*, the *Journal of Sport History* or *Sporting Traditions* can still find the AAF site and ultimately the thousands of converted documents published there simply by using a search engine and typing the relevant keywords.

5) The publication of digital documents on the site has corresponded to use of the site by a more geographically diverse clientele. During the library's first seven years, prior to publication of the website, the staff recorded users from fifty-five different nations. People from 137 countries visited the site in 2000 alone. Obviously, not all of these visitors used converted documents, but it is possible to deduce from usage reports and visitors e-mails that the PDF documents are partially responsible for increasing the geographic diversity of the clientele.

6) Digital technology is seductive. It is important to keep digitization in perspective. There are days when I think to myself, *"We could close the doors to the public, never answer another telephone reference question, layoff half the staff (or train half the staff how to digitize and thereby eliminate the outside agency), reduce our acquisitions budget dramatically, sell or give away portions of the collection, concentrate all of our resources on digitizing and ultimately serve far more users than we do under our current organization. And, we could do it on a smaller budget."*

There is something compelling about such a scenario. Viewed simply in terms of dollars spent per user, creating an exclusively virtual library would be more economical for the AAF than operating either a traditional library, or a combined virtual and traditional library. If the measure of a library were simply a ratio of dollars spent to users served, this would be an irresistible logic. A purely virtual library, however, would eliminate several modes of use and service that the AAF values. The virtual collection represents only a small fraction of the paper-based collection. In fact, it represents less than one percent, of all of the pages in the library. The paper-based collection is a far larger repository of information. A virtual collection would eliminate the valuable expertise of skilled reference librarians who work in-person and by telephone with clients. There still is no substitute for the intelligence, knowledge and creativity of a skillful person assisting an information seeker. Finally, the library as a physical entity serves a social function. It provides a meeting space for researchers to exchange information among themselves and with the library staff. It is a focal point of receptions and conferences at the AAF. Its physical presence lends credibility to the foundation's desire to be perceived as a center of thought on matters involving sport.

For all these reasons, relying exclusively on a digital collection would undermine the AAF's mission. At the AAF, as with most libraries, digitization should be just one of several resources. The task of the library administration and staff is to effectively integrate digitization with other services.

7) Given a choice, the library staff tends use digital documents rather than their paper counterparts when doing reference work. The AAF staff always assumed that site visitors would find the digital documents useful. What we did not realize was the extent to which we ourselves would rely on them. The converted material forms a rather large body of literature. Given the size of that body, the process of "one stop" online research in which information can be identified and read on a single website is much more efficient than older ways of doing reference work. Consequently, the AAF staff usually go directly to the website, rather than to paper, when they think that a question can be answered using one of the converted documents.

8) Digitization should be a continuous process. There is still a tendency among librarians to view conversion projects as terminal, as special one-time undertakings. Our attitude has become: *"If 13,000 converted digital documents are good, then 26,000 documents will be at least twice as good".* Libraries regularly add to their paper-based holdings. They regularly convert material to microform. Why, in principle, should conversion to digital format be any different ?

4. Conclusion

The AAF's conversion project grew out of a desire to make selected resources in the library's paper-based collection more accessible. The AAF wanted its library collection to become known to a wider clientele and to be used more frequently. The project seems to have succeeded on both counts. Its success derives largely from the careful selection of materials to be digitized. The project includes both primary and secondary materials of interest to sport history researchers. The AAF library staff, based on several years of working in a traditional setting, believed that such a mix of digital documents would meet the needs of sport researchers. The heavy and growing use of the converted documents on the website suggests that these assumptions were correct. In closing, it is interesting to note that the same knowledge sets that lead to successful traditional libraries – familiarity with the collection, appreciation of user needs, understanding of user behaviors – contributed to the success of the digital conversion project.

Mapping the Discipline of the Olympic Games
An Author-Cocitation Analysis
S33

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The authors conducted an author cocitation analysis on prominent authors writing about the Olympics during the 1990s. Author cocitation is an established bibliometric technique that can be used to measure the relative similarities of topics written about by the cited authors. This enables a visual representation of the "intellectual space" of the discipline, in this case the Olympics, to be created for the period under review. So core and peripheral research areas are identified, along with their major contributors. The representation appears as a two-dimensional cluster-enhanced map. Subject expertise was then applied to the results to place labels on the generated clusters of authors and their topics.

1. Introduction

When most people think about the Olympic Games it is usually in terms of athletic performance. Clearly they are more than that (see Toohey & Veal, 1990). Even the mass media does not confine itself to covering only the sporting angle. For example, symbolism, economic factors, nationalism and politics routinely appear in mass media articles relating to the Olympic Games. There are scholarly journals that are devoted exclusively to the Olympic Games, such as *Olympika* and the *Journal of Olympic History*. So what do we mean when we talk about Olympic scholarship? Cursory scanning of other sport journals also reveals a plethora of subjects ranging from legal aspects to history to philatelic aspects among a host of Olympic topics. This paper questions how can we identify, classify and measure them.

2. Author cocitation analysis

An established method for identifying the different components of a discipline is author cocitation analysis (ACA). ACA is a bibiometric technique that enables a map of the discipline, over a finite time period, to represented. ACA was pioneered by, among others, White and Griffith (1981) from the Drexel College of Information Studies, and Small (1973) and Garfield from ISI, who produce the computerised citation databases *SciSearch* and *Social SciSearch*. Since these early developments, the techniques have been applied to an expanding range of disciplines. McCain (1990) describes a variety of cocitation techniques. The authors have previously applied ACA to physical education pedagogy (Toohey & Warning, 1994).

When applying ACA, we are measuring the number of times that two authors have been cited together in another paper. The premise is that if two authors are cited together, then there is a topical relationship between them. Where there is a group of authors who are being measured, ACA will measure relative strengths of topical relationship between the individual authors within the group. The graphical representation or map of the discipline resulting from ACA and multi-dimensional scaling will assign unique coordinates to the authors. The authors will be clustered together in various groups;

some will be located centrally; and others will be on the periphery, depending on their number and pattern of cocitation with the other authors. Clusters and individuals can be labelled, enabling the various schools of thought and "invisible colleges" within the discipline to be identified. Subject or field knowledge, in assigning labels and relationships, supplements the computer results.

3. Methodology

The first step in conducting ACA is to identify a list of leading and representative writers in the discipline over the targeted time period. There are a number of different techniques for generating this list. For this study, a preliminary literature search was undertaken on the *SportDiscus* database, using subject terms designed to generate articles relating to the Olympic Games. This resulted in thousands of articles. For ACA, articles that are not cited are useless. So certain types of article were discarded, including magazine (such as *Sports Illustrated*) and newspaper (such as the *Weekend Australian*) articles, and articles from all publications less than four pages long. The articles were then sorted by author to identify the most prolific. A list was generated of authors with three or more articles published during the period. This list was supplemented by authors who were known to be influential in the area, but not necessarily prolific writers. There were 56 authors in this list.

Volume of authorship is not a true reflection of importance. One of the greatest influences that an author has is represented by the number of times he or she is cited by others. Using the *Social SciSearch* database, gross citation figures were then identified for each of the authors. The weakness with this approach is that authors with relatively common names, the "Smiths and Jones" of our world, will throw up inflated citation figures as they include other authors with the same family name and first initial. This is a problem only at this stage, as when they are matched with other authors during the cocitation phase, we are left with the "Smiths or Jones" that are the writers within the target discipline. After the citation check, the list was reduced to 37 authors.

Cocitation counts were generated for these authors using the simple command on Social SciSearch:-
s ca=kidd b? and ca= macaloon j? (for authors Kidd and MacAloon)

This search was repeated until every author had been matched with every other author. The results were placed into a square matrix.

For the data to be statistically processed the matrix has to be complete, that is there have to be two entries for each combination of authors. Also the diagonal, representing the same author in both column and row must be filled. Following the methodology of White and Griffith (1981a) it is filled with the highest level of cocitation that they have with another author on the list. So for example, Kidd was cited 19 times with Hargreaves, more than with any other author, so "19" was inserted into the matrix in the Kidd diagonal. A section of the matrix is depicted in table 1.

Table 1
Cocitation matrix extract

	Kidd B	MacAloon J	Hoberman J	Lenskyj H
Kidd B	19	7	9	10
MacAloon J	7	19	17	0
Hoberman J	9	17	17	3
Lenskyj H	10	0	3	26

Authors who had been cocited with less than three of the other authors were then eliminated from the final group, as they would otherwise skew the statistical computations. This left 24 authors in the final author list.

The data in the completed matrix was converted to Pearson product-moment correlations to reduce scale effects. These data were then input into principle components analysis. Cluster analysis was applied to the resulting factor scores. For the non-statistically minded, this process may sound complicated but it can be done with a statistical software package such as SPSS. The ultimate result of all of this is a two-dimensional map (figure 1), plotting the authors according to their cocitation patterns with the other authors on the map.

The authors can then be divided to a range clusters according to their cocitation patterns. With our list of 24 authors there are potentially between 2 and 23 clusters. These are commonly represented in ACA studies by icicle plot or dendrogram. These show, in their different ways, the successive grouping of individual authors and clusters from the situation where all are separate to the situation where they are all joined within one cluster. There is no ideal cluster number for any group of authors. Identification of clusters does not preclude analysis of subgroups within each of the clusters nor how the clusters may then link with each other. Field knowledge of the subject area assists in determining where to divide the clusters.

Figure 1
Author cocitation map
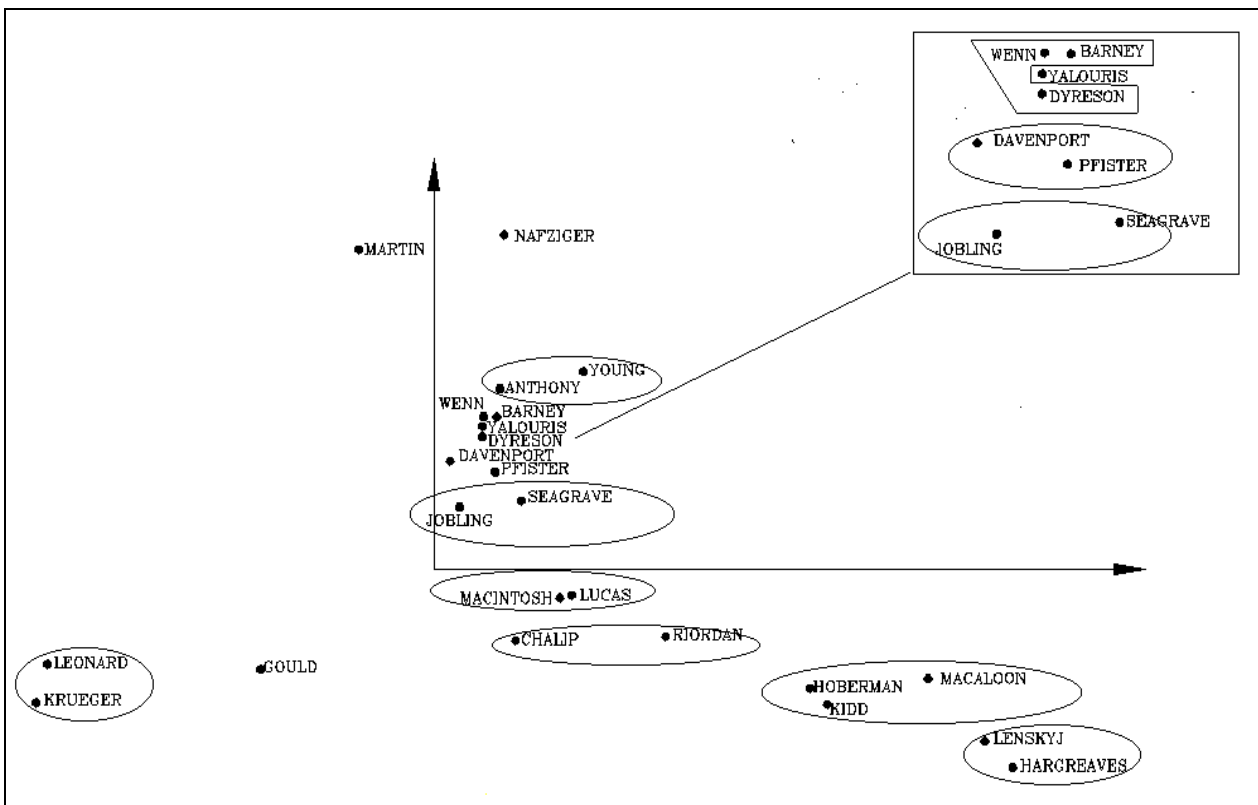
Once the clusters have been identified, they need to be labelled. This was achieved by combining the subject descriptors assigned by indexers in the *Sport* database to the authors' articles with the subject expertise of the field expert.

So for example, for author Riordan table 2 depicts some of subject headings and descriptors applied to his articles indexed in the *Sport* database.

Table 2
Selection of subject headings and descriptors for author Riordan

Olympic Games, Moscow 1980
women
People's Republic of China
doping
sociology
history
sex factor
policy
diplomacy
communism
politics and government - ideology
Eastern Europe
ideology
sociology - social change
Olympism
Olympic Games - philosophy
etc

4. Limitations

Like most techniques, there are some problems and grey areas. For example, as indicated above, false drops may occur when both authors being tested have common names. Co-authorship also has its problems. Only the first named author will appear as a cited author due to the way *Social SciSearch* is organised, so co-authors will miss out. Authors who are cocited rarely with others in the group may skew the statistical results, so they have to be placed manually (on the basis of field knowledge) on the map or excluded altogether.

Selection of the author group may be done in a number of ways. It can be done in a purely objective way, based on gross publishing output or gross citation output. A combination of these two objective methods can be used. The author list can be restricted to certain influential journals. Authors can be included on the basis of perceived importance by a subject expert or experts. Combinations of these approaches are numerous.

There is also the selection of the time frame to consider. It has to be long enough to enable a sufficient body of work to be generated and cited. It should not be too long so that trends or evolution in the literature become clouded. White & McCain (1998) divided the period from 1972-1995 into three 8-year periods in an attempt to observe and measure the way scholarship had changed in the discipline of Information Science. If the period is too recent, it may not allow sufficient time for scholarship to be picked up, digested and then cited in subsequent publications due to the publishing lag.

Settling on the time period for Olympic scholarship has some complications due the quadrennial nature of the Olympic Games, which drives much of what is written about them. The authors settled on a 10-year period, covering two Olympic Games, plus 2 years before and 3 years after the quadrennials. There is nothing magic about the 10-year period, but it does have a certain roundness to it.

The statistical treatment of the cocitation results and their interpretation by the authors provide the following clusters, labelled by the field expert:

Lenskyj and Hargreaves (Critical feminists)
Although separated by the Atlantic Ocean Helen Lenskyj' and Jennifer Hargreaves' work has much closer proximity in their theoretical underpinnings. Both write from a critical feminist viewpoint about gender inequities in the Olympic Movement and proposals for an agenda of reform.

MacAloon, Hoberman and Kidd (Critical reformers)
The authors in this cluster have written on a variety of Olympic related topics, including the Olympic ceremonies, cultural festivals, politics and women. Much of their writing, while critical of the Olympic Movement, also offers suggestions for reform.

Riordan and Chalip (Sport policy and international relations)
Much of the writing of James Riordan and Lawrence Chalip deals with national and international policy in sport in general. Their scholarship on the Olympic Games forms a subset of this.

MacIntosh and Lucas (Ideals and Questions)
Sometimes it is hard to understand why authors are grouped in the same cluster, other than the basic premise of both being cited in the same articles. This is one such pairing. Lucas is a traditionalist and idealist, upholding the ideals of the Olympic Movement. MacIntosh, whose Olympic writings deal primarily with issues of politics, is far more censorious of the IOC.

Leonard and Krueger (Drugs)
Some clusters are formed through authors having a shared theoretical viewpoint, other through topics of research. This is the latter, as the commonality in this grouping is the subject matter of performance enhancing drugs.

Anthony and Young (The revival)
These two authors have written extensively on the early days of the modern Olympic Games and the conditions in Europe in the nineteenth century that led to the establishment of the International Olympic Committee.

Gould (Athletic performance)
Gould stands alone as his research is in the area of psychology, coaching and athletic performance.

Nafziger (Legal aspects)
Another non-aligned writer, Nafziger has investigated the law and the Olympic Games.

Martin (Performance)
The third "free agent" on the map, Martin's work has examined factors that have influenced athletic performance at, and the results of, the recent Olympic Games.

Pfister and Davenport (The history of women's Olympic involvement)
Both writers focus on the history and sociology of the battle for women to achieve equality in the Olympic Games.

Yalouris (The Ancient Games)
It is fitting that Yalouris is located towards the centre of the map, as his own writings are on the topic of the Ancient Games, the cornerstone of the Modern Games, and he has edited, for many years, the proceedings of the International Olympic Academy, the educational arm of the International and Hellenic Olympic Committees.

Wenn, Barney, Dyreson (the North American perspective)
While the topic matter of these authors varies, their linkage has occurred through their writings on North America and that continent's relationship with and effect on the Olympic Games.

Seagreave and Jobling (Olympism)
These authors' citations deal with a variety of Olympic related research. One topic in common is their examination of Olympism, the philosophy of the Olympic Movement.

6. Conclusion

While this investigation has constructed an interesting, and hopefully, insightful, overview of Olympic studies, it does not provide the full picture. Rather, it provides a significant starting point. The research process has yielded clusters of Olympic scholars, based on how others cocite their works.

These clusters have been shaped by different justifications. Some are formed by authors who write on a similar topic (e.g. Chalip and Riordan), others constitute researchers who write from the same theoretical foundation (e.g. Hargreaves and Lenskyj).

Some research areas do not appear prominently as clusters on the map, yet they provide rich and prominent fields of inquiry in sport and physical activity. Two examples are the fields of exercise physiology and sports psychology. There is only one representative from each (Martin and Gould). While no definitive reason can be attributed to this perhaps it is the nature of athletic performance itself that has been a contributing factor. The Olympic Games represent the pinnacle of athletic achievement. Athletes need to be focused on their performance and it is understandably difficult to conduct research on them during Games time. It is far less intrusive to investigate the more macro social and cultural aspects of the Summer Olympic Games during the sixteen days each four years that they are celebrated; the same premise holds true for the Winter Games. Of course, between Games, the same issues do not apply.

It is evident that more research on this topic would be beneficial. A first step would be to enlarge the author list, and refine the methods for selecting the authors, to represent influence, as indicated by numbers of citations rather than gross publication rates. At the other end of the process, some techniques for identifying areas that do not become evident from ACA could be explored.

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Sport for All Movement in Asia and Oceania
An Analysis of the ASFAA 2000 Sport for All Survey
S34

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1. Purpose

Over the past decades, there has been a growing demand for information on the Sport for All movement throughout the world. The changing nature of global communication systems such as the internet has created an ever-increasing interest in exchanging both scientific and practical information on sport and physical activities beyond political and cultural borders.

In order to grasp the present aspects and structures of Sport for All in all the Asia and Oceania region countries, this survey aims to analyse the data results obtained from the ASFAA 2000 Sport for All Survey which was conducted among all of the ASFAA member organisations and both governmental and non-governmental organisations involved with Sport for All. This survey project was approved at the 9th ASFAA General Assembly held in Limassol, Cyprus on November 24, 1999 with a view to publishing a revised and expanded edition of the *ASFAA Booklet: Sport for All Structures in Asian and Oceanian Countries* produced in 1997, which for the first time included information about Sport for All in this region in a single volume.

2. Method

According to the resolutions of the 9th ASFAA General Assembly, a questionnaire was sent immediately to 56 ASFAA member organisations in 25 countries. Besides these organisations, it was also sent to all of the National Olympic Committees (NOCs) in this region. In order to complete missing or unidentified information, a thorough follow-up inquiry was conducted among all those who responded to verify the contents of the information, using telephone, fax and e-mail.

Based on the questionnaire, the information about each country was summarised in the following two parts:

1) **Sport in the Country** presents a general statement that aims to highlight information related to sport in a particular country or region, such as traditional sports and games, popular participation and spectator sports, promotional activities and Sport for All (SFA) programmes provided to the special or target groups, legislation and laws on sport, establishing sport information centres and conducting national surveys on sport participation.

2) **Organisations and their Activities** provides descriptive data on the SFA organisations in each country, such as the foundation year, representatives, the nature of the organisation (Governmental Organisation - GO, Non-Governmental Organisation - NGO and Non-Profit Organisation - NPO), objectives and missions, the number of staff, annual budget, sponsoring special events and programmes, leadership training and certification programmes, partnerships with other organisations and present issues and challenges to be solved by each country.

By the end of May 2000, 31 organisations from 22 countries had kindly responded to the questionnaire. It should be noted that organisations in four countries (Bangladesh, Iran, Jordan and Yemen) that contributed answers in the 1997 survey, but did not respond this time, were also included. Accordingly, the present study analysed the data from 37 organisations in 27 countries.

Table 1 provides the basic information for all those organisations to have responded giving the foundation year, the nature of the organisation, the number of staff and the annual budget based on year 2000. It shows that 24 (64.8%) of the overall number of 37 organisations have existed since 1980, and among these 14 organisations (37.8%) were established after 1990.

Regarding the nature or type of the organisation, 21 (56.7%) were NGOs, 13 were GOs and 3 were NPOs. It was identified that there were big differences in staff numbers between the organisations, as well between the annual budget amounts. It is needless to say that these differences are due to the population and economic situation in each country, but GOs, or the statutory governmental bodies, indicate a large number of staff and much larger annual budgets in comparison with other types of organisation.

Table 2 shows basic information about 27 countries, such as the years legislation and laws on sport were enacted, when the sports information centres were established, and when the national survey on sport participation was conducted. Among 20 countries with legislation or laws on sport, 14 countries have passed these after 1980.

All the countries except Laos and Yemen responded that they have sports information centres at national level, affiliated either to the national sports organisation or to the information and statistical bodies in the national government. However, we were subsequently informed by Laos that a National Sport Information Centre (NSIC) had been established in Vientiane, Laos in July 2000 with the assistance of the Australia Asia Sport Linkage programme.

Fourteen countries agreed to conduct the national survey on sport participation. Recently, some countries such as Australia, New Zealand, Hong Kong, Singapore and Japan have been monitoring regularly the levels of sport participation through the comprehensive nation-wide survey.

4. Conclusion

In order to compile a more in-depth report, a copy of the book *ASFAA 2000 - Sport For All Structures in Asian and Oceanian Countries* was distributed to all the participants at the 6th ASFAA Congress in Pusan, Korea in July 2000.

Table 1

Summary of basic information on the SFA Organizations in Asia and Oceania countries

	Organisations	Founded Yr / Mo	Types	Staff (Full/Part)	Annual Budget (USD)
1	Australian Sports Commission	1984/6	GO	353/26	91,790,000
2	Life. Be in it	1975/11	NPO	25/200	NA
3	Bangladesh SFA Committee	1996/10	NGO	1/1	2,400
4	TAFISA Bangladesh	1996/3	NGO	1/2	1,500
5	All-China Sports Federation	1999/10	NGO	170/100,000	NA
6	Divisão de Animacão e Desporto, Macau	1985/7	GO	25/0	225,000
7	Chinese Taipei Olympic Commission	1922/4	NGO	35/2	1,431,000
8	FASANAC, Fiji	1949/3	NGO	5/0	440,000
9	Hong Kong Sports Development Board	1991/4	NGO	300/-	27,000,000
10	Sports Federation and Olympic Committee, H.K.	1948	NGO	4/1	500,000
11	India SFA Association	1995/10	NGO	0/3	5,000
12	Directorate of Sports, Ministry of Education, Indonesia	1985/4	GO	11/0	55,000
13	Iran SFA Federation	1992/9	GO	6/7	400,000
14	Israeli SFA Association	1981/12	NPO	1/1	250,000
15	Division of SFA, Ministry of ESSC, Japan	1988/7	GO	15/2	18,400,000
16	Japan Amateur Sports Association (JASA)	1911/7	NGO	61/13	36,000,000
17	Japan Health Promotion and Fitness Foundation (JHPFF)	1981/6	NGO	23/7	12,500,000
18	National Recreation Association Of Japan (NRAJ)	1947/10	NGO	34/4	16,100,000
19	Sasakawa Sports Foundation (SSF), Japan	1991/3	NGO	17/2	7,500,000
20	Jordan Ministry of Education	1994/3	GO	1/10	10,000
21	SFA Korea Association (SAKA)	1982/12	NGO	54/16	2,100,000
22	SFA Pusan Association (SAPA)	1984/2	NGO	70/30	1,740,000
23	National Sports Committee of Laos	1993/5	GO	15/50	2,000
24	Lebanese NOC	1946	NGO	3/2	213,172
25	Malaysia Leisure and Recreation Council	1990/6	NGO	1/2	20,000
26	Olympic Committee of Malaysia	1953/11	NGO	12/5	500,000
27	Hillary Commission, New Zealand	1987/4	GO	36/3	16,000,000
28	Papua New Guinea Sports Commission	1992/3	GO	40/5	410,000
29	SFA Commission Philippines NOC	1999	NGO	3/4	7,000
30	Women Sports Federation-Philippines	1991/3	NGO	NA	NA
31	Qatar SFA Committee	1996/3	GO	5/20	180,000
32	Saudi Arabia SFA Federation	1995/2	GO	1/6	530,000
33	Singapore Sports Council	1973/10	GO	868/6	42,000,000
34	The Sports Authority of Thailand	1964/8	GO	549/290	30,667,000
35	TASANOC, Tonga	1961/4	NGO	2/0	90,000
36	Vietnam NOC SFA Subcommittee	1979/10	NGO	0/5	50,000
37	Federation of Sport for All, Yemen	1993/3	NGO	2/3	500

Table 2
Basic information of 26 Asian and Oceanian countries

	Country	Enacted year of sport legislation	Establishment of national sports information center	Conduct a national survey on sport participation
1	Australia	1989	Y	Y
2	Bangladesh	1974	Y	N
3	China	1995	Y	Y
4	China-Macau	1995	Y	N
5	Chinese Taipei	1985	Y	Y
6	Fiji	NA	Y	N
7	Hong Kong	NA	Y	Y
8	India	NA	Y	N
9	Indonesia	1984	Y	N
10	Iran	1936	Y	N
11	Israel	1989	Y	Y
12	Japan	1961	Y	Y
13	Jordan	1967	Y	N
14	Korea	1982	Y	Y
15	Laos	NA	Y	N
16	Lebanon	1944	Y	N
17	Malaysia	1971	Y	N
18	New Zealand	1987	Y	Y
19	Papua New Guinea	1992	Y	Y
20	Philippines	1993	Y	Y
21	Qatar	1984	Y	Y
22	Saudi Arabia	NA	Y	N
23	Singapore	1973	Y	Y
24	Thailand	1985	Y	Y
25	Tonga	NA	Y	N
26	Vietnam	1988	Y	Y
27	Yemen	NA	N	N

Y: Yes   N: No   NA: Not Available

A Land Database as an Instrument for Understanding the Overall Situation in the Domain of Sport
S34

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Within the framework of the recent outlines of collective services brought about by the Orientation Law for Sustainable Land-use, Planning and Development – "Loi d'Orientation pour l'Aménagement et le Développement Durable du Territoire (LOADDT 98)" - several public bodies are thinking about means of implementing studies which introduce strict inventories on the functioning of local or regional areas with regard to the subjects concerned, and of which sporting facilities are a part. In the context of sustainable development, the essential question today is that of the perpetuation of acquired data, and of their updating and marshalling in the course of further studies.

From earlier studies, we wish to develop some thoughts on the perfecting of tools capable of meeting these needs. Thus, while updating the master plan for the Besançon urban area and at the request of the Greater Besançon District Authorities, we have established an inventory of the offers and needs for sporting activities and facilities in the urban area of the Franche-Comté capital. It appears today that the efforts undertaken for the collection of information are impossible to improve on and to perpetuate.

Beyond the simple stipulated report presenting the different types of data collected, the localisation of sporting facilities, their socio-economic environment, their attendance, their catchment areas, their physical condition (ageing, restoration), we are proposing to elaborate a real and helpful decision-making instrument in the shape of a Land-use Information System – "Système d'Informations Territorialisées (SIT)". This should allow the setting up of a management and analysis system of the sporting phenomenon in order to improve on and continue the data collecting efforts undertaken in putting all the established facts at the disposal of multiple partners (highways department, fire services, sporting federations, etc). It should further be able to answer complex spatio-thematic requests integrating different levels of scales outside the context of standard data collecting.

First, we will present the results of work relating to the Besançon urban area, stressing the methodological needs emerging from this analysis, and then we will describe how we can meet these needs in the framework of a Land-use Information System applied to the sphere of sport, a real and helpful decision-making instrument.

1. Sport and land, important methodological expectations

1.1. Setting up of Collective Services Outlines for sport

The Interministerial Committee for Land Planning and Development – "Comité Interministériel d'Aménagement et de Développement du Territoire (CIADT)" - at its meeting of 18 May 2000, defined, among other things, the orientations of the nine Collective Services Outlines (CSO) – "Shémas de Services Collectifs (SSC)" - anticipated by the Orientation Law for Sustainable Land-use, Planning and Development, LOADDT 99. [1]

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[1] The Orientation Law for Sustainable Land-use, Planning and Development, Law No. 99-533, modifying the Law No. 95-115 of 04-02-1995, was adopted on 25-06-1999.

The decrees of the Collective Services Outlines[2] will be adopted in June 2001, but until then documents on a national scale will be elaborated on the basis of information collected regionally. The results of the elaboration of the regional contributions are interesting, but, beyond the actual contents, they pose the problem of data collection, and the organisation and perpetuation of the multiple data bases brought together. In this instance, the efforts undertaken should theoretically help to:

– make known the functioning of the areas with regard to certain phenomena (for example sport) considered in a comprehensive context (population, accessibility, etc);
– measure the evolution of these phenomena;
– propose correcting measures according to the observed evolution.

In fact, these efforts run the risk of leading only to partial results (the returns were collected too quickly and are not exhaustive), which are not perpetuated (a data inventory was made once only without taking the trouble of bringing it up-to-date), taking little account of the complexity of the areas surveyed (only the information relating strictly to sport was included without cross-reference). Consequently, the setting up of collective services outlines for sport raises the methodological questions which we have started to tackle in the context of the setting up of the master plan for sport in the Besançon urban area.

1.2. The master plan for sport in the Besançon urban area: an interesting but unsatisfactory first approach

Sport as a mass phenomenon (but it has not always been so), with its imprecise outline (the definition of the practice of sport is very vague), covers many forms of spare time activities (POC, 1983; MAT, 1987; AUG, 1995). Up to now, nobody has come up with a consensual definition. However, the needs of local communities have led us to a three-point approach:

– identification of sports sites (facilities);
– identification of sporting practices;
– identification of participants in sport.

1.2.1. Pinpoint the sites and identify clearly their characteristics

Obviously, the inventory of sports sites was the starting point of this work. The question was in fact to know their location and characteristics in order to appraise the organisation of the land concerned (MER, 1996) and to measure the over- or under-equipment of certain districts, but it also concerned the essential task of appraising the catchment areas of each of these sites.

The data arising from these inquiries are near exhaustion point. They are numerous, very heterogeneous, but systematically adapted to space. The results are thus shown in several scales: the urban area (1/100,000th, 1/50,000th); the district and the plan of ground occupancy (1/25,000th); and finally that of the sites (1/1,000th, 1/500th). The processing problems are obvious:

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[2] The Collective Services Outlines replace the previous sectorial outlines established in the framework of the National Outline for Land Planning and Development [Schéma National d'Aménagement et de Développement du Territoire (SNADT). They claim to be more flexible and in tune with the wishes of the people.

- The information can only be juxtaposed in the absence of a structured data base, consequently its exploitation is limited as it is difficult to establish structural and functional links between, for example, the localisation of a certain type of sports facility on the urban area scale, the frequency of use of sports facilities belonging to this type on a site scale, the maintenance problem on the scale of these sports facilities.
- The present information, within the geographical information systems, is reduced to its sole graphical dimension, qualified by a series of thematic attributes.
- Furthermore, the inventory has taken a long time, the Besançon Town Hall having no unique source of information relating to the public sports facilities, and at the end of this study there remains the problem of updating the data, notably relating to new buildings, restoration or changes in the use of the facilities.

1.2.2.   Localise the facilities on different scales

An inventory of the sports facilities in the Master Plan is evidently not sufficient to know precisely what is on offer in terms of sporting activities. In fact, a certain number of facilities (gymnasiums and multipurpose halls) allow a wide variety of activities. The study of the destination of these multipurpose facilities thus allows an evaluation of their impact and an explanation of their existence within the Besançon urban area.

At the end of the analysis of the sporting practices in the Master Plan area, some structural phenomena stand out clearly which could lead to a reflection on the planning of the sporting areas, and on the operational tools to be proposed:

- The presence of sports facilities in a district plays an important role in the intensity of the sporting practices but the participants travel according to competitive offers or amenities which evolve constantly. Therefore, it is vital to know the yearly evolution of what is on offer.
- The small centres, well equipped with infrastructures, appear as privileged places and compensate the deficits of the smaller districts, but the demand evolves quickly and, compared with the offer, increases the competition which means that the observations rapidly become outdated.
- There is no complete correlation between the existence of infrastructures and their use. If the existence of these infrastructures is naturally important, as is the emergence of the responsibility of the district communities, there remains a blatant under-use of the facilities which it is vital to understand clearly.

It follows from this phase that the updating of the collected data is essential, such is the complexity of the system studied, and such is the importance of the spatial repercussions, not only in terms of the offer of facilities, but also in terms of the facilities which result from it.

1.2.3.   Locate the participants in order to define the catchment areas

The third part of the study concerned the participants. In this case it was necessary to know the extent of the influence of each facility which depended at the same time on its location (the attendance rate decreases when one moves away from it), its cost (an indoor swimming pool is not a field for small games), its rarity (a river as a sporting place, or a sport practised in private), the competitive logic which affects the size of the catchment area, and finally on the social logic which, for the same sport, is aimed at different users whose distribution in the area does not have the same density.

The results of the inquiry are very interesting and show, through the example of basketball, that the catchment areas can be wide or, on the contrary, very restricted in relation to the level of excellence of the club concerned. What follows from that is that:

– A club catchment area depends closely on the club's characteristics, and consequently is influenced by the socio-economical characteristics of the surrounding districts. The measurement of the club's recruitment potential in relation to the local socio-economic tissue can then be evaluated, but it necessitates cross-references that are difficult to achieve in the circumstances.
– Bearing in mind the close relationship between the club's catchment area and its excellence level on the one hand, and the potentially rapid evolution of this excellence level on the other, the catchment areas have to evolve in a relatively short lapse of time, in the order of a few years. The follow-up necessitates a yearly up-dating of the club members' origins, difficult to realise at the present time other than through a proceeding such as the updating of the Master Plan of sporting facilities.

1.2.4.   Problems which involve researching for flexible and efficient solutions

At the end of this work remains the wider problem of the administration of land from the viewpoint of a particular set of themes. The Besançon urban area comprises spatial entities, natural zones and zones influenced by man, which evolve in time according to relationships established simultaneously between different categories of agents (those in charge of the management of sporting facilities, officials of sporting associations, sporting participants, political leaders), and the territorial elements at different levels (urban area, districts, sites, facilities) and of time. This is expressed in a complex power network made up of confused levels of hierarchy which implies the interweaving of numerous processes (LEB, 1986; CHA, 1984). The various agents set themselves up to be managers of these entities, bearers of a whole set of potentialities (BAI, 1994), which they develop and manage for economic reasons, but also for social reasons[3]. To do that, the managers and users rely on given facts, susceptible to evolve or not, describing these entities, accounting for their evolution, but on the other hand accounting little for the complexity that is peculiar to the territorial systems, characterised by the multiple relationships maintained at the same time by the various agents of the territory with each other, but also with their developed facilities, within what Rolland-May calls a "system of action" (ROL, 1995; RUF, 1996). Thus, the councillors who govern us often remain perplexed when the time comes to perceive the planning and development of their districts in their entirety and complexity (DAL, 1998), and they come up against the following problems:

1)   The multiplicity of sources:

– facilities defined by their size, their capacity to accommodate various practices, their opening hours, their running cost, construction date and possible renovations, etc;
– sites in the middle of the country and whose area can be important (ramblers' paths, mountain bikes and equestrian tracks, waterways, etc);
– users located at the practice site, at the place of residence, and classified according to their age, their professional and social status, their family unit, etc;
– associations, clubs which offer opportunities to practise.

2)   The heterogeneity of the information collected: a gymnasium is not a ramblers' path, a participant is not a tennis court, the slots in a timetable for the occupation of a hall or the renovation date of a facility have nothing to do with the home town of a football player, etc.

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[3] The law stresses the notion of showing solidarity in land development.

3) The necessity to integrate the time: practices develop, facilities also, as well as their environment (accessibility, concentration of services, quality of life), the profile of the users changes too (the population of certain districts gets older or younger, leading to a modification of sporting practices, their disappearance or the appearance of new ones).

4) The necessity to locate facilities, practices and users in order to determine their relative distribution (catchment areas, over- or under-equipment of certain spaces), and of journeys caused by these localisation, with a view to optimising them.

As a result of this, and generally speaking, the exploitation of the multiple data bases, established or simply implemented, remains incomplete:

– Within the geographic information systems, the land data are often reduced to their sole graphical dimensions, qualified by a series of non-structured thematic attributes. This organisation contributes to the impoverishment of the potential power of the spatio-thematic requests.

– As we have shown, the perception of the various scale levels and of their interrelating remains weak and often necessitates lengthy implementations of data aggregation, while at the same time these levels grow in number. In fact, as well as the different levels of district communities, for example intermunicipal structures, and in particular the emergence of urban and village communities stemming from the LOADDT 99 (GIR, 1999), there are submunicipal levels. The decision-makers are thus confronted by a growing discrepancy between the institutional units and the new areas (LAC, 1995) which are situated outside the framework of the acquisition of the reference data, like the municipal or departmental levels.

– The standard exploitation of the data bases aiming at perfecting the pointers is often lengthy. As we have seen, the inventories have taken up a large proportion of the time devoted to the setting up of the master plan of sporting facilities, and it turns out that the results are not going to be followed up, thus limiting the analysis to a simple image appended to the realisation of this study.

The public service has strong territorial stakes and it is a matter of establishing the integrating policies necessary for land management and planning as activated by the Orientation Law for Sustained Land-use, Planning and Development. This is particularly true in the framework of the setting up of the Collective Services Outline. Therefore, the partners implicated expect methods and tools capable of mastering the complexity created by the multiplicity of information which they handle daily.

In this context, the identification and the recognition of the land, as a privileged factor of the integration and structuring of the spatio-temporal data, is a relevant track to follow, but requires the perfecting of a suitable procedure. In fact, the totality of the interactions between the agents and the land, described by the levels of the interrelating scales, allows the complex structures to emerge, kinds of territorial arrangements, geometrically defined (scattered zones, networks, surfaces) or topologically defined (relative position of sites to each other) (LEB, 1995). The aim of our proposal is consequently to define not only the relation between territorial entities but equally the dynamics characterising the latter, as much at the level of space, and of time, as of the set of themes, with the help of a language which allows to reconstruct, at the same time, the geometric, topological and relational complexity of the areas which characterise these facts to implement, in the land planning and management (DUM, 1998) so that the people concerned have at their disposal the best information (BRU, 1990), the base of local development (PEC, 1989).

2. Approach of a conception of a Land Information System applied to the sporting domain

The sports situation is characterised by a marked complexity, as much in terms of information describing the phenomena as in terms of the process and of the dynamics. The development of the instruments of sport therefore depends on a double effort:

1) on the inventory of the needs and the descriptive information available, by means of an inventory of fixtures;
2) on the analysis of the domain, by identifying the different elements and the characteristic interactions of sport.

These different efforts, from the inventory of the needs and the informational resources to the conception of applied management and of the analysis of sport, must permit, following the example of the wide orientations given by the interministerial committee of the land planning and development (CIADT, 2000), the identification and the understanding of the role of a certain number of explanatory factors, on the offer, as much in terms of facilities as of practices, on the demand and the social role of sport, on the management and the planning, of the offers of training and of facilities, and on the logic of the structuring and of the land development. Thus they imply the implementation of analyses concerning the dynamics of time and space (diachronic and multi-scale studies) of the sporting events replaced in their social, demographic contexts or, in addition, the implementation of methods of multi-criteria (Joerin, 1995) and of methods borrowed from the vast domain of geo-marketing (Birkin et al., 1996), based on the definition of explanatory factors and on the extrapolation of known situations.

In order to be operational these tools must be directly connected to structured data bases within which is integrated the information describing not only the sporting dimension of the zone being studied but equally all the territorial information pertinent to understanding and to the attempts of economic planning of the phenomenon under consideration (socio-economic, environmental and demographic factors...).

Structured land and thematic data bases and processing tools thus offer the possibility to implement a real evolutionary tool of management and analysis of the sporting phenomenon, making it possible to enhance and perpetuate the important efforts of the collection and processing of data carried out on the occasion of this study, as well as putting all this acquired information at the disposal of new potential partners - management of other types of facilities, the implementation of management systems of interventions (such as emergency services...), studies of development and planning....

2.1 Principles, theoretical, methodological and technical aspects

The implementation of tools for understanding sport comes within the framework of a logic of the practice of Information Systems (Geographic or not) in management, development and land planning. As Roche underlines (Roche et al., 1998): *"To define the role of the Geographic Information Systems regarding the needs expressed by the activities of the development of the area requires an understanding of the complexity of the territorial system"* [4]. Its integration implies taking into consideration a certain number of physical, socio-economic and political constraints, and the recognition of potential choices.

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[4] Complexity qualified by the authors as "physical, psychological and social", to which should no doubt be added an economic dimension.

The specific thematic of sport does not infer, in the first place, specific needs relating to the area of land management and development. The preoccupations are structured around a series of general needs:

1) in terms of spatialised data management (facilities and infrastructure, practice and participants of sport);
2) in terms of the processing and analysis of the spatialised data[5] occurring in varied contexts;
3) in terms of the diffusion and enhancing of the information unprocessed or processed;
4) in terms of exchanges between partners and exchanges with external data bases.

This inventory of needs leads us to suggest a concept of a tool centred on the idea of a thematic data base, this base taking over the management, the updating and the consultation of the thematic information (sporting and socio-economic...). This data base is linked and exploited by a set of dedicated tools, notably a Geographic Information System[6], in charge of the management and the analysis of the geographical data[7].

From a technical point of view, however, the context that we have just described implies a procedure and developments focussed:

– on the conception and structuring of a so-called attributive data base, integrating specific facts relating to the sporting domain as well as all other relevant information in this context (demographic, sociological facts...);
– on the construction of a data base of geographical information, integrating the graphic objects (line points and polygons) conveying the common geographical entities (for example village or town boundaries, bus stops, highways, sports fields and buildings, localisation of participants...).

2.2. Implementation

2.2.1. The analysis phase: a better understanding of sport in all its dimensions

The analysis takes root in a systematic type of approach. This conceptual and methodological choice assimilates the land, appropriated and developed by human societies, into a complex system of which the perceptions can be declined in multiple ways (Le Berre, 1992).

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[5] Example: the area trend analysis, the analysis of surface requirements according to sporting tendencies, the techniques of spatial self-correlation methods of numerical interpolations.

[6] A geographic information system can be defined as a tool making it possible to grasp, handle, administer, analyse, and enhance (notably by means of cartographical representations) the geographical data.

[7] The term "geographical data" is applied to numerical information [for example a registered plot, represented by a polygon of which the meeting points of the sides are geographically referred to georeferences by the geographical coordinates or others (LambertII)]. These data are generally improved by the thematic data which it is possible to unite with the territory by means of a georeference known as nominal (for example the code INSEE of the districts makes it possible to join to the graphic data, representing the districts, a totality of demographic, socio-economic sets of themes...).

2.2.2. The simulation phase: to make the complexity of sport accessible to computerisation

The model proposed offers a partial picture of sport through a territorialised perception in which spatial contexts and localisation's hold an important place. This orientation attempts, among other things, to supply a tool which is capable of responding to demands in terms of understanding of the logic of structuring and of land development, to the understanding of the socio-spatial roles of sport in our societies, or to the understanding of the logic of the distribution of the practices or the sporting hierarchies[8], permitting, among others, to localise the areas of recruitment, as much of the participants as of the spectators.

2.2.3. The conception phase: adapt the tool to the needs of the participants in the field

The transfer from the simulation phase to the conception phase rests on a certain number of logical and physical tools destined to:

- formalise the thematic, spatial or temporal characteristics of these entities;
- transpose the formal descriptions within the computer tools;
- adapt the proposed tool to the needs of the potential users and to their computer competence, without which the enhanced value and the perpetuity of the efforts made can be wiped out.

2.2.4. The operating phase: to meet the requests of the users

The coupling between the data bases and the geographic information systems has already proved its capacity to reply to questions bringing into play complex spatio-temporal processes.

The understanding of sport does not escape this kind of questioning. The identification of the catchment area of sports facilities is of a certain interest to the planners (Grosjean, 2000). The measurements of the accessibility of the facilities assimilating the area into a space network essentially relating to a differentiated space and to a given period of time (Dumolard, 1999) offer a great potential in terms of planning[9].

2.3. Examples of potential contributions of the proposed instrumentation: application to some problems arising from pilot schemes

- Suggest a tool for the understanding of sport (range of tools and of information available at the sports site) - map representing the localisation of the public sports facilities in the Besançon urban area - map showing gymnasiums (see figure 1).

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[8] According to the work of certain geographers, aiming particularly at deciphering the relations between the sporting and urban hierarchies (Ravenel, 1998).

[9] This type of analysis permits, among other things, the identification of zones over- or under-equipped, to rationalise future localisations, notably to suggest developments in terms of transport services with a view to improving the accessibility, etc.

Figure 1

Commune de Besançon
● Gymnases
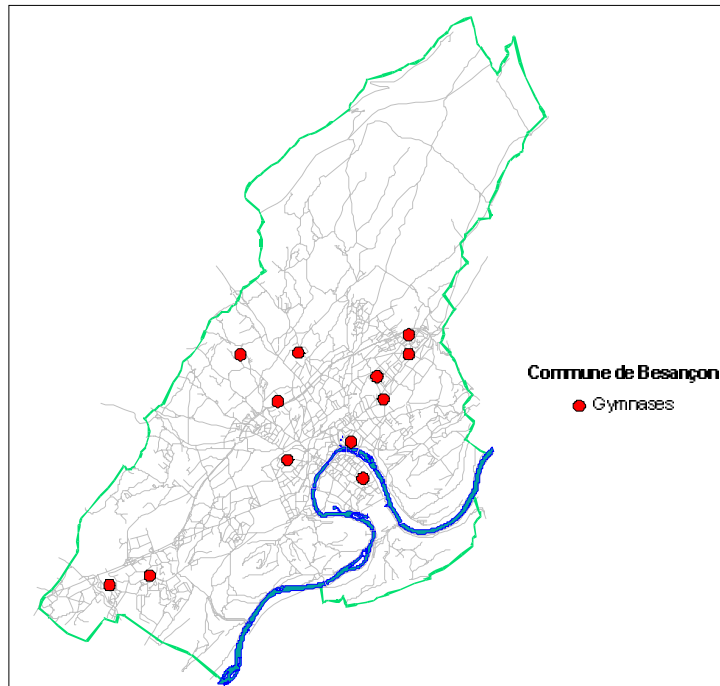
– Allow the related analysis of the thematic information (nature of the activities) and contextual (demography, economy, tourism) on a given area so as to devise the sports policy in a logic of structuring and of land development. Map identifying the accessibility of certain facilities with regard to the public transport network and car parks (see figure 2)

Figure 2

Desserte
(réseau de bus et parkings)
de la piscine Port-Joint
Arrêts de bus

Sport Nautque 1	100 m
Sport Nautque 2	250 m
Funiculaire	
Mouillere	
Jean Cornet	
Sarrail	500 m
Peclet	
Jacobins	
Porte Rivotte 1	
Porte Rivotte 2	

Parkings
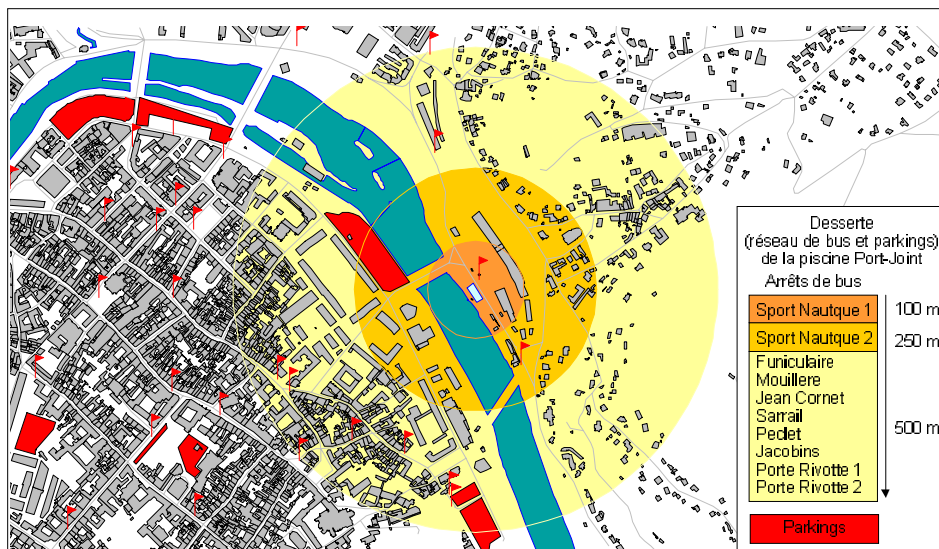
– Set out the reality of the areas where sport is practised with their organisation (make a map of equipment's, see figure 3).

Figure 3
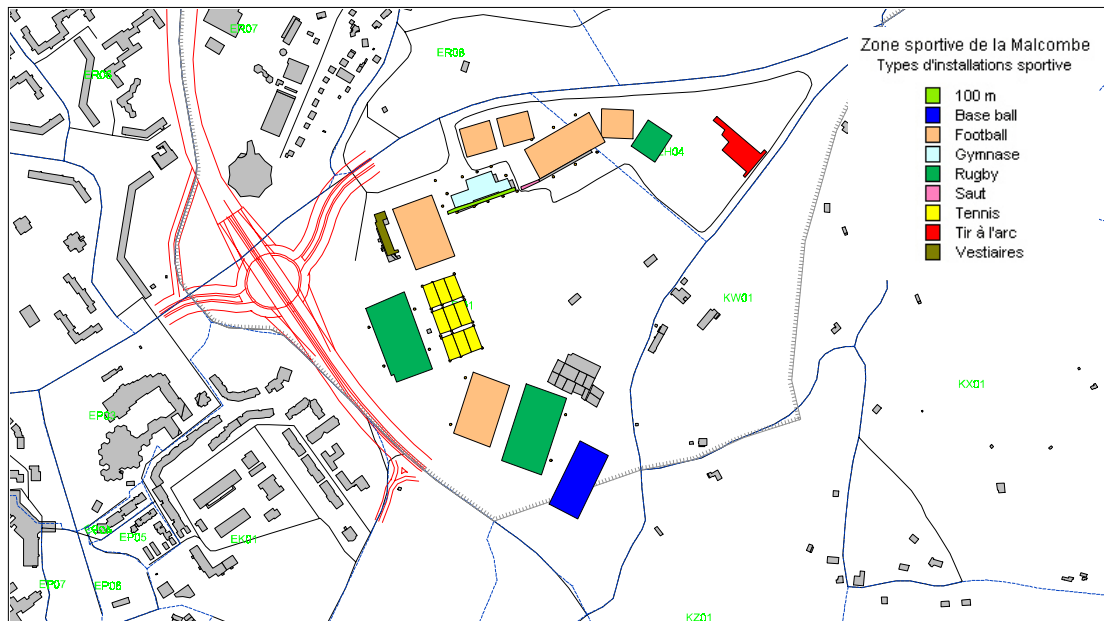
– Devise new tools for the management of disputes concerning the use of facilities, to assist in the elaboration of diagnoses, to help in coming to a decision.

– Suggest data reception facilities devised for evolving towards real observatories of the sport, making possible the inventories and their follow-up (visualisation of the catchment areas of the tennis or football facilities).

3. Conclusion

The implementation and operating of land data bases is currently the subject of numerous researches and developments in various fields of application. However, few projects rely on structured approaches of a systematic conception. And yet this methodological and conceptual approach has long been recognised as fundamental in the context of complex problems of the creation of information systems. In particular, it makes it possible to integrate the characteristics peculiar to the spatio-temporal information, which need to be taken into account for the creation of tools adapted to the needs of the administration of town and country planning.

For this reason, the implementation of structured procedures presents a number of advantages. It makes it possible to improve:

– the wealth of semantic descriptions of the entities of the area and the sets of themes which are joined to it;
– the understanding of the functional aspects of the area as yet little taken into account in the administration and planning applications, notably in the sporting domain;

- the force of the requests with the possibility of describing the nature of the relations between entities and thus to mobilise the information accordingly.

The work carried out in the framework of the THEMA laboratory[10], on the basis of the set of themes particular to the geography of sport, regardless of the scale of the analysis and the set of themes tackled (identification of the behaviour of participants, the dynamics of the areas and the appeal of the facilities), making it currently possible to validate a certain number of methodological and technical proposals.

The researches carried out result today in the progressive setting-up of evolving land data bases. These are thus conceived and operated as a resource centre for numerous current and future studies, concerned as much with the problems of land administration as with the understanding of sport.

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The European COMPASS Project
Co-ordinated Monitoring of Participation in Sport
S34

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All those who tackle sports issues at national and international levels (even in Europe, where sports are an "historical heritage") are confronted with the lack of coherent and comparable information on facts and figures, except for athletes' performances.

As far as **facts** are concerned, in the last 25 years the work of the Sport for All Clearing House of Brussels (endorsed by the Belgian Authorities and by the Steering Committee for the Development of Sports within the Council of Europe) opened the way for co-ordinated collection of factual information from the European countries on many sports policy themes of importance for decision-makers.

As far as **figures** are concerned, a first attempt in 1977 by Rodgers was way ahead of its time and did not have the expected outcome. The statistical field needs people with high endurance to produce the first comparable figures and so far had low priority in the institutional approach.

In the middle of the last decade consciousness had grown enough in various western European countries to generate two different but "congruent" initiatives, both concerning the harmonisation of statistics in Europe and both relevant for the field of sport.

One, whose name is **COMPASS**, seeks the co-ordinated monitoring of participation in **Sports;** the other one, whose name is **LEG** (Leadership Group), aims to build up a system of coherent and comparable statistics on **Culture**.

These two initiatives will be briefly outlined below. Let us begin, however, by saying something about the integrated management of the various dimensions of sport (technical, social, economic, etc.) in the cultural environment, as far as statistics and documentation are concerned.

1. Sport, a multi-faceted system

Without any doubt, sports give rise to a large multi-faceted system with deep social, cultural and economic impacts. The global shape of this phenomenon may seem to change slowly, but nowadays the internal trends of the single parts evolve very quickly. Possible actions may be various and differently oriented, but what we all surely need is a multi-faceted awareness of the system and of the trends. Not all the whole knowledge should be (or may be) given in figures, but certainly, before measuring the main dimensions, these must be properly identified, even more so if they are evolving.

This is why the efforts made over the past few years at European level to focus the statistical frameworks of culture on the one hand, and of sports participation on the other, are offered to you for

consideration, possibly in order to foster a better monitoring of the system and a better impact of the actions planned by decision- and policy-makers. These tools, before being a challenge for statisticians, should be shared by all who tackle sports issues, investigate in the field or act in it. The documentalists are those who better record the expectations of the information customers.

Once those "information needs" become more and more clear, they may lead to the best operational variables for the surveys.

2. The COMPASS project for a co-ordinated monitoring of participation in sports

Let us now speak of the European COMPASS project, seeking the Co-ordinated Monitoring of Participation in Sports. It was initiated by UK and Italy in 1995-96, and gained assent from several European experts mandated by Ministries, National Statistical Institutes, Research institutes and Sports Organisations.

2.1. The 1999 outcomes and plans

Delegates and experts from 13 countries met in Rome for the 2nd COMPASS Workshop in November 1999. The Report on the first working period was presented and many technical aspects were focused. A further period of multilateral cooperation is now open, based on the following:

1) The COMPASS 1999 Report is to be seen as a first framework. It contains:

- A General Audit, questionnaire study, of all Council of Europe countries to ascertain what, if any, sports participation data are available (see table 1).
- The Comparative Study, involving the collection and secondary analysis of sports participation data from initially seven countries: Finland, Ireland, Italy, the Netherlands, Spain, Sweden, and the UK.
- Guidelines setting out good practice. Drawing from the experience gained from the Comparative Study, guidelines setting out good practice and recommendations for harmonising surveys were established.

2) The COMPASS 1999 Multilateral Agreement (*Comma 99*), approved in Rome, summarises the further common aims:

- The Guidelines 1999 will be refined, following specific statements agreed during the workshop. More countries are expected to join the project and contribute their comparable data. Non-European countries may be observers.

- Participating experts will share responsibilities and undertake research on specific problems involved in the harmonisation process. A "memorandum" contains the technical references. An Italian team will be the reference group in 2000-2001.

- The COMPASS 2001 Report is expected to be produced during 2001 and presented at a 3rd European Meeting, open to other countries and with more participants per country. Active support to the COMPASS initiatives will be welcomed from international Bodies.

Table 1

COMPASS General Audit (1998), Sports participation surveys in European countries (from the 1999 Report)

Country	Year of last survey	Years of previous surveys
Albania	1987	1986 and annually since 1993 (only young people)
Austria	1997	1980 1985 1992 1995 (young people)
Belarus	1997	
Belgium (Flemish)	1985	1975 1980 1991 (young people)
Belgium (French)	1995	1991 1993
Bulgaria	1989	7 surveys in the period 1970-1988
Cyprus	1996	
Czech Republic	1995	1975 1985 1990 1994
Denmark	1993	1964 1975 1987
Finland	1997	1991 1994
France	1998	1985 1988 1991 (young people) 1994 1995
Ireland	1996	
Italy	1995	1959 1982 1985 1988 1993 1994
The Netherlands	1995	1979 1983 1987 1991
Norway	1997	1946 1948 1952 1975 1988
Portugal	1998	1988
Spain	1995	1975 1980 1985 1990
Sweden	1997	1976 1982/3 1990/1
Switzerland	1994	1979 1981/3 1984/5 1987 1989 1990 1992 1993
United Kingdom	1996	1973 1977 1980 1983 1986 1987 1990 1993 1994 (young people)

2.2. Some results of the first working period

The COMPASS 1999 Report was edited in the UK. The book is available from UK Sport, e-mail: *international.relations@uksport.gov.uk*, 10 Melton Street, London NW1 2EB, UK, price £ 20.

After the General Audit (Table 1), seven countries were selected for the comparative study. Secondary analysis of each country's data was carried out and the following seven groups were identified as "analytical framework" to compare the results of the different surveys.

– **Group 1 - Competitive, organised, intensive:**

	(i)	Annual frequency of participation ≥ 120 times per year
and	(ii)	Playing at a competitive level in at least one sport
and	(iii)	Member of a sports club

– **Group 2 - Intensive:**

	(i)	Annual frequency of participation ≥120 times per year
and		
either	(ii)	Not playing at competitive level in any sport
or	(iii)	Not a member of a club
or	(iv)	Neither (ii) nor (iii)

- **Group 3 - Regular, competitive and/or organised:**

	(i)	Annual frequency of participation ≥ 60 and < 120
and		
either	(ii)	Playing at a competitive level in at least one sport
or	(iii)	Member of a sports club
or	(iv)	Both (ii) and (iii)

- **Group 4 - Regular, recreational:**

	(i)	Annual frequency of participation ≥ 60 and < 120
and	(ii)	Not a member of a sports club
and	(iii)	Not playing any sport competitively

- **Group 5 - Irregular:**

	(i)	Annual frequency of participation ≥ 12 and < 60

- **Group 6 - Occasional:**

	(i)	Annual frequency of participation ≥ 1 and < 12

- **Group 7 - Non-participant:**

	(i)	No recorded participation over the last 12 months

From all the figures shown in the report some data have been summarised in table 2. It shows the seven "pilot" countries in order of growing percentages of "sporting" activities. Data have been summarised by the author of the COMPASS 1999 Report. The different methods used in the surveys are **not** fully comparable. However the table shows clear geographical-cultural influence both in global rates and in the concept of "sports" (wide in the Northern countries, narrow in the Southern ones).

Table 2
The COMPASS project – Data on participation in "sports"
(adults over 16) from the seven pilot countries

	Italy 1995	Spain 1995	Netherlands 1995	Ireland 1994	UK 1996	Sweden 1997	Finland 1997-98
Percentage of participants in "sports" in the present surveys	*23*	*31*	*63*	*64*	*67*	*69*	*80*
No activity at all	40	26	(38)	26	19	22	3
"Other" physical activities	37	43		10	15	8	16
Irregular-occasional (5+6)	13	16	31	36	39	11	8
Regular (3+4)	5	6	16	10	10	22	33
Intensive (1+2)	5	9	16	18	18	36	39

The main technical items of the "memorandum" enclosed in *Comma 99* have been entrusted to some of the active experts. This list gives the working grid:

1) Methodological issues in surveys
   (Maarten Van Bottenburgh*, Fernanda Panizon, Mirja Liikkanen)
2) List of activities to be considered as sports
   (Jos De Haan, Bruno Rossi Mori*, ...)
3) Components of participation: Quantitative aspects
   (Salomè Marivoet*, Saverio Gazzelloni, …)
4) Components of participation: Qualitative aspects
   (Alberto Madella*, Ola Andersson,…)
5) Components of participation: Organisation
   (Margarita Latiesa*, Antonio Mussino, …)
6) Output and indicators
   (Jean Camy*, Giovanna Jona Lasinio, ...)
7) Further analysis on sampling designs
   (Stephane Champely*, Giovanna Jona Lasinio,...)
8) Further analysis on young people's participation
   (Salomè Marivoet, Antonio Mussino*, ...)

Please note those items which are in the present COMPASS field:

− the different activities which are to be included in the field of sport (i.e. which are considered as sports, independently from the "mode" of playing them, or competitive or not-competitive);
− the "quantitative" aspects, the "qualitative" ones and the "organisation" of participation;
− the demographic and social variables (such as age, gender, social status, etc) of the participants.

In the near future other items may be considered, such as:

− reasons for participating (to not participate or to prefer other activities), also in order to distinguish different patterns in the sports system;
− the expenditures, etc.

3. The Leadership Group about cultural statistics

Let us now introduce the other initiative, which has a larger field of action. The **Leadership Group on Cultural Statistics** (LEG) in the EU is a group of statisticians, officially appointed by 12 Member States in 1997 under the auspices of Eurostat and the European Commission. This group released in 1999 some basic concepts for building up a system of coherent and comparable statistics on culture, to be used in the EU. These concepts are going to have a pervasive significance for the analysis of all the cultural domains in Europe, including sports.

The present results of the LEG may be outlined by the following sentences, all written out from the thick LEG Final Report, October 1999 (in italics).

In 2001 a new working group is being established in the framework of Eurostat to continue this work.

3.1. Historical background

"From 1995 onwards awareness of a lack of cultural statistics at EU level was raised in various international forums, with the result that a request to Community institutions to start working in this area clearly emerged from Member States. As a follow-up to several meetings of national experts in cultural statistics, the Council adopted, on 20th November 1995, a resolution on the promotion of statistics on culture and economic growth. There the Commission was invited, in close Cupertino with Member States, 'to ensure that better use is made of existing statistical resources and that work on compiling cultural statistics proceeds smoothly'.

The Community response to the Council's invitation and the Member States' request was the decision to set up the Leadership Group on cultural statistics in the EU adopted by the SPC in March 1997 after the 'founding' meeting convened by Eurostat in Luxembourg on 3rd-4th February 1997."

3.2. Aim

"The general aim is the building up, at Community level, of a system of coherent and comparable information that could contribute to a better understanding of the links between culture and the socio-economic development of Member States.

This statistical information would basically involve the analysis of existing data as well as the elaboration of indicators designed to reflect the diversity of the cultural phenomena in Europe and to contribute to the definition, the monitoring and the evaluation of policies developed at Community level."

3.3. Main objectives

"The main objectives to be achieved by the LEG were:

a) *to define a common core of fields of activities unanimously considered as cultural;*
b) *to develop a classification for cultural activities drawing on the framework for cultural statistics defined by UNESCO;*
c) *to improve and develop cultural statistics taking advantage of existing surveys;*
d) *to define variables and indicators enabling the description of supply and demand of different cultural activities.*

These specific objectives should make it possible to identify and compare national situations with regard to cultural occupation, financing/expenditure on culture and cultural participation."

3.4. Four main aspects of the LEG work

"In order to work at European level, the LEG therefore focussed on the four following aspects:

− *designing a culture field common to all countries, and organising this culture field into activities, by establishing a classification of cultural activities - intended as an observational working tool for common use by the European countries - which would enable the entities (enterprises, societies, associations, etc.) producing cultural goods and services to be identified and classified (Task Force 1 − TF1);*
− *analysing cultural employment statistics and drawing up a classification of occupations (Task Force 2 − TF2);*
− *analysing cultural funding and expenditure, and trying to assess consumption of goods and services (Task Force 3 − TF3);*
− *a studying demand in terms of individual participation in the various fields of culture (Task Force 4 − TF4)."*

3.5. Sport was not considered at this stage

"The LEG has laid down the foundations of a long-term project after two and a half years of work. All of the theoretical sacrifices were made consciously. At this time the framework produced by the LEG is meant as an empirical, temporary tool to be tested and implemented in the near future.

The starting point was the framework that UNESCO produced in 1986, but it was agreed (TF1) not to include sport, games, the environment and nature as listed in the UNESCO Framework. There is a European project (COMPASS) which plans to collect comparative statistics on the practice of sport. Where sport is concerned, TF4 has nevertheless included participation in sports events."

3.6. The lines of the new European approach

Therefore, when we are going to speak about sports statistics in the near future, we should take as a reference the new general framework adopted by the LEG for the whole cultural field. Of course the terminology adopted so far is related to the domains already examined and may evolve in the future.

"The statistics to be produced for the institutional approach could be divided into:

a)   *general statistics - number of institutions, breakdown by relevant categories, attendance, etc;*
b)   *statistics on manpower - number of employees, full-time equivalence, etc;*
c)   *statistics on income and expenditure - purchase of goods and services, labour costs, turnover, subsidies, etc;*
d)   *statistics on visitors and audiences - breakdown of public by different criteria."*

Table 3 provides a global view of the approach taken by the LEG.

3.7. Some key cultural indicators

"One of the most relevant objectives to be attained by the LEG was the proposal of a set of realistic indicators to deal with a number of cultural dimensions at national and European level."

3.8. "Participation" in cultural activities

A very important issue for the LEG was "participation" in cultural activities (TF4). This aspect will have a major impact also for sports statistics, while sports participation is a core issue for the domain of sports.

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Table 3
LEG work plan

Domains:	Analysis of the **offer** (cultural goods and services production)		Analysis of the **demand** (attending, fruition, use, involvement in cultural participation/cultural goods and services consumption)	
	Field	Analysis tool	Field	Analysis tool
Cultural heritage - Historical Monuments - Museums - Archaeological sites - Others **Archives** **Libraries** **Books and Press** - book - press **Visual arts** - Visual arts (inc. design) - Photography - Multidisciplinary **Architecture** **Performing arts** - Music - Dance - Musical theatre - Theatre - Multidisciplinary - Other arts **Audio and audio-visual/visual/multimedia** - Cinema - Radio - Television - Video - Sound recordings - Multimedia		Classifications and Indicators of: - activities (TF1 and TF2) - cultural goods and services (TF1 and TF3) - cultural occupations (TF2) - expenditure and finance (TF3)	Persons and households which: -practice and/or are involved in cultural activities -consume and purchase cultural goods and services	Indicators of: - cultural practices (TF4) Classifications of: - cultural goods and services (TF1 and TF3)

Transversal functions for Employment and financing TF2 – TF3		Specific types of participation behaviour TF4
- Dissemination - Trade - Education	- Preservation - Creation - Production	- Attendance and practices - Amateur activities - Consumption

A great deal of work has been already done, but other work remains to be done before reaching a useful stage of harmonisation in this field at European level.

When a field has a low priority, single countries must take the lead and set up co-ordinating actions. As far as sport is concerned this way seems to be the only way to reach common awareness of realities and trends, through consensus on aspects to be investigated and tools to be used.

The European Institutions (European Union, Council of Europe) and some International Sport Bodies may be of great help in supporting these efforts. It is not only a matter of money, but also of the authority given to the results, once these have been gradually produced.

The agreement of more and more experts within a number of single countries is - of course - the preliminary step to be reached at this stage.

4th Plenary Session
Legal and Economic Aspects of Sports Information

Friday, 27th April 2001

Moderator :

Beatriz Barbera
Adviser for the Sports Information Area of the
Argentinean Sports and Recreation Secretary , Argentina

Content Development and Management Challenges and Opportunities

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Abstract

Any database publisher must make a wide variety of decisions and undertake numerous diverse activities. Using SIRC's SPORTDiscus database as a case study, the author explains decisions related to collection development, selection criteria, vocabulary control, indexing guidelines, international collaboration, accessibility of the collection, document delivery policies, and legal and economic aspects of database production. In addition, the author considers challenges and opportunities that will affect strategic planning for database creators and owners.

1. Introduction

It is always a pleasure to be in the company of people who appreciate information and understand why it deserves professional attention. I need not argue that it is worth investing in the infrastructure to ensure information can travel to where it is needed, in an instant - or explain why rigorous standards enhance the value of the information to which they are applied.

At the same time, we may be in the classic situation that we're so close to the trees -publishing, databases, web sites, etc - that we cannot see the forest. In using the term forest, I refer to the overall impact our collective information efforts are having on society.

Consider the following two situations :

1) A young child returns home from soccer practice, disappointed because a particular skill is not being perfected rapidly enough. The child's parent, wishing to encourage future development, performs a quick search of the SPORTDiscus, retrieves a pertinent article, hands it to the child, saying : *"Here, try this !"* The article presents diagrams and tips that ultimately help the child to master the desired skill and excel in the chosen physical activity.

2) A professor of kinesiology teaching at a well-known university is aware over time of the significant increase in quality of the research papers produced by the students. This change is attributed to the widespread access to and use of the SPORTDiscus by researchers.

These are but two anecdotal examples of how the content of the SPORTDiscus can have an effect on the development of individual skills and promote further advances in the field of sport information research.

Many of you are regular users of the SPORTDiscus database. You probably understand full well that each and every record represents a rigorous editorial process that evolved over the more than 28 years the database has been in production. Those of you who are contributors from outside Canada surely appreciate as well that your country's sport literature shows up in the database. Those of you who are

less familiar with SPORTDiscus may expect that all databases contain quality material organised in a logical fashion.

It is important to remember, however, that those very circumstances are not to be taken for granted. Database work is painstaking, challenging, sometimes frustrating - but always rewarding. I look forward to continuing working with the international contributors, and I will take this opportunity to issue an invitation to all of you to join in the project. As we continue the work to maintain and develop the international database for sport information, the motto to keep in mind is that we are not just making the world's largest sport information database, we are making a difference !

Let me begin by presenting a few key elements in the development of the SPORTDiscus.

2. History

SIRC began its activities in the early seventies with a mission to provide information services to Canadian coaches. Very quickly, the need for a database to store information relevant for coaches became apparent, and the SPORT Database was created with the needs of the user community a major design consideration. The initial milestones were small, yet significant as the database grew to encompass more and more information sources. The database currently contains over half a million records, of which a significant number include a link to full text. Now named the SportDiscus, it is distributed world wide - via online delivery or on CD ROM - and is used by many thousands of coaches, athletes, researchers, sports medicine professionals and others with an interest in sport.

I will continue now by elaborating on some of the key characteristics that enable SPORTDiscus to make a difference in the lives of its users. These include :

– comprehensive coverage of original sources (content, collection development, selection criteria);
– international scope in one single source;
– expert analysis (vocabulary control, target audience designation, indexing guidelines).

3. Comprehensive coverage

3.1. Content

The content of a database designed for a specific user community is largely dependent on the reasoning behind its existence. Who are the clients (users)? What exactly do they require? How can we ensure that we "catch" the information items (publications, and now websites) relevant to the users? What structure and content of the individual items in the database would be most suitable? How can the age old discipline of library science and modern technology be applied to maximise the ease of finding all the material relevant to a query (recall) and at the same time ensure that very few non-relevant items "come along" with the relevant ones (precision)? If for reasons of copyright it is not possible to include the full text of an article in a record, how can a very short summary be made as meaningful as possible? How can we ensure consistency in indexing so that the same topic is uniformly described over time and across records?

These and similar questions must be dealt with at the outset when a new database is contemplated. Misjudgements, or the emergence of new possibilities that could not be foreseen, can have costly implications later.

3.2. Collection development

Many of us have had to deal with the question of uncertainty in the process of writing a research paper, questioning whether all the relevant sources were covered. We work to remove all such doubt by including in SPORTDiscus all the sources important to the full range of sport information. SIRC has a thorough system in place to ensure that books from recognised publishers in the field of sport are obtained and that the content of all authoritative journals from the basic level to the research level is covered. Furthermore, a systematic search for new publishers and information sources with offerings relevant to SIRC's users is an ongoing process in SIRC's day to day activities.

In addition, SIRC recognises that good information is found everywhere - not just in journals, books, proceedings, and reports. Therefore, we cover websites, video or multimedia and grey literature just as we do those traditional sources. One stop shopping for our users, in the true sense of the word.

As the database grows in content and more and more people become aware of its breadth, researchers contact SIRC and request that their content be included in the database. In this fashion, we see a positive reinforcing effect: researchers contribute their data because they want it included in a database that is so well known, and the database is well known because so many researchers contribute their publications to SIRC.

3.3. Selection criteria

At the outset, criteria dictating what materials could or could not be accepted into the database were not strict, as the volume of candidate items was not large and the goal was to analyse and enter as much content as possible in all sport related subject areas. As time went by and the volume of literature grew, it became necessary to develop more stringent guidelines in specific areas. For example, the number of articles dealing with the golf swing became so large that the selection policy for golf journals was modified to eliminate redundancy. Selection policies are evaluated on an ongoing basis, and can change as different aspects of or approaches to a particular topic are dealt with in the literature. New subject areas are often suggested by the users of the database, or are identified by the indexing staff as information sources are scanned for relevant content to add to the database.

An example of a change in selection criteria is the recent decision to create records for individual chapters from single-authored books when such chapters can "stand alone". In the past, individual records were created for those chapters written by different authors within the same monograph. For those books whose chapters cannot stand alone as individual records, the table of contents is entered in a specific field of the record. This process allows users to get a sense of the overall content of the book in question.

As a rule, we strive to include rather than exclude material in the interest of offering all users something suitable for them. At the same time, we prefer authoritative material from credible sources over less well established material.

Given that humans are constructed the same way all over the planet, it would make no sense for a database dealing with sport not to be international in scope. New techniques developed in Germany can assist coaches in Australia; athletes in Canada are grateful for new training guidelines published in Spain; researchers in the United States save years of work by discovering the findings of colleagues in France. We are proud of our partnerships with Australia, China, Finland, France, Israel, Italy, Norway, Poland, Spain, Taiwan, and the United States. Submissions of indexed records from these sources make for diversified content and increased appeal of the database internationally.

Over time, we have met a few challenges similar to those met by any geographically dispersed team:

– Coding sheets were hand-written, and the writing was often difficult to read.
– Indexed records were submitted to SIRC so infrequently that it was impossible to know when to expect new content.
– Indexed records were sometimes submitted in numbers so small that the contribution amounts to no more than a "token", not at all representative of what could have been submitted.
– Where all articles in a given journal issue should have been indexed, only a few were actually indexed and submitted to SIRC.The result is a skewed re-presentation of the literature in a given country.
– For various reasons, overseas indexers restrict their indexed content to include only English-language material. Again, the result is a skewed picture, as users are deprived of the chance to find relevant information in other languages.

Much progress has been made in a number of these problematic areas over the past few years, as indicated by the next few points:

– An increasing number of contributors are able to submit their indexed records in machine-readable format.
– The frequency of submissions has increased.
– Delivery of indexed records occurs within established deadlines. The result is that the records received can be evaluated and corrected as required in time to meet our regular update schedule.
– With the help of the Indexing web board, SIRC is able to transmit news about new descriptors added to the SIRCThesaurus. SIRC monitors all messages sent to this area and is therefore able to respond to any issues concerning the indexing of content for the SPORTDiscus.

With respect to the matter of training, it can be difficult for indexers overseas to understand the subtleties of our indexing policies, and newly hired indexers do not have the benefit of direct personal instruction from experienced indexers at SIRC. Our Indexing Manual is intended to help meet this challenge. In addition, SIRC holds indexing workshops from time to time during events organised by IASI, NASLIN or other such information groups. It is encouraging to note the willingness of indexing partners to continue participating in the enhancement of the international database for sport information.

While the international content of the database was often restricted to English-language material at the outset, there appears to be a trend toward the inclusion of more records in other languages. Indeed, in the era of globalisation and in keeping with the increased world-wide access to the SPORTDiscus, it only makes sense to include data in as many languages as possible.

5.1. Vocabulary control

A database without vocabulary control would be akin to a mini-World Wide Web: lots of information included, but good luck finding anything! Controlled vocabularies have been used since the late 1880s when scientific societies - feeling overwhelmed by the explosion in scientific publishing - began creating monthly listings of articles published that month. A controlled vocabulary is nothing more complex than a set of deliberately selected words, usually called descriptors, from which indexers choose when they describe a published item's subject.

The content of the SportDiscus is indexed according to the SIRCThesaurus, which has been developed over a period of twenty-eight years. The SIRCThesaurus contains approximately ten thousand terms, divided into categories. An extensive amount of cross-references have been established in order to point to the "correct" descriptor. For example, a researcher looking in the database for "high level athlete" or "periodicity" would soon learn from the SIRCThesaurus that the proper terms to use are "elite athlete" and "biorhythm", respectively. As new concepts appear in the world of sport, new descriptors are evaluated. The Thesaurus Committee - made up of the SIRC indexing staff - meets on a regular basis in order to discuss how to name newly identified subjects. If the decision is made to add a new descriptor, it is inserted into the existing hierarchy and is used from that time onwards. Alternatively, if it is rejected, it is nevertheless still added to the thesaurus but only as a pointer to the correct descriptor (example: "indoor cycling (competitive)" USE "track racing"). Updates to the controlled vocabulary are posted regularly to a web board that is accessible to all indexers who contribute records to the SPORTDiscus.

As a complement to the list of descriptors available to describe the content of all records added to the SPORTDiscus, there are numeric codes that provide a secondary access point to the indexed records. The written equivalents to these codes - currently available in English, French, Spanish and Italian - provide a multilingual access to the database content. Therefore, a Spanish-speaking user could ask for material dealing with "*fútbol*" and find material indexed under "soccer". Similarly, an Italian-speaking user can search under "*atletica leggera*" and retrieve information dealing with "track and field".

As a proposed future development to the SIRCThesaurus, the inclusion of cross-references that will lead the users from descriptors in other languages to the English descriptor will bring SIRC one step closer to having a multilingual thesaurus.

5.2. Labeling for specific target audiences

All the records that are included in the SPORTDiscus are grouped in a specific category based on their content. As the records in the database have a broad ranging appeal, it is necessary for the end-users to be able to quickly restrict their search to the content required. From the outset, it was decided that all the records added to the database would be assigned a "level of complexity" code. The "B" code is assigned to records whose content is basic or elementary; the "I" code is assigned to those records that are intermediate - slightly more of a technical nature ; while the "A" code is assigned to those records whose content is considered advanced, original research.

This means that an individual preparing to write a doctoral thesis on the subject of "the effect of sleep deprivation on the academic success of student-athletes" can avoid having to sift through the records in

the basic/elementary group. This also allows the coach of the children's field hockey team looking for details on drills for the offence, to bypass research level material. This is an example of efficient, cost-effective access to qualified information.

5.3. Indexing guidelines

Indexers are concerned about achieving a high degree of consistency in two ways:

– "inter-indexer consistency" means different indexers choose the same descriptors for the same article);
– "intra-indexer consistency" (one indexer chooses the same descriptor when presented with another article on the same topic later on). Guidance is critical.

While there is no simple method to guarantee that the exact same descriptors will consistently be chosen to represent the exact same content over time - be it by one or various indexers - there is a way to steer the individuals performing the indexing function in the right direction. The existence of clear guidelines - in the form of an indexing manual - is crucial to ensure consistent description of content and ease of retrieval by users. SIRC has such a manual and has made it available to all the indexers who contribute records to the SPORTDiscus. It contains a list of fields available for use in the database as well as a detailed description on how each field is to be filled in, with examples for different document types to support the description. Specific sections dealing with particular subject areas also provide answers to questions on how to best represent content in order to ensure accurate retrieval.

6. Other topics of importance

There are, of course, various other aspects to consider when dealing with a collection as large as that contained in the SPORTDiscus. The following sections will give an idea of a few of the issues to address.

6.1. Accessibility of collection

In the past, SIRC operated as an open documentation centre, encouraging researchers to visit and use the collection on-site. With our recent move to a new location, the focus on our role as database publisher and the electronic document delivery services, it is no longer as necessary for the end-user to visit on-site in order to consult content. As such, it is easier to protect the world's most comprehensive sport collection while at the same time ensuring that it is made available throughout the world.

As things stand, the database can be accessed world-wide, via CD-ROM, Web interface, or through several online distributors. It is updated either monthly (online) or quarterly (CD ROM). In order to accommodate various user preferences, SIRC offers several options to consult the content. A full subscription to the database is normally the choice of academic, medical and corporate institutions. A second option - SIRCRetriever - enables users to choose an existing generic profile and receive a monthly listing via e-mail showing new content indexed and added to the database dealing with the chosen subject. An alternative choice is the SIRCDetective product, that allows the individual user unlimited access to the entire database, one month at a time, and features a user-friendly interface.

6.2. Document delivery

Since the days of the early indexes (Engineering Index and Chemical Abstracts were the first), the finding of a bibliographic citation was immediately followed by the challenge of finding the entire article. For many researchers, a visit to a university library was necessary in order to read the full text so tantalisingly described by the citation. SIRC offers its customers the options of requesting a photocopy or digital image file (where permitted) of an article referenced in the database. As the SPORTDiscus continues to evolve, there is an ever increasing proportion of records that include a URL link to the corresponding full text, either in html format or Adobe's portable document format (PDF).

6.3. Intellectual ownership and copyright

According to accepted law concerning "creatively arranged data", all bibliographic records submitted to and created by SIRC are its intellectual property, and SIRC holds the copyright to the database. Of course, the full text of an article we reference is the property of the journal publisher or an individual author. We work with each publisher to negotiate the proper permissions and rights, keeping in mind that the presence of content is a marketing tool to increase the world-wide visibility of the publisher.

6.4. Cost of indexing

How much does it cost SIRC to generate its intellectual property ? If one takes into account all the steps that are required before a record can be included in the database - the salaries of the staff involved, overhead costs such as computers, storage, and work space - it is evident that streamlined, cost-effective methods for describing and adding content to the database are necessary. We strive to keep our production costs per record indexed as low as possible. Below is an overview of the steps involved in creating a record at SIRC and the steps we take when receiving records from our indexing partners.

6.5. Records indexed at SIRC

- Receive periodical, book, thesis (etc).
- Enter item into "production" database as an individual record.
- Choose which articles or chapters are to be indexed;
- Create a record from each article or chapter (with abstracts if permission to reproduce them has been granted by the journal publisher).
- Index the record using bibliography codes and descriptors (the SIRCThesaurus is available online to SIRC indexers).
- Verify accuracy of the record, then transmit the record into the "completed" component of the database.

Abstracts of intermediate or advanced level material are scanned and proofed using an optical character recognition (OCR) program (OmniPage). We find this method faster than manually typing the abstracts, and it recognises all characters and avoids spelling errors. An alternative - where possible - is to reproduce abstracts that appear on a particular journal's web site and paste them directly into the record. A growing number of journals provide article abstracts on the Web, which makes the task easier. Again, permission to reproduce abstracts must be obtained from the journal publisher.

There are certain steps in the creation of records that can be automated, thanks to the strengths of the current database management software (STAR) we use. Certain key fields can be automatically copied from one record to another. In the case of journal articles, for example, the periodical title, publisher name, publication place, ISSN, call number, location, URL address and e-mail address of the publisher can all be incorporated into the record for each article selected from the journal in question, simply by entering the unique identification number of the periodical. The same is true of book chapters. The unique identification number of the monograph is entered in the record for each of its chapters, and specific fields are drawn over into the record for the chapter. This automation saves time and improves content accuracy.

6.6. Records submitted by international indexing partners

– Confirm that the format of the machine-readable file is compatible with those in use by SIRC (field tags, layout) and search for unidentified fields that may have been added to the structure.
– Verify content to ensure that no records in the new submission are already in the database (some records could have been sent in prior submissions).
– Load the records into the database.
– Verify that indexing guidelines have been adhered to.

The first step (format compatibility verification) is one that must be done at the outset, before the contributing partner begins to transmit indexed data to SIRC on a regular basis. Various formats can be used, and all are readily available to most centres that contribute indexed records to SIRC. The fourth step (verification of adhesion to indexing guidelines and practices) is more complex and can require up to thirty or forty hours of staff time, depending on the number of records included in the file.

These steps - which are a form of quality control - are performed by professional staff and must be completed before the indexed records can be included in an update to the SPORTDiscus. Great diligence is crucial in order to uphold the reputation of the database as a consistently dependable source for high quality, authoritative information.

The time spent completing these steps can increase the cost of including records in the database. In some cases, the process of verification and correction takes as much or more time as is required to perform the original indexing.

7. What does the future hold ?

What happens next ? How can SIRC, with the help of its staff, indexers, indexing assistants and indexing partners in various parts of the world ensure the growth of the SPORTDiscus ? What approach needs to be taken in order to ensure that the content meets the needs of the end-user community ? Here is a quick look at some opportunities and challenges.

7.1. Opportunities - now and later

Estimates are that the number of people with access to our database will reach 1 billion by 2005. That is certainly a daunting picture ! As SIRC continues to pursue the role of database producer with the help of the international indexing partners, let us look at an overview of the current opportunities to enhance the content of the SPORTDiscus.

– **Indexing of book reviews.**
The creation and inclusion of a new document type for the database will allow users to consult reviews of new books. A review record will provide the user with an opinion of the content of the book in question and a link to the record for the book itself, where the publisher's email address and URL make it easy for the user to purchase a copy.

– **Partnerships with authors, research centres and publishers.**
In order to find new sources of information, it makes sense to seek out authors or publishers willing to become information partners. One example is the proposed joint venture between SIRC and ICSSPE, whereby member associations contact their membership and promote the production of research and its subsequent inclusion in the SPORTDiscus.

– **Inclusion of components from other collections into the SPORTDiscus.**
An agreement between SIRC and the AAFLA to incorporate the records from their book collection (approximately 40 thousand records) will add rich content to the database.

– **Inclusion of e-journal articles.**
With their improved access (quicker publication, improved search and retrieval tools, desktop access, lower cost), electronic journal articles are a benefit to both authors and researchers. Authors desire to be published sooner and to be more visible, while researchers require rapid access to full text. The transition from paper journals to electronic publications may proceed rapidly once the issues of reliability and archive concerns have been satisfactorily addressed.

– **Inclusion of e-books.**
With the growing public acceptance of this new information medium, it seems only a matter of time before their usage becomes widespread. With the experience gained in the inclusion of e-journal articles, the SPORTDiscus should be able to accommodate the addition of electronic books.

– **Content in PDF format on the rise.**
As e-book publishing looms in the not-too distant future and Adobe Acrobat appears poised to become the publishing format of choice, the amount of full-text material in this format included in the SPORTDiscus will likely increase as well. The issue at hand will likely be related to copyright and storage of data.

– **Further development of SPORTQuest.**
Our index to sport related web sites (using descriptors and bibliography codes from the SIRCThesaurus), greatly enhances database content. It will continue to be an integral part of the indexing department's production tasks.

7.2. Challenges

Our many challenges are related to the simple fact that users want what they want, when they want it, where they want it, in the format and at the price they want it. The ability of a database publisher to respond to such demands, even to anticipate them before they are expressed, is a critical success factor. User expectations have changed and will continue to do so.

- **Cost factor.**

  As R. Perkins states in his book *Infocommerce: Internet Strategies for Database Publishers*, *"in the next three to five years, we will see a flight to quality among those accessing information on the Internet"*. Users overwhelmed by information overload will appreciate (and pay for) services that filter, digest, and automatically present tailored information to them. In so doing, users are *"expressing demand for quality digital content that has been organised by a librarian for optimal access and use"*.

- **Multiple language delivery.**

  As the publisher of a database with an international market, SIRC recognises the importance of multilingual access to the SPORTDiscus content. It already has incorporated French, Italian and Spanish equivalents to the English version of the bibliography codes available for searching the database. A proposal to include the German equivalents is being considered.

- **Bandwidth.**

  As library resources are more frequently used to subscribe to Internet-based content, sufficient bandwidth will be required to support information services provided to the users.

- **Database design issues.**

  How can the Z39.50 standard be used in order to search structured records by various criteria and retrieve matching records regardless of the format ? Can there be cross-database searching ? Is XML technology an alternative solution for the ability to seamlessly cross-reference and compare database content?

8. Conclusion

Database production and management is an exercise in keeping your ear to the ground, and making sense of what you hear. As user expectations change, as availability of diverse document types increases and as technology enables the creation and distribution of information in a myriad of ways, it is imperative for the database publisher to keep in touch with developments that offer new opportunities to serve clients with ever more flexible and valuable products.

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Legal Aspects of Sports Information on Internet

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The text of this conference will be distributed separately from the publication of the proceedings.

5th Plenary Session
Sports Information and Olympism

Friday, 27th April 2001

Round Table :

Jérôme Bureau
Fékrou Kidane
John Mc Aloon
Kristine Toohey

Moderator :

Wayne Wilson
Vice President, Research,
Amateur Athletic Foundation of Los Angeles, USA

Jérôme Bureau
Editor-in-chief of *L'Equipe*, France

We are gathered here today to discuss a theme which, from my vantage point as editor-in-chief of *L'Equipe*, calls for a few preliminary remarks on two very interesting issues. The first one is the importance of the Olympic Games in relation to other sport events to media such as ours, and the second is the nature of our relationship with the IOC and the Olympic Movement as a whole.

With regard to the first issue, I can say that the Olympic Games are, without a doubt, the most important event on the sports calendar of a newspaper such as *L'Equipe*. Even if the Football World Cup is not far behind, particularly in the context of the past few years, and despite having a special paternal affection for the *Tour de France*, for us there is nothing like the Olympic Games. They remain the most important date on the calendar, especially the Summer Games.

The Olympic label changes everything, particularly for sports usually relegated to a sad obscurity that suddenly reach maximum notoriety. Thus, with one performance every four years, champions can win popularity and fame that even the accumulation of national or world titles can never guarantee as such a sure bet. Suddenly an archer, a canoeist or a rifle shooter can become as famous as a soccer player and make the headlines on the front page, which is so symbolic of the hierarchical popularity of sports.

But the Olympic label brings a premium to the best-known sports as well, with athletics (track and field) in the front line. Only the main professional sports such as tennis or, worse, football do not gain bonus points from the Games. This is, in fact, one of the points of divergence we have with the management of the Olympic Movement, as we yearn for a significantly shorter programme and feel that some sports have no place in the Games.

This brings us straight to the second point, which is the issue of our relationship with the IOC and the Olympic Movement as a whole. As a general rule, it is always tricky for the press to mix up genres. Yet, this risky practice is exactly what we do in our relationship with the IOC. With some success, I believe, since for over a century our newspaper and the Olympic Movement have waged numerous common battles to defend sport and its values and to ensure the permanence of events that we have participated in creating.

However, this kindred spirit has never prevented us from fulfilling our journalistic role objectively and honestly, by keeping the distance and independence necessary to maintain the credibility of a media of our reputation. It seems to me that, far from being a problem in our relationship with the Olympic Movement, our legitimate independent spirit actually strengthens the mutual respect that our organisations have for each other. Indeed, even in the most delicate moments of Olympic history, for instance, during the difficult period the IOC endured a few months ago, we have always managed to put things in perspective. The main thing is that, in spite of occasionally serious opposition, mutual respect has been maintained both on the part of the IOC for the press and the press for the IOC.

These are the few thoughts I wanted to share with you as a starting point for what I hope will be an interesting discussion.

Fékrou Kidane
Editor-in-Chief of the *Olympic Review*, IOC, Switzerland

The Olympic Review was created in 1896 by the founder of the International Olympic Committee, Pierre de Coubertin. It was then called the Olympic Bulletin, and changed its name to Olympic Review in 1897. Pierre de Coubertin was a very talented writer who held a professional press card from 1895 onwards.

The main purpose of the Olympic Review is to propogate the Olympic ideal, provide information about physical education, sport and the activities of the IOC, and offer historical, scientific and Olympic study papers, as well as reflections on specific themes, etc.

The circulation of the Olympic Review varies from 7,000 to 10,000 copies, and it is distributed free of charge to the members of the Olympic Movement, educational institutions and some subscribers.

The Olympic Review is not part of a public relations strategy. Other means are used for that purpose.

The Olympic Review is not by nature a news magazine, rather it is an educational one.

We accept constructive criticism from people who know about Olympism. We deal with issues similar to most of the media, however we are not interested in sensational news.

As a professional journalist who specialized in sport and Olympic affairs, I completely changed the format and presentation of the Olympic Review and made it more lively to read and to look at. I hope my successor will be a professional journalist like myself and will devote his time to publishing the Olympic Review.

John Mc Aloon
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Though it is perilous to generalize across the many disciplines of the human sciences, I would argue that scholarly interest in the Olympic Movement today chiefly resides in its character as a representation and agency of the rapidly transforming world system.

World-wide preoccupation with transnational phenomena and processes of globalization has replaced an older conceptual arena of rivalrously interacting but otherwise statically conceived nation-states. As a result, one research curriculum driven by problems of nationalism, socialist versus capitalist sport, decolonization and Cold War is being rapidly superceded by another, focused on such phenomena as the transnationalization of athletic capital and labor, world-wide mediatization and marketing of sport, defensive nationalist and cultural integrity initiatives, as well as new ties between Olympic organizations, the United Nations, and the "new social movements".

Perhaps more than ever, Olympic researchers believe that their work can speak to the most critical social and political issues of our day.

As is now widely recognized - empirically and theoretically, that is among scholars not journalists - globalization cannot and does not take place without intensive processes of localization. At the same time, local identities and projects now draw in unprecedented ways upon transnational resources. The local and the global are everywhere co-dependent and co-produced.

Operating successfully as researchers within this actual logic of the real contemporary world requires setting aside nearly the whole of our inherited Western social theory, whether liberal or Marxist, humanistic or sociobiological.

This new logic also clearly indicates to information caretakers and providers both what researchers need from them and what counter-productive errors they must avoid.

Cosmopolitan and comparatively wealthy museums, libraries, and archives have, through the internet, a new capacity to make key materials available to researchers throughout the world. For example, the Amateur Athletic Foundation of Los Angeles, with the assistance of IOC's Olympic Museum, is embarked on a program of making the entire century's run of the *Olympic Review* accessible on-line. The Olympic Museum and its Research Council must fight to insure that key historical documents such as the Olympic Charter, Coubertin's major texts, Official Reports of the Olympic Games and key publications of the Museum itself, such as the Symposia associated with the chairs of Olympic studies, are rapidly added to the list of available on-line resources. Access to these documents outside the Northern hemisphere and in the poorer countries is itself an aspect of globalization, and it will do a great deal to support new Olympic research.

However, the point is to make these "transnationalized" documents accessible for local interpretations around the world, obviously including unencumbered (may we say also, "un-branded") translations out of French and English. Beyond provision of the merely factual, the point must never be to try to impose some "official" interpretation on others. This is globalization as imperialism, Eurocentrism as "Olympic education", and, in my judgment the most profound form of anti-Olympism imaginable. It is also a very real phenomenon today.

Local cultural resource providers likewise have a critical role to play in defending us all against technological determinism, another false understanding of globalization. Curators and specialists who labor lovingly in the physical presence of collections very well understand the limitations of the new "virtual world". We are facing a growing crisis, in my opinion, of young researchers who feel that if documents and artifacts are not available on-line, then they must not be worth studying. Better to spend your funds on a bigger computer than on a costly research trip to a distant archive or field site, so their thinking runs.

Local cultural curators must be proactive against this sort of globalized dumbing-down, by using that same internet to better advertise what researchers might find in their local collections. In the past, the general model has been that curators curate and archivists archive and then they passively wait for some wandering researchers to pass by. This, in my opinion, must change toward a more active recruitment. But in order for this change to take place, information curators must simultaneously abandon their protectionist tendencies, their own desire (or their local patron's desire) to control the meanings placed upon their materials by researchers from outside their communities.

These challenges to better Olympic research are difficult, but they are also expressions of the very object of study itself.

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The Official Report of the Games of the XXVII Olympiad (The Post Games Report of RGR)

Printed English and French editions of the Sydney 2000 Post Games Report (PGR) are IOC requirements, stipulated both in the Olympic Charter and the Host City contract. Proofs of the documents need to be approved by the International Olympic Committee (IOC) Executive before publication. (IOC Charter, Rule 60)

The Sydney Organising Committee for the Olympic Games (SOCOG) is required to submit its report to the IOC before 1, October 2002. The Host City contract requires SOCOG to distribute 1,500 complementary copies to:

- all IOC members;
- all honorary IOC members;
- IOC secretariat (500);
- all National Olympic Committees;
- all International Sporting Federations (IFs) involved in the Games; and
- future Organising Committees for the Olympic Games (OCOGs).

The suggested format for Sydney's PGR is three volumes- two in book form and the third volume presented as a CD:

- Volume 1: Sydney 2000 Operations;
- Volume 2: A cultural / sport retrospective of the Games;
- Volume 3: Results of all sports.

This model of delineation follows the same format as the Atlanta report. Content however has been organised differently, to reflect the unique Sydney 2000 model of integration, highlighting the significant involvement of all Olympic agencies: SOCOG; the Olympic Co-ordination Authority (OCA); the Olympic Roads and Transport Authority (ORTA); the Australian Olympic Committee; the City of Sydney; the New South Wales Government; and the Australian Government.

The report aims to be visually attractive, with a large pictorial component (especially in Volume II, to highlight the emotional moments of the Games) as photos also tell an important story. The appearance of the report will accentuate the Sydney 2000 "look". The textual and photographic content for Volume 1 has been collected incrementally, since 1998. This approach has been unique, as most OCOGs have only begun writing the report after the Games have concluded.

The Sydney report must be readable and informative. In addition to a legacy function, it will be a working document for future OCOGs, supplementing material from the *IOCs Transfer of Know How Program*, by providing relevant information about Sydney 2000's planning, structure and celebration of its Games.

From the beginning of planning the PGR staff believed that the report should document both achievements and issues that confronted the 2000 Games organisers. Material has been collected and documented according to that brief. However, the staging of an Olympic Games is such a huge and complex undertaking that the 500 pages allocated to Volume 1 are insufficient to capture all the intricacies. At the same time the report's usefulness would be diminished if the material was "dumbed down". It is an interesting balance.

PGR staff conducted a "user survey" of SOCOG staff in 1998, to determine what type material in past Games reports they thought was useful. Responses revealed the need for precise and detailed information across all areas to do with the planning of the Olympic Games, including descriptive statistical and photographic content. This included information on the development of the relevant organisations' structures, divisions and programs, their key functions, policies, key milestones, issues and staffing over the period of planning. The key findings from the survey reveal that this type of information was critical. Respondents wanted to know what changes took place and when and why.

Before the IOC approves the PGR there will be an earlier approval process in Sydney. Originally the document required sign off by the SOCOG Board. However, the Board was disbanded in December 2000. The NSW Minister for the Olympics, Michael Knight, resigned from parliament in January 2001. (The Minister who has responsibility currently is the NSW Treasurer, Michael Egan.) At this stage, an alternate Sydney approval process has not been decided. Of course, whoever decides the final content will have an agenda. However, one of the great bonuses in writing up the report has been the success of the Games. That is the story that will emerge from the Sydney Games.

Just as there are winners in an Olympic Games, so there are "winners" in history- in fact it is said that history is written by the victors. If that were truly the case, perhaps the Sydney Games should really be written by the volunteers.

Specific Sessions
Sports Information and Olympism
Geographic Development of Sports Information

Friday, 27th April 2001

Moderators :

S41 :

Wayne Wilson
Vice President, Research
Amateur Athletic Foundation of Los Angeles, USA

S42 :

Esperanza Bobes
Director of the Research Center and Sports Informatics
National Sports Institute of Physical Education and Recreation, Cuba

S43 :

Ma Tie
Vice-Director of the China Sports Information Institute, China

S44 :

Erika Schwarz
Head of the Sport Documentation and Information Service,
Higher Sport Council, Spain

Internet and the Olympic Movement[1]

S41

Miquel de Moragas Spà
Director of the "Centre d'Estudis Olímpics i de l'Esport", UAB
Co-ordinator of the International Chair in Olympism, Spain

1. Introduction
Importance and inequalities in the development of the Internet

The introduction of the Internet on a world-wide scale and, in general, the process of digitalisation of communication is set to transform the systems of communication and organisation of institutions, above all in those developing their activity on a world-wide scale. And undoubtedly, this is the case of the Olympic Movement.

However, the introduction process of the Internet is at the same time "accelerated" and "contradictory". It is accelerated because growth is exponential in some regions and in some activities, but it is also contradictory because its introduction on a world-wide scale is very imbalanced and because many institutions offer large resistance to the changes that these technologies impose.

For example, in the United States the index of penetration of the Internet in 2001 was calculated as 53.72%, therefore constituting an important market for multiple commercial initiatives and communication applications. In other regions around the world (Africa, Latin America, Asia) penetration rates are, and will continue to be, very limited, creating serious problems of exclusion in technological transformation.

Table 1
People connected to the Internet in the world
(1995 – 2000)

1995	26 million	0.63 %
1996	55 million	1.34 %
1997	101 million	2.47 %
1998	150 million	3.67 %
1999	201 million	4.78 %
2000	407 million	6.71 %
2005	350 million	5.50 %

Source: Nua Internet Survey, 2000, *www.nua.ie*

Table 2
Distribution of Internet users in the world by large regions
(1999 and 2000)

	1999 (in million)	**1999 (%)**	**2000 (in millions)**
North America	136.86	57.00 %	167.12
Europe	83.35	21.75 %	113.14
Asia	68.9	17.00 %	104.88
South America	10.74	3.00 %	16.45
Africa	2.58	0.75 %	3.11
Middle east	1.90	0.50 %	2.40
	304.3		407.10

Source: Nua Internet Survey, 1999, 2000, *www.nua.ie*

Table 3
Penetration of the Internet in some countries
(2000)

	People (in millions)	**% over population**
USA	148.03	53.72
Norway	2.2	49.57
Australia	7.77	40.54
Great Britain	19.47	32.72
Japan	27.06	21.38
Germany	18.0	21.74
Spain	4.6	11.5
Brazil	8.65	5.0
Mexico	2.5	2.49
Senegal	0.30	0.30
Kenya (1999)	0.045	0.16
Nigeria	0.10	0.08

Source: Nua Internet Survey, 1999, 2000, *www.nua.ie*

However, these inequalities were not born with the Internet; they have their origin in the large technological and economic inequalities in the modern world. Africa, for example, according to the International Telecommunication Union's sources, having a population that represents approximately 13% of the world population, has only the 0.1% of computers in the world, with an approximate total number of 1.5 million PCs (50% of them in South Africa) and has only 1.7 telephone lines for every 100 inhabitants, while in Europe this index corresponds to 32%.

	Population (in millions) 1999	GDP per capita (USD) 1998	Lines for 100 inhabitants 1999	PCs for 100 inhabitants 1999
USA	276.22	32'198	66.44	51.05
Great Britain	59.40	21'822	56.72	30.64
Japan	126.51	30'105	55.75	28.69
Germany	82.16	26'214	58.79	29.69
Spain	39.42	14'884	41.81	12.18
Brazil	167.99	4'675	14.87	3.63
Mexico	97.36	4'330	11.22	4.42
Senegal	9.24	520	1.80	1.52
Kenya	29.55	395	1.03	0.42
Nigeria	108.95	551	0.38	0.64

Source: UIT, Indicators**, *http://www.itu.int/ti*

These figures reaffirm very relevant data: despite important inequalities in the world, Internet users constitute a large critical mass from the perspective of market and business prospects. The accelerated increase of the number in users in developed countries has aroused the speculative interest of a great many companies striving for hegemony in the sector, losing interest in applications for global development and sustainability of information in the poorest countries in the world. Hence the big effort necessary for a new policy of support for development, which as we will see, will also affect the world of sport and Olympism.

2. Changes in the contents and strategies of communication

These accelerated changes do not only affect technological aspects, but also the contents and strategies of communication. During its first stage (1995-2000) the institutional usage of the Internet was limited to providing promotional information, without signifying changes in the strategies of communication, and far from it, changes in the organisational forms. But things have changed radically in the last few years.

The Internet and the digital transformation of communication demand radical changes in the understanding of information and in the organisation of institutions.

The Internet represents a new convergence between the processes of diffusion and production of information. It can be said that the previous borders between journalists and documentalists have tended to fade, in the same way as past borders between social institutions and mass media.

This complex and important phenomena can be expressed as a new paradigm of communication in the digital era (see figure 1).

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Figure 1
New paradigm: communication in the digital era

Figure 1 — New paradigm: communication in the digital era

Production	**Consumption**
Production of contents	
Government Business Clubs Universities NGOs On-line media	**Interactivity / Community**
Mass Media (Radio, TV, Press, Cinema)	**Diffusion**
Receptors — **Mass groups Groups Individuals** By age, By gender, Professionals, **Technicians**, World-wide, National, Regional, Local, etc
Repository of digital contents	Direct access
New mediators: Portals, Search engines, Digital newsstands	**Free or Toll**
Production	**Consumption**

2.1. The important role of new "mediators" in the Internet

The Internet era is provoking the creation of a "large digital memory of the world", or a "large world-wide documentation centre", accessible on-line and made up of millions of digitised pages, data and images. This "digital memory of the world" will increase within a geometrical rhythm as consequence of one of the basic characteristics of modern communication: digitalisation and the consequent possibility of automatic storage and recuperation of information. The "multiplication" of documents available on the Internet is spectacular.

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Table 5
Evolution of hosts on the Internet

1981	213
1987	28,174
1991	617,000
1992	1,136,000
1998	36,739,000
1999	56,218,000
2000 (July)	93,047,785

Source: Network Wizard, The Internet Domain Survey

If we search for popular subjects on the Internet such as "Sport, Olympics" or "Olympism", the result is lists with hundreds of thousands of references.

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Table 6
"Olympic, Olympics" and "Olympism" in some search engines.
Pages located (1998 and 2000)

	Hotbot 1998	Hotbot 2000	Infoseek 1998	nfoseek 2000	Excite 1998	Excite 2000	ltavista 1998	ltavista 2000
Olympic	375,524	1,850,800	228,479	376,091	129,766	730,469	949,210	784,780
Olympics	280,018	1,763,300	134,974	281,574	80,140	730,469	566,690	454,035
Olympism	514	1,200	209	569	180	80	479	1,213

Source: Centre d'Estudis Olímpics i de l'Esport, UAB

This multiplication of the information generates a new need: to dispose of **new believable ways of mediation**. Hence previous search engines have transformed in "portals" or "mediators" of information. These "portals" create a new sphere or structure of public opinion – "virtual communities" – more exploited until now as "consumers communities" as opposed to "social communities".

The case of sport is again emblematic in the history of communication as sport institutions turn into a new experimental scenario for these new commercial-identity strategies on the Internet.

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2.2. Television on the Internet.
Current state and prospective application

Before referring to the possible synergies between sport, Olympic Games and the Internet, it is necessary to point out that this relationship will depend, to a large extent, on the convergence process that has to occur between television and the Internet.

Video reception in our computers screen is no longer utopian, it is a possibility for those having advanced technological resources. In 2001, far away from modems with limited capacities (14.4 kbps in 1994; 28 kbps in 1996; 56 kbps in 1998 and 128 kbps in 2000), we have reached a new border of the technology of connection, with new DSL formulas for signal compression and decompression, that

make possible an access speed that until now seemed utopian. Wide band new technologies, cable and satellite and the use of electrical networks for the transmission of digital signals, will open up new possibilities for the broadcasting of images to computers.

This technological progress will not be enough to supersede conventional television, even less so on a world-wide scale, but they will have an effect in more developed countries in the world. In these cases, we can predict that video in the computer, therefore the access to television images via the Internet, will be a consolidated fact and in everyday use before 2010.

This gives rise to juridical, commercial and strategic problems for the organisers of mega-events planned for the year 2004, and above all for 2008, when some users from the richest countries in the world will have complete access to television on the Internet.

2.3.   Sport on the Internet: new scenarios

"Sport" is one of the basic items in all search engines and constitutes one of the basic offers of mass media on the Internet[2].

Sporting institutions (federations, clubs, National Olympic Committees), also a little behind these processes, have slowly discovered the possibilities of these new technologies to connect with their fans ("communities"), to create their own ways of communication and to exploit new ways of commercialising their image.

This presence of sport on the Internet has its special moment in the coverage of the major sport events, and above all, in the Olympic Games, with important economic repercussions. According to Rachel Church[3], publicity in sport web sites will go from USD 612 million in 1999 to nearly USD 6000 million in 2005. During the same period the value of on-line shopping of sport products will go from USD 186 million to USD 5,800 million.

In general it can be said that functions of sport web sites will multiply in the next years benefiting from their economic profitability: e-commerce, sponsorship, advertising, sale of tickets, sale of products, becoming one of the main business on the Net.

But what are the specific functions of the use of the Internet in the Olympic Movement? It is certain that these functions will not be limited to financing nor to the increase of resources, they will have to be interpreted in social and cultural terms. New ways of mediation, production and access to information propose questions to the Olympic Movement and force it to redefine its communication policies and strategies in the digital era.

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[2] See for example, "World Sport" of the agency Reuters (*www.sportsweb.com/*); CNN / Sport Ilustrated (*www.cnnsi.com/*); MS/NBC (*www.msnbc.com*); CBS (*www.cbs.sportsline.com*); ESPN (*www.espnet.sportszone.com/*); BBC (*www.news.bbc.co.uk*); RAI (*www.raisport.rai.it/*), etc.

[3] Church R.(2000) - S*port on the Internet*. Screen Digest.

3.1. The Olympic Games as a laboratory of innovation in information

Historically the Olympic Games have been a privileged space for experimenting with new information technologies[4]. The main actors in the communication sector (telecommunication operators, mass media and information technologies) get involved in the Games with the objective of testing their services and promote themselves as leaders in innovation within their own sectors[5].

Although the presence of information technologies in the Games dates back to the Tokyo Olympics and there were some telematic precedents in the Barcelona'92[6] and Albertville'92 Olympic Games, the Internet era did not start until Atlanta'96, with the first official web site of the Organising Committee (ACOG) (*www.atlanta.olympic.org/*) with a total number of 185 million visits during the 16 days of the Games.

This first experience demonstrated the possibilities, but also the gaps and contradictions, of new information technologies: deficiencies in network operational capacity ("transmission interrupted"), insufficient transmission capacity of networks ("waiting for a reply") and above all, lack of experience of users and information managers in the use of these new communication opportunities.

However, the most critical aspect of the computer programme in Atlanta'96 was the results management. Numerous errors led to serious criticisms of the international press towards organisers. The image of Atlanta and the Games, but also the image of IBM, were damaged in this process. For this reason, the same day of the closing ceremony of the Games, IBM managers started a new plan with large material investments and human efforts in order to achieve a "gold medal" in the Nagano'98 Olympic Games and above all, in the Sydney 2000 Olympic Games.

However, on August 7th 1998, an IBM spokesperson announced the breaking of the agreement with the IOC after 38 years of collaboration. For its part, the IOC announced that its strategic objective was to try to share the sponsorship between various information and communication technology companies, making a distinction between hardware, software, results, management and the Internet. In December 1998, a new agreement was announced between the IOC and SEMA Group for the management of the Olympic Games until 2008. The Internet management will follow a path which is still to be defined.

3.2. Sydney 2000: Rivalry between Olympic actors on the Internet

Until the Sydney 2000 Games the need for "Intranet" information management of Organising Committees for the Olympic Games was well known. Since Sydney, the use of information and communication technologies (ICT) extends the borders of the organisation itself, or of the Olympic family, in order to establish an unprecedented world-wide communication programme.

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[4] De Moragas M. (1992) - *Los Juegos de la Comunicación.* Madrid, FUNDESCO, 1992.

[5] In the Sydney 2000 Olympic Games nearly 10,000 athletes and 5,100 officials participated, and nearly 20,000 accredited communication professionals and nearly 4,000 IBM experts.

[6] De Moragas M., Botella M. (eds.) (1994) - *The Keys to Success. The Social, Sporting, Economic and Communications Impact of Barcelona'92.* Barcelona, Centre d'Estudis Olímpics i de l'Esport, Universitat Autònoma de Barcelona.

A real "revolution" in the structure of Olympic information starts to be produced, with the appearance of new rival actors.

<div align="right">

Figure 2
Olympic actors on the Internet

</div>

International Olympic Committee	Sponsors	Software companies	Individual sites or social groups sites
Organising Committees	Mass media (press)	Telecommunication operators	Studies and documentation centres
National Olympic Committees	Mass media (broadcasters)	Search engines	
Federations	On-line mass media		

In Sydney 2000, according to ACNielsen data, the fight for world-wide leadership was between three main actors on the Internet: the North American television NBC, with its Internet programme NBCOlympics, the Sydney Organising Committee (SOCOG) and the Internet "portals" of large search engines, in first position *sports.yahoo.com* [7].

Far away, behind this race, was the International Olympic Committee itself, that gave its prominent role to the Organising Committee (SOCOG), mass media web sites and some National Olympic Committees experiences that formed new conglomerates together with other communication actors[8].

Even further, but aimed at having a more prominent role in the future, were the sponsors' web sites, having at the moment better contents and paying more attention to Olympic education than National Olympic Committees themselves.

Because of their cultural and political significance, more attention should be paid to some initiatives that appeared on the Internet from rebellious movements, as they can acquire an important resonance due to the multiplier effect of references given about them by international mass media[9].

3.3   The web site of the Organising Committee: a new mass media

The web site of the Nagano'98 Organising Committee (*www.nagano.olympic.org*), with nearly 50,000 pages of content and with an unprecedented audience, a new "on-line Olympic multimedia" took shape. The web site included: current photographs (*daily snapshot from Nagano City*), interactive games (*competing for the gold at hockey*), proposals for participation (*sign the guestbook*), view of facilities from seats (*take a virtual seat!*) and the still experimental presentation of video on the computer.

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[7] Amongst the most visited web sites during the period of the Sydney 2000 Olympic Games we can highlight: *sportillustrated.cnn.com* with 375,000 hits per day during the Games, a 31% more than in previous weeks; CBS'Sportline, with 776,000 hits, a 7% more than normal; and *ESPN.com*, with 1 million hits per day, 16% more than normal. Other web sites distinguished by their audience during the Sydney Games were: *usatoday.com/olympics*; *nikkansports.com/olympic*; *sportingnews.com/olympic*; *foxsports.com/olympic/2000* and *olympics.com.au*.

[8] In this case, for example, franceolympique.com, a collaboration between the French National Olympic Committee, Antenne 2 television, sport.com, voila and wanadoo.

[9] This is the case of "The Anti-Olympics Alliance in Sydney" (*www.cat.org.au/aoa/*) or of the new protest movements against the nomination of Torino for the 2006 Winter Olympic Games (*www.nolimpiadi.8m.com*).

Table 7

Hits to the Atlanta'96, Nagano'98 and Sydney'2000 web sites

	"hits" (total 16 days)	"hits" per day	Maximum number of "hits" per minute	Pages of content
Atlanta'96	185,800,000	11,000,000	no data	no data
Nagano'98	634,000,000	39,700,000	110,414	48,493
Sydney'2000	11,300,000,000	70,625,000 (874,500,000 in one day)	1,200,000	no data

Source: IBM

The plurality of contents and the large dimension of the audience reached in Nagano, increased still further in Sydney 2000, present new problems for Olympic communication policy and, more specifically, for its policies regulating rights and cessation of exclusives. The first and main battle will be fought within the Olympic system itself. Especially significant was the competitiveness established between the site of the Sydney 2000 Organising Committee (*www.olympics.com*) and the web site of NBC (*www.NBCOlympics.com*).

The NBC initiated a new form of coverage of the Games in Sydney, initially statistics, sound, photography and hypertext, but aiming to convert itself in the next few years into a new form of "multimedia" transmission, including complete high definition video image.

Table 8

Hits at the main Olympic sites during the Sydney'2000 Games

Domain	Single visits (millions)	Viewed pages (millions)	Pages viewed per person	Time per person (minutes)
www.nbcolympics.com	10.0	66.07	27	18
www.olympics.com	8.7	56.12	25	17
www.sports.yahoo.com/olympics	no data	46.47	16	8

Source: Nielsen NetRating. 2000

The web site of NBC achieved leadership in the USA, whilst the site of SOCOG/IBM was leader in Olympic information in the rest of the world. More specifically, the NBC site registered a total of 66 million hits (4 million a day), 95% of which were from the USA. For its part, the SOCOG/IBM web site obtained 56 million hits, being the leader in Europe and the Asia-Pacific zone[10].

From the point of view of content, the two sites differentiated themselves, above all, through their documental or entertainment focus. The web site of SOCOG/IBM had accurate information and detail of results of participants as one of its principal functions, without distinction or priorities, in this way it also provided diverse services related to the management of the Games[11]. The NBCOlympics site

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[10] Data from Nielsen *Web Olympics Index*.

[11] The site of SOCOG/IBM offered the following main contents: live results of all the competitions, journalistic coverage of the 28 sports of the Olympic programme, biographies of the 10,300 athletes participating, news from the organisers, educational information, "kits" and "tools", chats with athletes, ticket sales, etc.

focused more on entertainment, following the tone of its television coverage, concentrating on the participation of US athletes and their personal anecdotes, as indirect support for the television transmissions of its own channel. 50% of NBCOlympics users also followed the television transmission of NBC taking advantage of the web site to update and increase data.

3.4. The institutional web site of the IOC

As we have seen, the IOC web site (*www.olympic.org*) plays a secondary role on the Internet during the days when the Games are celebrated. Indeed, if attention is paid to the results of search engines, this site falls a long way from occupying a central role in Olympic information on the Net.

For example, in January 2001, the site *www.olympics.org* appeared in secondary positions in the majority of search engines when the concepts of *Olympism* or *Olympic Education* was entered.

Table 9
Position occupied by the IOC web site in some search engines
(January 2001)

	Olympism	Olympic Education
Yahoo	33	no appearing*
Infoseek	7	no appearing*
Google	33	5
AOL	4	no appearing*

*no appearing in the first 50 results

The IOC presence on the Internet started in 1995 with the design being renewed in 1996 before the Games of Atlanta. The first IOC web site was designed in accordance with the standards of the day, with numerous hypertexts and with a more documentary than audiovisual content. Coinciding with the Games of Nagano in 1998[12], the IOC launched a new version of its web site in which the dimensions of entertainment and the spectacular take precedent over the functions of documentation and information.

This focus on entertainment was importantly revised, coinciding with the crisis which began in December 1998. In this way, in 1999, a new intranet system for information between National Olympic Committees was created, and a reform of the IOC web site was undertaken. Since then it has been structured in three large sections *IOC News*, *IOC Facts and Figures* and *Olympic Organisations*.

3.5. The National Olympic Committees begin their access to the Internet

In 1997, 18% of the National Olympic Committees (33), had a web site. In 2001 this number had increased swiftly to 33.6%, some 66 web sites. For their part, the 34 International Federations now have their own site on the web.

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[12] This IOC web site by Quokka Sports, company that in Sydney appeared associated with NBC.

May 1997	May 1998	May 2000	February 2001
17%	18%	26%	33,6%
33 web sites	35 web sites	51 web sites	66 web sites

Source: Centre d'Estudis Olímpics i de l'Esport, UAB and IOC

Figure 3
National Olympic Committees with web sites
(February 2001)

Africa	Trinidad and Tobago	Cyprus	Poland
Angola	United States	Denmark	Portugal
Egypt		Estonia	Rumania
Gambia	**Asia**	Finland	Russia
Kenya	India	France	San Marino
South Africa	Iran	Germany	Slovakia
	Japan	Greece	Slovenia
America	Korea	Hungary	Spain
Argentina	Malaysia	Iceland	Switzerland
Aruba	Taiwan	Ireland	Turkey
Barbados	Thailand	Israel	Ukraine
Bermudas		Italy	United Kingdom
Brazil	**Europe**	Latvia	Yugoslavia
Canada	Austria	Liechtenstein	
Dominican republic	Azerbaijan	Lithuania	**Oceania**
Ecuador	Belgium	Luxembourg	Australia
Guatemala	Bulgaria	Macedonia	Fiji
Jamaica	Colombia	Malta	Guam
Puerto Rico	Croatia	Norway	New Zealand

Source: Centre d'Estudis Olímpics i de l'Esport, UAB

Amongst the web sites of the NOCs, the representation of Committees from small countries, or still more those with a limited level of technological development, stand out. By contrast, the slowness and cultural and information poverty of many National Olympic Committees of countries with high levels of technological and economic development, makes evident the limited attention that some Committees give to cultural and educational tasks which concern them.

This limited and timid presence of the Olympic Movement on the Net contrasts with the large quantity of web pages that exist on the Internet appearing under the term "Olympic". Before the Sydney Games, the IOC complained to the World International Property Organisation (WIPO) about the 2,000 web sites that were using this term without authorisation.

The content of National Olympic Committee web sites

With respect to the contents of the NOC web sites, apart from the differences, it is possible to establish the following constants:

- Information about the Committee: foundation, statutes, organisation, members
- History of the Olympic Games (basic data)
- Athletes from the country participating in the Games (medallists)
- Olympic team for the next Games
- Links to other Olympic sites (IOC, NOC, Organizing Committees, Federations, etc)

Less frequent are other sections such as information on the country of the Committee, merchandising sales. Even less frequent are the links and projects on Olympic education and culture related to sport and Olympism.

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4. The need and difficulties of new regulation adapted to the digital era

The new conditions of communication of the digital era demand a new regulation of image rights for the Olympic Games. This new regulation is strongly conditioned by the interests of the current broadcasters that have the corresponding rights until the year 2008.

The Sydney 2000 experience and decisions taken immediately after the Games, have made it evident that this new regulation will start with an agreement between the IOC and "its" broadcasters. At the moment, the prohibition of broadcasting Olympic images on the Internet is aimed at protecting these rights. The important participation of these broadcasters in the financing of the Games and the Olympic Movement has to be remembered.

Table 11
Evolution of television rights. Summer Olympic Games
(1976-2000)

	in USD '000	% over budget
1976: Montreal	34,862	5.2 %
1980: Moscow	87,984	8.2 %
1984: Los Angeles	288,343	37.3 %
1988: Seoul	407,133	24.7 %
1992: Barcelona	635,560	27.6 %
1996: Atlanta	882,000	32.0 %
2000: Sydney	1,331,600	39.0%
2004: Athens	1,497,500	(data still not available)
2008	1,714,700	(data still not available)

This new regulation will be indispensable after Athens 2004 for the 2008 Olympic Games. By this date the main broadcasters (NBC, BBC, TVE, etc.) will be competing for world-wide audiences via the Internet, with the consequent revolution in the distribution of Olympic sponsoring forms managed, until now, within the framework of communication spaces which were basically "national". New regulation should take into account that broadcasting on the Internet, differing to what happened in the "broadcasting era" is, by nature, local and global at the same time.

The experience of NBC in Sydney seems to establish the direction: Internet and television will act as complementary media. It will not be the "broadcasting of the Games" on the Internet, but the creation

of "multimedia about the Games" on the Internet, by using combined data, images, exchanges, texts, words, thus completing television images of the events.

Thereafter, negotiations for the rights will have to be undertaken with the new big communication groups that will strive for a new means of exclusivity on a world-wide scale, determining new ways of concentration not seen until now.

5. The Internet: a new education instrument for the Olympic Movement

The Internet presents itself as an instrument capable of maximising the potential realisation of the founding objectives of the Olympic Movement. However, the analysis of Olympic information available on the Internet reveals many gaps and tasks to be undertaken.

The Olympic Movement must now take the initiative and establish its own communication proposals on the Internet in a highly competitive context. It should start with the development of a new communications policy that articulates the distinct Olympic initiatives - National Olympic Committees, Organising Committees, the IOC itself - without giving in to the temptation of designing a centralised project that is incompatible with the opportunities that the Internet offers.

Secondly, the IOC should clearly assume its educational and cultural responsibilities using all the possibilities that the Internet offers, which would have been dreamt by Pierre de Coubertin. The analysis of the main Olympic web sites - with some exceptions such as the educational projects developed in Australia during the Olympic Games of 2000 - reveals the limited development of educational and cultural projects that have taken advantage of the huge potential of the Net.

The conference on *New Media and Sport* organised by the IOC in December 2000 in Lausanne, attended by around 900 delegates, demonstrated the disproportion that exists between the Internet projects of the Olympic Movement and the large, speculative projects of companies in the communication sector.

Thirdly, as a global movement, the Olympic Movement should develop its own policy of solidarity and of development in information and communication. This means providing the National Olympic Committees with the instruments and knowledge necessary to access new information technologies.

6. The role of the Olympic Museum and Studies Centre

Finally, with regards to the Olympic Museum and the Olympic Studies Centre that welcome us today, should take a decisive role in the solution of these challenges. Its archives, documentation, library, educational and diffusion experiences, constitute the indispensable base for the production of the contents of the Olympic programme on the Internet. Its contribution will be decisive in the production of that which I propose to name "digital Olympic memory", the source of information that has to produce the contents necessary to bring about a large Olympic community on the Net.

The principal objective of the Olympic Movement faced with the phenomenon of the Internet is not having new sources of resources, or selling the rights of images to the highest bidder. The main objective is to adapt its current forms of communication in its own organisation to the new conditions of digital technology, for the renewal of the Olympic Movement, as a humanistic and educational project, in the era of information.

The Collections of the Olympic Studies Centre
S41

Fernando Riba
Olympic Studies Centre Co-ordinator, Olympic Museum Lausanne, Switzerland

Introduction

The Olympic Studies Centre (OSC) was created to preserve the memory of the Olympic Movement and coordinate and promote research, teaching and publications connected to Olympism. Its belongs to the Olympic Museum, installed in Olympic Park in Lausanne-Ouchy since 23 June 1993.

The Olympic Museum engages in activities which go beyond the framework generally reserved for museums. It organises permanent and temporary exhibitions, not just within its own premises but also outside, conferences and symposiums on subjects related to sport and Olympism; publishes works ranging from exhibition catalogues to university studies; disseminates news on the Olympic Movement, IOC and Museum activities; plays a direct part in the Games of the Olympiad and the Winter Games; regularly welcomes Olympic champions and international dignitaries; and works closely with the IOC.

The Olympic Museum and Studies Centre is the world's biggest centre for written, visual and sound information, analogue and digital, on the Olympic Movement and the Olympic Games. As a result, it is a permanent link between Olympism and the general public - with more than one and a half million visitors to-date, but also with the media and institutions all over the world devoted to studying and following the Olympic Movement.

In order to disseminate the values of the Olympic Movement to an ever wider audience, the Museum has been working since 1998 on a programme to improve and renew all its exhibitions. Part of the work, mainly concerning the origins of the Olympic Movement, its history and organisation, has already been finished. The inauguration of the entirely renewed Museum is scheduled for June 23, 2001.

The OSC reinforces this permanent link with the outside world by responding to requests from the general public, media representatives, researchers and students. Four main objectives prevailed when it was created:

1) To preserve the memory of the Olympic Movement, from its origins to the present day, in all its forms and particularly in the form of written, photographic, sound or film-based information.

2) To facilitate the management of the IOC by furnishing past and current information required by its representatives in the exercise of their duties.

3) To allow researchers and any other person interested in the Olympic Movement access to the historical documents of the IOC, offering them good conditions for consultation and training.

4) To assist and promote research and academic initiatives related to the dissemination of Olympism.

In view of these objectives, the Olympic Studies Centre is divided into seven departments or sections:

- the IOC historical archives
- the library
- the documentation section
- the photographic service
- the Images and Sound section
- the education service
- the external relations section

About 30 professional staff ensure the smooth running of the OSC. From various backgrounds (they include specialists in information science, the different branches of sport, historians, sociologists and audio-visual technicians), they have all acquired a thorough and specialised knowledge of the different aspects of the Olympic Movement.

The OSC also collaborates with a Research Council composed of specialists from the academic world recognised for the quality of their research and publications on Olympism and brining their expertise to the different projects of the OSC and particularly to the research grant programmes.

1. The IOC historical archives

The aim of the archives department is to preserve the historical heritage of the International Olympic Committee and disseminate the memory of the Olympic Movement.

The collections of the Historical Archives, stored at the Olympic Museum, are composed of more than 870 linear meters of written documents tracing the history of the IOC from 1894 to 1984. The operational archives concerning the period from 1985 to the present day are still based at the IOC headquarters and have a separate management which will be gradually reorganised to create a continuous information flow. Some staff of the OSC share their time between the Museum and the IOC to ensure the synergy between the operational and historical archives.

Since the creation in 1998 of the SIM database (Museum Information System), 25% of the archives files have already been reorganised, sorted and reconditioned by staff specialising in information science.

Focussing on the organisation and the running of the IOC, the series of files available for consultation are grouped under the following categories:

- correspondence of the IOC presidents (seven to date, including the collection of the hand-written manuscripts of the reviver of the Olympic Games, Baron Pierre de Coubertin);
- correspondence of IOC members;
- organisation of the Olympic Games;
- relations with the National Olympic Committees;
- relations with the International Sports Federations;
- candidate cities, sports events;
- the IOC administration;
- relations with non-Olympic sports organisations and non-sports organisations;
- culture, sponsorship, media;
- IOC publications;
- private collections.

In 1999, the IOC historical archives gained access to an important collection: the archives of Lord Killanin, the Irish President of the IOC from 1972 to 1980. Having set up his office in Dublin, the former President had kept all his administrative archives there. These archives were then stored in Lausanne and opened when he died, according to his wish. The documents are extremely interesting and rich in content and will require a long conservation and archiving process - they were stored in bad conditions for many years and contain around 50 linear metres of documents.

Integrated in the Olympic Studies Centre, the historical archives department is now well known to the academic and specialised world. The creation of the Rules of Access to the IOC Archives (also available at the Olympic Museum website *www.museum.olympic.org*, Olympic Studies Centre and Archives section), based on the European Record-keeping Standards has made it possible for the public to have access to the archives and to ensure free and equal access.

During the past three years, an increasing number of researchers as well as the grant holders of the OSC postgraduate research grant programme have visited and consulted the archives. These PhD students and young teachers, highly-specialised in the various aspects of the Olympic Movement, have put our knowledge of the collections to the test with their precise questions and demanding requests. The originality of some findings have confirmed our feeling that the historical archives of the IOC are a gold mine for anyone who spends some time studying them.

Regarding the most consulted subjects, the archives of the Summer and Winter Olympic Games – i.e. the correspondence between the IOC and the Olympic Games Organising Committees – still heads the list. The IOC Executive Board and Session minutes follow, along with the archives of the Presidents and IOC members.

Serving the IOC and on a wider scale the scientific and sports community which is growing all the time, the historical archives department offers constantly renewed access to the unique treasures of the Olympic memory.

Figure 1
Annual Loan Statistics – Comparison 1997-2000

Year	Number of Consultations	Progression %	Number of files loaned	Progression %	Average of consultations per month	Average of files per month
1997	309	100	1,392	100	25.8	116.0
1998	476	154	1,975	141	39.7	146.6
1999	503	163	2,245	161	41.9	187.1
2000	541	175	2,937	211	45.1	244.8

2. The Library

The library is the department responsible for the acquisition and management of books on Olympism. It aims to offer the public and the Olympic Family the fullest possible collection of books on the Olympic Movement and other fields of knowledge on sport (philosophy, psychology, sociology, economy, technology, medicine, the arts, etc).

The library of the Museum and OSC is atypical in that it simultaneously fulfils the following functions:

- Public library: open to the general public.
- Specialised library: in the field of Olympism and Olympic sports.
- Conservation library: integrated in a Museum which lays the emphasis on historical value.
- Company library: making the publications of the IOC and the Museum available to the public.

2.1. The collections

At the end of 2000, the library had 17,135 monographs, 370 periodical titles and 36 CD-ROMs, on the following subjects:candidates cities files and Olympic Games official reports;
- the *Olympic Review* and the Olympic Charter;
- publications of the International Sports Federations (ISF);
- publications of the National Olympic Committees (NOC);
- medical and scientific publications supervised by the IOC Medical Commission ;
- graduate and postgraduate theses on the Olympic Games and the Olympic Movement;
- precious reserve collection of ancient books (the oldest dating from the 16th century) and art books containing original **engravings**;
- books for a young audience (documentaries and comic strips).

The library is also making a particular effort to recover and gather the Pierre de Coubertin Library from a catalogue listing all the books that belonged to the Baron which were auctioned in May 1944 in Lausanne.

2.2. Consultation

The computerised catalogue of the library may be accessed from the French-speaking Switzerland University Library Network (RERO) from the main universities and from all over the world via the Internet *http://www.rero.ch/vtls/english.*

The quarterly lists of new acquisitions created by the library are also archived (since January 1999) and may be accessed at the Museum's website (*www.museum.olympic.org* in the Olympic Studies Centre and Library sections).

2.3. Services

The services offered by the library are the following:

- **Loan service**: up to six books per month may be borrowed by anyone resident in Switzerland. Loans by correspondence (Switzerland and abroad) are possible, but only through a library which offers an inter-library or international loan service (no direct loans to individuals).
- **Ordering articles** from the SIRC (Sport Information Resource Centre): this paying service is mostly addressed to students and researchers wishing to obtain an article which is not available at the library.
- **Free-access:** the library is organised in such a way as to give its visitors free access to all its sections. There are tables and chairs for visitors and readers to consult books, and there are also a photocopier and computer terminals with internet access (to the IOC and Museum websites only) and CD-ROM drives.
- For students, researchers and readers, a closed **study room** offers an environment conducive to concentration and appropriate work equipment (including a micro-film player and computers).

In collaboration with the other OSC departments, the library welcomes visits by students from university or sport-specialised courses to introduce the premises and services of the library to them. Upon request, this information service may be followed by a training course enabling students to better manage the research tools (catalogues, databases, CD-ROMs, the Internet, etc.).

Finally, the library regularly gives presentations on the temporary exhibitions of the Museum. In the framework of the entertainment organised on the occasion of the Sydney Olympics, the library presented books on Australian literature, and the flora and fauna of the island continent. During Olympic Week, the library also welcomed a workshop on comics which was a great success.

From this year, the department is working in co-operation with the Education Service and offers visiting schoolchildren a discussion area as well as a bibliographic support service adapted to demand.

3. The documentation section

The documentation section mainly aims at answering various requests from people interested in the Olympic Movement. To meet this aim, the department offers a wide range of documentary material (no books) such as leaflets and guidebooks published on the occasion of the Olympic Games or any other sports event, press reports, information file, etc, produced by the IOC or the Olympic Museum.

3.1. Collections

The collections of the documentation section consist of more than a thousand theme-based files the main subjects of which are related to the history of the Olympic Movement, the International Olympic Committee, the Olympic Games as well as sport in general.

These subject-based files are still mostly in "paper" form. They were originally developed for the documentation section's own staff for the purpose of rapidly conveying information on various historical subjects internally. Today, however, they serve both as internal working documents and files open for public consultation. To improve its management, the section has high expectations of the future installation of a document management system within the institution.

The staff also work with minutes of IOC Executive Board meetings and IOC Sessions, official reports, editions of the *Olympic Review* and *Olympic Message*, the IOC press review, commercial publications, the Internet and a database (JORES – currently being developed) containing all the athletes' names, results by sport and events for the different Olympic Games.

3.2. Users

Users of the documentation section consist of distance users, using technology such as the Internet, and visitors who come in person to the Olympic Studies Centre.

Distance users mainly include external customers the general public, universities, schools and journalists. The internal users are people working for the IOC, the Olympic Museum or the Olympic Family (NOCs, International Federations, etc).

Every month, the section deals with around 300 different requests. In addition, the documentation section hosts researchers, co-ordinates their requests and supports them in their collaboration with the other departments of the OSC.

Finally, the documentation section aims to keep improving its services to its users for this makes it possible to heighten awareness of Olympism within a large audience.

4.   Photographic service

The photographic service as well as the Images and Sound section aim at preserving the audio-visual heritage of the IOC and actively collaborate with external organisations world-wide (including newspapers and magazines, TV channels, production companies, etc.) and IOC and Olympic Museum productions.

4.1.   Collections

The collections of the photographic service consist of more than 350,000 photographic documents of which main themes are:

−   the Olympic Games (OG): 215,000 documents including 171,000 from the Summer OG and 44,000 from the Winter OG;
−   the activities of the IOC such as congresses, sessions, meetings and visits of various personalities: 83,000 documents;
−   the activities of the Olympic Museum (visits, various events such as Olympic Week, the Collectors' Fair, symposiums and other meetings): 30,300 documents.

Several sections are missing from this list: the National Olympic Committees, the International Sports Federations, Olympic Solidarity's activities, President Samaranch's trips, portraits of the members of the various IOC commissions, the objects of the collections, the activities of the old museums of Mon Repos and Ruchonnet, the construction of the Olympic Museum in Ouchy, regional games and the different albums donated.

The photographic service has signed an agreement with the "Allsport" photographic agency regarding coverage of the Olympic Summer and Winter Games. Under the agreement, this agency provides the IOC with one or several photographers for the needs of sponsors and to cover different aspects of the Games including what goes on behind the scenes and the sports equipment used. The section also has a large selection of photographs taken by the Allsport agency at the Games since 1988.

New collections are also acquired through auctions and the re-purchase of collections and donations. An example is the album of the Antwerp Olympic Games of 1920 including 286 photographs recently donated to the Olympic Museum by Mr. Waumans.

Last year, the section acquired more than 20,600 documents, around 14,000 of which were photographs of the Sydney 2000 Games.

4.2.   Cataloguing

The cataloguing of photographic documents is carried out in the SIM computer database. To date, of the 65,000 photographs available from the different sections of the Museum and the OSC, 44,000 have been catalogued by the photographic library, including the collections of the Olympic Games and of the current activities of the IOC and the Museum.

4.3. Digitisation

The photographic section follows the development of digital images by using the latest technology of our sponsor Kodak (including scanning, digital cameras, etc.). This developing sector will enable us to respond more rapidly and easily to all requests made through the Internet.

4.4. Restoration and conservation

The programme for the restoration of photographic documents is financed by Kodak and carried out by a specialised company. Old photographic documents, once restored, are conserved in an area specially designed for this purpose in the Museum basement. The temperature and degree of humidity there are checked to ensure optimal conservation conditions for photographic documents. The photographs are classified in non-acid archive boxes especially designed for the conservation and the negatives are stored in "Mylar" sheets (a neutral conservation material).
So far, all the photographs of the Olympic Summer Games from 1896 to 1936 have been restored as well as those of the first Winter Games of 1924.

4.5. Use of the collections

During 2000 the photographic section received more than 900 requests from the IOC and the Olympic Museum and from external sources (individuals, companies, Olympic Movement bodies, the media, press, etc.) for the preparation of publications, exhibitions, etc.

5. Images and Sound section

5.1. Collections

The audio-visual archives consist of more than 16,000 hours of films of the Olympic Games from Athens 1896 to Sydney 2000. These 16,000 hours of images include:

- around 1,641 hours of satellite TV broadcasts of the Olympic Winter Games (1976-1998)
- around 11,275 hours of satellite TV broadcasts of the Olympic Summer Games (1980-2000)
- around 400 hours of official films of the Olympic Summer and Winter Games (1900-1998)
- around 15 hours of the series "Pathé" on the Olympic Summer and Winter Games (1900-1968)
- around 29 hours of the series "Chronos" of the Olympic Summer and Winter Games (1900-1972)
- around 1,700 hours of miscellaneous images (Olympic Summer and Winter Games, IOC Sessions, miscellaneous images on Olympism, miscellaneous sports, doping, sports medicine, candidatures, Olympic Museum film, portraits, Olympic Solidarity, biomechanics, etc)

69% of the marketable documents have been entered into the SIM database by our documentalists.

The restoration of films is also an important activity. During 2000, the section thus restored films of the Olympic Games in St Moritz in 1928 and 1948, Garmisch in 1936, and Berlin in 1936 and Melbourne in 1956, amateur 16mm films, etc.

In addition, the programme of new acquisitions of Olympic films is continuing thanks in particular to films made on the basis of our collections.

The automatic video library offers visitors personalised access to a selection of the IOC's films archives. The entrance ticket to the Museum offers free viewing of two films.

At the moment, around 427 videocassettes lasting around 7 to 12 minutes each on average can be consulted, in French, English, German and Spanish.

These programmes include the opening and closing ceremonies of the Olympic Games, a selection of finals from the Olympic Winter and Summer Games, as well as some other important non-Olympic sports events such as the 2000 "Tour de France" and the 2000 French Tennis Open.

5.3 The activities of the section

As mentioned above, the Images and Sound and photographic services are active both in internal production and in collaboration with external bodies. The Images and Sound section thus regularly participates in the production of exhibitions, and IOC and Museum events and external productions.

Some examples of projects carried out by the Images and Sound section in 2000 are: filming of various IOC activities such as the 111th Session in Sydney, collaboration in the creation of the website _www.olympic.org_, collaboration in the Museum 2000 programme to renew the Olympic Museum, provision of images for external companies such as L'Equipe TV, NBC Olympic Archives, etc.

This exploitation of moving images is carried out with the aid of two film production units and one virtual film production station (broadcast quality), recording rooms, and viewing rooms, using the latest technology.

6. Education service

Since it opened in 1993, young visitors to the Olympic Museum have taken advantage of a service especially for them. This structure has developed considerably over the years, both in terms of human resources and in terms of the services offered.

The education service, which was created two years ago, was initially attached to the Museology service. It was only in September 2000 that the service was integrated into the Olympic Studies Centre (OSC).

The education service works with youngsters aged 6 to 18. Its task is to organise different types of visits for them, and to provide them with documentary material according to their needs. The creation and development of a whole range of specific products is one of its priorities.

Among the responsibilities of the service is the management and the activities of the Pyrsos Club. This Club, which was created in 1998, is open to youngsters between 9 and 15 years old and currently has around 50 members in the Lausanne region. The club's programme includes sports and cultural activities, such as introductions to various sports, as well as the Museum's activities (including approximately one meeting a month).

The aim of the Club and of all the other activities of the educational service is to encourage young people to improve their knowledge of the Olympic Movement, and to participate actively in the life of the Olympic Movement. Every year, on average, 30,000 children and adolescents use the Museum's educational supports during their visit.

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Figure 2
The year 2000 in figures
Number of children and adolescent/category

Category	Number
School children	22,283
Not schoolchildren	4,837
Accompanying adults	3,359

Nature of the services provided	Number
Visits and presentations	826
Guided and theme-based visits	349
Workshops	20
Birthdays	33

7. External Relations section

The main objective of the external relations section is to encourage and support research and academic activities connected with Olympism and strengthen the links between the Olympic Movement and the International Academic Community.

In addition to regularly disseminating the OSC's activities and developing its contact network, the section focuses its attention on three different kinds of projects:

7.1. Grant programmes

Since 1999, the OSC with the support of the Research Council has organised an annual Postgraduate Research Grant Programme. This programme aims to offer young researchers interested in the Olympic Movement the opportunity to come to the OSC to consult the collections with the support of our librarians and documentalists. It is intended for postgraduate students currently studying for a master's degree or a PhD and for university teachers who have obtained their postgraduate or master's degree during the previous five years.

In addition to the scholarships mentioned in the framework of collaboration with the International Olympic Academy (IOA), every year the OSC also welcomes three participants of the seminar on Olympic studies for postgraduates organised by the IOA in Olympia.

Finally, a new grant programme, the result of collaboration with Olympic Solidarity, completes the list of existing grants programmes. It will enable National Olympic Committee and the university world in countries where resources for research and academic activities on Olympism are limited to benefit from the support of the OSC.

7.2. Collaboration programmes

These are intended for institutions which are already active in the field of Olympic education, research and documentation and generally aim at developing common projects such as the organisation of symposiums or the carrying out of specific research.

The different Olympic Studies Centres in the world (for example the centres of the Autonomous University of Barcelona in Spain, of Western Ontario in Canada, and New South Wales in Australia) are among our leading partners in these collaboration programmes, along with other academic and Olympic institutions also interested in research on and the dissemination of Olympism.

7.3. The organisation of congresses and symposiums

Every year, since 1995, the OSC organises a symposium in collaboration with the International Chair in Olympism of the Autonomous University of Barcelona. The symposiums organised so far have been devoted to the following themes: Olympic ceremonies (1995), Olympic villages (1996), television and the Olympic Games (1998, in collaboration with the IOC Radio and TV Commission) and volunteers (1999).

The 11th IASI World Congress, organised this time in collaboration with the Institute of Sport Sciences and Physical Education of the University of Lausanne, follows on from the symposium on volunteers.

8. Conclusion

Over the last few years the OSC has grown considerably and its organisation has changed substantially. This development reflects the importance that the IOC and the Olympic Movement attach not only to the conservation of the historical heritage of the Olympic Movement, but also to education and the dissemination of the values of Olympism.

At the beginning of the third millennium, the different sections of the OSC continue to work to enrich and preserve our collections and, in particular, to improve access to the Olympic memory. As such, making good use of the possibilities offered by the Internet is one of the centre's current challenges.

In addition, the projects and activities of the OSC aim to disseminate the educational values of Olympism but also to strengthen the links between the academic community and the Olympic Movement. Projects such as guidelines on archiving for Organising Committees for the Olympic Games, National Olympic Committees and International Sports Federations or Olympic Solidarity scholarships are also among our priorities and should enable us to make information, educational projects and the study of Olympism accessible to as many people and institutions as possible world-wide.

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Internet Manager, IOC, Switzerland

The text of this conference will be distributed separately from the publication of the proceedings.

Computerisation of Sports and Sports Structures in the Republic of Slovenia
S42

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Abstract

An important landmark for sports in Slovenia was reached at the beginning of 2000 with the establishment of the *Computerisation of sports and sports structures in the Republic of Slovenia* project. The four founding institutions and equal partners of this project are the Slovenian Ministry of Education and Sports, the Olympic Committee of Slovenia, the Slovenian Sports Foundation and the Slovenian Sports Office. Their mutual aim is to introduce and promote new information technology into the everyday life and work of sports organizations in Slovenia.

The project is divided into several phases with a time plan and content of its development and implementation. In the first year (i.e. 2000) the core of the project will be established with the Sports Information Centre (called SPiC) as a special department within the Slovenian Sports Office. SPiC will act as a source of knowledge, support and technology on the one hand and as a secure storage space for all data involved in project on the other. In the first year of the project, SPiC will establish a live and working connection between four partners of the project and several national and regional sports federations who will be the first contributors and beneficiaries of this information system. In the next few years other federations and institutions will join the project, and we estimate that within five years all recognised sports institutions in Slovenia will have become involved in the Computerisation of sports and sports structures in the Republic of Slovenia project.

Another important aspect of the project is its technological base. We live in an era of constant and rapid development, and we must use "cutting edge" technology to be successful in the long term. We therefore decided to build our system with an Oracle database and accompanying products, and we are using the Internet and its various means of communication (such as web pages, ftp transport, remote login and access to databases) to connect all participating structures and merge them into one system.

We believe that this project will provide a sound basis for the future development of sports in Slovenia, and everybody who is connected with sports (institutions and individuals) will benefit from it. We are certain that the project can also be used as a model for other countries in Europe and throughout the world.

1. The Past - Establishment of the project

1.1. The idea

The idea of an **information system in sports on a national level** arose from the need to connect various subjects in the field of sports (government, ministries, national and regional sports federations, societies, interested individuals, sports oriented companies, the media, etc) and exchanging the information they produce and need in their everyday existence. The main question behind the idea was and is ***"how to construct a system that will efficiently manage data and distribute information for all involved subjects ?"***

1.2. Development from the eighties to 1998

The idea of a similar project is quite old. As far ago as the eighties there were proposals, suggestions and even written projects dealing with increasing the need for some mechanism to connect all subjects in the field of sports. These projects, some of them at a Slovenian level and some even at the level of the former Yugoslavia, were all, even if quite well designed in theory, lacking in one major item – established and widespread technology with which to connect all individuals involved in the project.

And then came the Internet and the technology of connecting was there. Thus we only needed a new project with a fresh approach on how to use this technology.

1.3. First proposal of the project in 1998

The first draft of what is now called *Computerisation of sports and sports structures in the Republic of Slovenia* project was written in 1998. It was proposed for funding by the Slovenian Sports Office to the Slovenian Sports Lottery Fund, which is officially named the Slovenian Sports Foundation. The proposal did not receive any funds because, as executives of the Sports Lottery Fund said, *"In this year The Fund did not plan any funds for information systems* !" Thus, even though the technology and concept were available, the politics of sports were not ready.

1.4. Second proposal of the project in 1999

In November 1999, a second proposal was made, improved in accordance with technological developments during the year. It was again proposed for funding but this time there was a joint candidature by the Olympic Committee of Slovenia and the Slovenian Sports Office. And in March 2000 the Sports Foundation accepted the proposal and approved funding for the project.

1.5. April 2000 – Establishment of the project

The *Computerisation of sports and sports structures in the Republic of Slovenia* project was then officially established on April 10, 2000 with the signing of a contract between three equal partners:

–   The Slovenian Ministry of Education and Sports
–   Olympic Committee of Slovenia
–   Slovenian Sports Office

As a fourth partner the Slovenian Sports Foundation is funding the project from its lottery funds.

In December 2000 some changes were to the governmental structure in Slovenia. The Ministry for Education and Sports merged with the Ministry for Science and Technology into the Ministry for Education, Science and Sports. This new ministry continues as a partner in the project.

According to the rules of the Sports Foundation, which approves 40% of funds needed for the project for one year, three other partners invested 20% each in the budget. Thus, a rough estimate total value of the project for 2000 was 112,000.

2. The Present – Content, organisation, technology and applications

2.1. Strategic plan for computerisation in the field of sports

The basics of the project were established with a document called *Strategic plan for Computerisation in the field of sports*. The author of this document is Mr Marko Kolenc from the Slovenian Sports Office, who is also a manager of the project. This document outlined the main issues of the project and its implementation. The focal point was the usage of modern information technology that would change the way of doing things from the old-fashioned to the modern:

- from fax machines to e-mail;
- from classical to e-business;
- from database on a local computer to mainframe database;
- from individual data processing to **information partnership**.

In the long run their involvement in the project will allow sports organisations to offer better and much more efficient solutions to their users.

The strategic plan, which was approved in June 2000 by project's Board of Directors, defines the **priorities** of "electronic bonding" of the parties involved in the project:

- investment in information technology;
- usage of electronic connections and e-commerce in the field of sport;
- establishment of computer partnership;
- rising of level of computer literacy in sports organisations.

Due to the benefits of using information technology in the field of sports, some expected long term improvements are:

- more active and passive individuals involved in sports activities;
- more employees in sports organisations;
- more income in sports;
- better quality of sports goods;
- faster development of all sport-connected structures in society.

2.2. Sports Information Centre

The Sports Information Centre (SpiC), established as a part of Slovenian Sports Office, will carry out the basic goals of the project. Tasks of SPiC are:
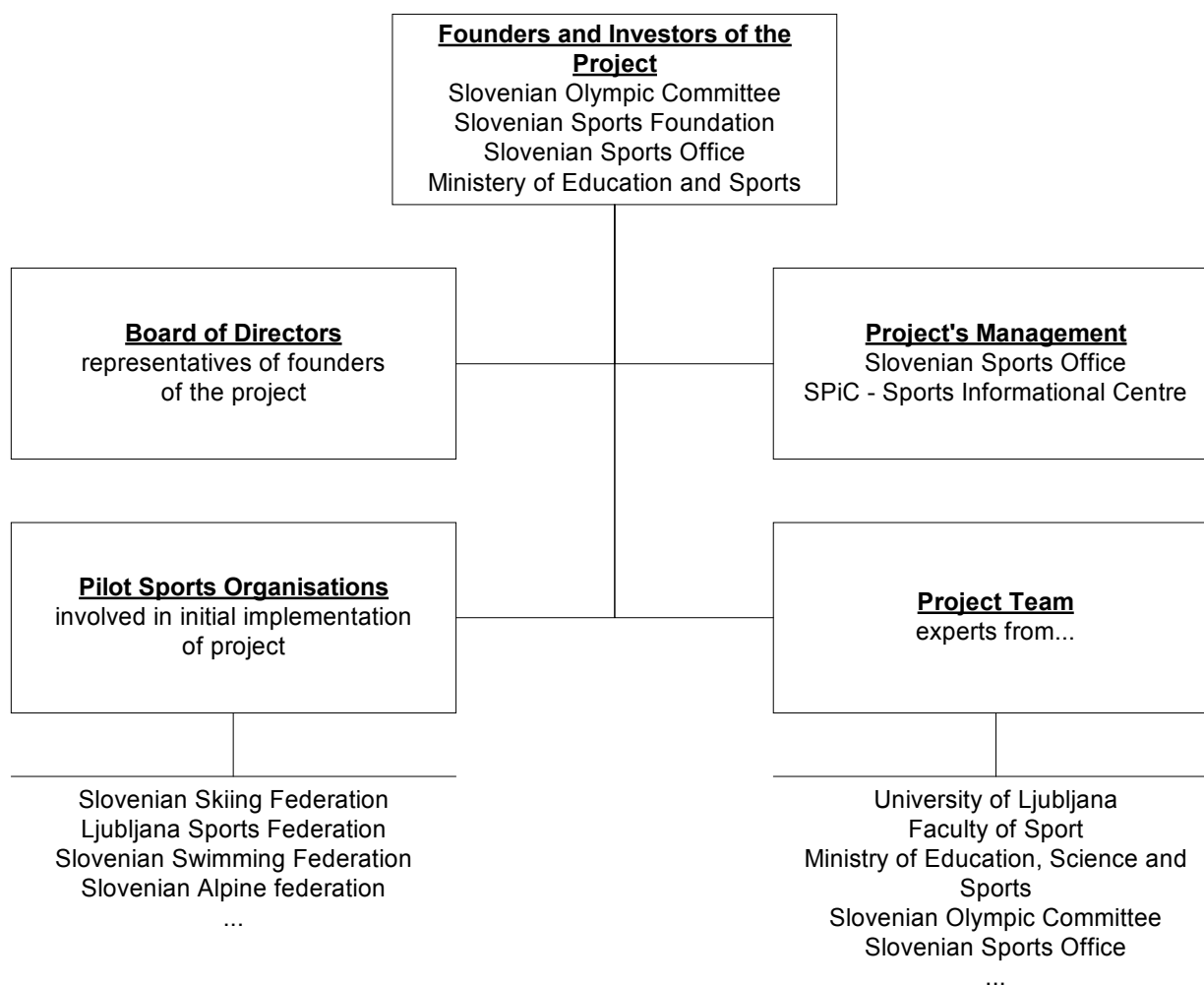
- development of web-based applications;
- permanent education of sports organisations in computer science;
- subsidies for computer hardware for sports organisations;
- promotion of *Information in sports* in public and in media;
- other computer products for sports organisations such as web domain hosting and administration, technical support, consulting.

The structure of the project was briefly outlined earlier, and figure 1 displays its current schema.

Figure 1
Organisational structure of computerisation of sports and sports structures in the Republic of Slovenia project

```
                    ┌─────────────────────────────────┐
                    │  Founders and Investors of the  │
                    │            Project              │
                    │   Slovenian Olympic Committee   │
                    │   Slovenian Sports Foundation   │
                    │     Slovenian Sports Office     │
                    │ Ministery of Education and Sports│
                    └─────────────────────────────────┘

┌──────────────────────────┐              ┌──────────────────────────────┐
│   Board of Directors     │              │    Project's Management      │
│ representatives of founders│             │   Slovenian Sports Office    │
│     of the project       │              │ SPiC - Sports Informational  │
│                          │              │           Centre             │
└──────────────────────────┘              └──────────────────────────────┘

┌──────────────────────────┐              ┌──────────────────────────────┐
│ Pilot Sports Organisations│             │        Project Team          │
│ involved in initial       │             │       experts from...        │
│ implementation            │             │                              │
│ of project                │             │                              │
└──────────────────────────┘              └──────────────────────────────┘

  Slovenian Skiing Federation              University of Ljubljana
  Ljubljana Sports Federation              Faculty of Sport
  Slovenian Swimming Federation            Ministry of Education, Science and
  Slovenian Alpine federation              Sports
          ...                              Slovenian Olympic Committee
                                           Slovenian Sports Office
                                                    ...
```

The project's **Board of Directors**, which consists of representatives of all four main partners of the project, meets regularly every three months. During their meetings they go through reports and approve plans for the future. In short, they are the political summit of the structure.

Experts in the **Project Team** contribute their knowledge and expertise in various fields connected to the development of the project and thus improve it.

Pilot Sports Organisations that were first asked to join the project were chosen because of their existing information technology facilities and/or their exemplar position in the pyramid of sports subjects in Slovenia. Methods and positive results achieved through their involvement with the project will be applied to other sports organisations in the next phases of the project.

2.4. Technology used by the Sports Informational Centre

SPiC uses information technology that enables the development and life of information systems in a web-based environment, which is the basis for internet working of all subjects involved in the project.

The core of the information system consists of two IBM servers – application and database server. Applications on an application server, running in a web-based environment, enable analysis and presentation of data held in the database server.

The foundation of the information system is based on three-tier architecture provided by Oracle. This architecture consists of development, production and application environments.

2.4.1. Development environment

For development and testing purposes a "development database server" was configured. Its configuration is that of a Pentium III 700 processor with 12GB of external storage and 512MB working memory. The database management system is Oracle 8i with Oracle Designer 6i. Applications running on this system are at their development and testing phase.

2.4.2. Production environment

The two servers previously mentioned – application and database server – build the production environment of the system. The database server holds an Oracle 8i database with PL/SQL modules and production data. This machine is an IBM NetFinity 5000 Server model with 1GB internal memory and a redundant hard drive system that allows for real-time recovery of data in case of any hard drive failures.

The application server is available on users' request. When it receives such a request, the server answers with a static web page or sends the request through its structure to the appropriate application or to a database server, which then answers with a dynamically created web page with live data from the database. This machine is an IBM NetFinity 3000 Server with 512MB of RAM memory and its applications are Microsoft web server, Oracle iAS 9 server, Oracle Portal, Oracle iFS.

2.4.3. Application environment

Here is a brief list of all the software used on all three server machines and on the system's workstations:

- database server Oracle8i R2 (8.1.6)
- application server Oracle iAS9I
- Oracle Portal 3.0 (web content management system)
- Microsoft Internet Information Server 4.0 (web server)
- Oracle iFS 1.0 (distributed file system environment)
- Oracle PL/SQL (SQL based data management procedures)
- Oracle Portal WE (server for wireless devices such as WAP mobile phones)
- Oracle Discoverer (data mining application)

– SPSS 10.0.7 (statistical analysis application)
– WebTrends Log Analyser 5.0 (analysis of user visits on web server)
– F-Secure Virus protection software
– …

The operational systems used in the project are Microsoft NT 4.0 and Microsoft Windows 2000 Professional.

2.4.4. Architecture of SPiC

Technology used in three different environments represents building blocks for Sports Information Centre's architecture – a way to connect pieces together into a working environment and living organism that will be able to produce the results we strive for. Figure 2 graphically displays this structure.

Figure 2
Architecture of SPiC
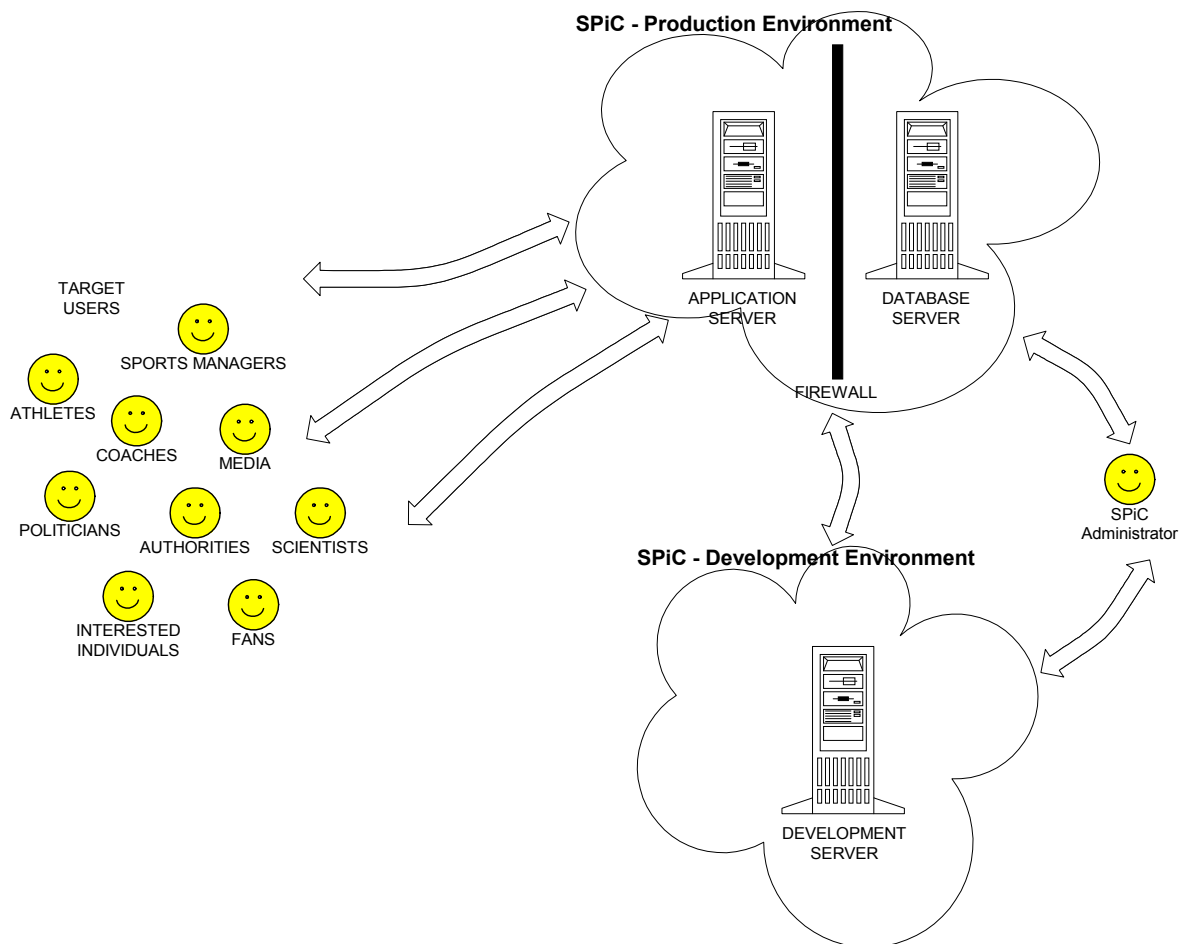
2.4.5. Development of SPiC user applications

Accumulated and connected hardware and software is meaningless without "user applications" (software products that are built and developed within SPiC for the specific needs of its users) Slovenian Sports Organisations. Priority applications are financing, marketing, human resources, facilities and infrastructure management, all applied to the field of sports.

Understanding the workflow of sports organisations, analysis and structure of their business models, recognition of existent and future processes represents a basis for the development of custom-made applications. These applications are developed with Oracle CDM, Custom Development Method, which will lead forthcoming applications through all phases – from the current state of information system, analysis or needs, construction of database model and user environment to the development and testing of applications and their use and integration in the everyday work and life of the client organisation.

Analysis is performed with Oracle Designer. Application modules are built and tested with Oracle Designer, Oracle Portal and other appropriate software tools. The final product is a web-based product and all that its user needs to work with it is a web browser.

2.5. Architecture of Sports Information System

According to the outlines of the Strategic Plan of Computerisation in the Field of Sports, the system is based on web technology. This technology is widespread and can deliver content to all interested users. The content can be divided into three levels:

– Registers
– Web-based applications
– End users

2.5.1. Registers

Ten basic headings for entities that act like building blocks for various databases and applications are the foundation of Sports Information System. These registers are:

– Sports organisations
– Athletes
– Human resources in sports organisations
– Regular physical activities
– Competitions and events
– Education
– Infrastructure
– Sports media
– Literature and articles
– Common registers

Web applications represent connecting tissue between database registers and end users. They are divided into five sections:

1) **E-Business** (educational system, sport events calendar, register of athletes, categorisation of athletes, health insurance of athletes, competition systems, human resources market, financing, accounting, etc);
2) **Analysis** (sports structures, financing, human resources, planning and budget, sports disciplines, results, other statistical analyses);
3) **Planning and decision-making** (planning and budget, financing, human resources politics, etc);
4) **E-commerce** (literature shopping, tickets market, sports goods, market, money transactions, etc);
5) **Public information** (regular activity programmes, competitions, recreational events, laws and bylaws, literature, articles, seminars, congresses, education, employment, etc).

2.5.3. End users

Potential end users of registers and applications in their various forms are all involved in sports (employees of sports organisations, athletes, referees, coaches, media people, students, scientists, sports industry and commerce) can all benefit from information provided by SPiC through its Sports Information System.

2.6. Security and backup of data

There are many valid reasons for implementation of strong security schemes around the system. From a legal point of view there should be restrictions and very strict rules regarding whom should have access to which data. A hierarchical system of user name/password will provide for access to various entry points to the applications and database.

Another security measure is the set-up of a hardware firewall that enables access to the database server only through approved channels and as a result eliminates any possibility of breaking into the local area network from outside.

An external backup system will be installed that will regularly store the contents of the database on tapes and will also make it immediately possible to look up and recover any missing data.

With all these measures the database system will be as safe as a central bank vault.

3. The Future – ePartnership as a bond between sports organisations in Slovenia

3.1. First applications

The first two web-based and specific user-tailored applications are currently in the final stages of production. One is called *SpaKand* and is a complete on-line system for registering and issuing licences and certified education levels to sports experts according to the regulations of various national sports federations, Institute of Sports and Olympic Committee of Slovenia.

The other application in the process of being produced is the *Sports Events Calendar*. This application will on the one hand gather all information about competitive and recreational events, including regular yearly programmes for recreation, from federations, sports societies, companies, etc. On the other hand, this data will be produced on web pages with various search and query possibilities. Information will also be published on a quarterly basis as a printed poster. All input and output of data will be free of charge for all involved.

3.2. Things to do

Slovenia's two major regulations are its Law on Sports and National Sports programme. They dictate that some data about sports activities, infrastructure, people involved professionally, and other aspects of sport in the country must be gathered and kept at national level. The Slovenian Sports Office and SPiC will perform this task of data keeping and will produce appropriate applications. These applications are already defined in the scope of the project.

SPiC will also invest in public awareness – employees of federations and societies must realise that information in sport is an invaluable tool and that only this tool can guarantee efficient work in the future.

3.3. Sports Information System as a model for other countries

We think that the project in itself can become a model structure of co-operation between governments with its wise investment in information technology and users (ministries, federations, societies, individuals) who will all benefit from the synergetic effects of efficient information systems in sport. The system could be seen as a model structure not only for Slovenia but also for other European countries. We invite you to examine our *Computerisation of sports and sports structures in the Republic of Slovenia* project and are always open to suggestions and co-operation offers.

Appendix

Throughout this paper some terms have been constantly mentioned: Internet technology, information systems, web-based applications. It is only fair that we also provide some web and e-mail addresses that you can check for yourself or contact addresses if you would like to find out more about the project. (Most of the web pages are in Slovenian only but we are planning an English version also).

URL addresses of some Internet home sites of institutions involved in the project:

Institution	URL Address
Slovenian Sports Office	*http://www.slo-sport.org*
Olympic Committee of Slovenia	*http://www.oks-zsz.si*
Foundation for Financing Sports Organisations in the Republic of Slovenia	*http://www.sigov.si/fso*
Ministry of Education, Science and Sports	*http://www.mss.edus.si*
SPiC – Sports Information Centre	*http://www.spic.tv*
SPiC Portal	*http://www.spic.tv/portal*

E-mail addresses of persons involved in the project:

Name	Position, Institution E-Mail Address
Ervin Sramel	Sports Information Expert, Slovenian Sports Office *ervin.sramel@mss.edus.si*
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Marjeta Kovac	Director, Slovenian Sports Office *marjeta.kovac@mss.edus.si*
Gregor Jurak	Director, Slovenian Sports Foundation *gregor.jurak@gov.si*
Tone Jagodic	Secretary General, Slovenian Olympic Committee *tone.jagodic@oks-zsz.si*

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Mauritius Takes the Lead
S42

Barnabé Jolicoeur
Sports Information officer, Mauritius Sports Council, Mauritius

Writing this contribution is a way for me to give something back to the Mauritian people and this country, which has done so much for me. In a sport context, I have been fortunate enough to encounter a number of people who have fought for the advancement of sports on the island. We are a country with a diversified culture and yet the harmony that has existed for a long time could be seen during sports competitions. I could say that during my entire career as a sportsman taking part in two Olympic Games I have learn a lot through life. I have met a multitude of athletes with different languages, traditions and customs and with this will to die for their country.

As a result I wondered if I was not part of this sport festivity, if I was only watching TV as millions of sports lovers do, what should my love for sports be focused on? At that point I realised how lucky I was and how everything I had experienced during my career needed to be shared. I came to realise that I was nobody, just a kid playing football after school, and the Olympic Games was a faint dream with a slim percentage of its ever happening. But yet, I lived up to that dream, and what I have learned would surely benefit the much needed.

Through sports information the life of thousands of kids may change, a light might be seen in their career orientation and they might dedicate themselves to eradicating the problems of our existing society. When I was called to take care of the Sports Documentation Centre it was with a certain apprehension, but I realised that I do possess some personal sports information that needs to be shared and that is what motivates me. This contribution is about a nation's dreams, it is about the beginning of a new era in Sport, and it is a memorandum of sports issues, which were craved by all.

When Mauritius first gained its independent in 1968, the newly appointed Prime Minister declared that education should be free. His main objective was to educate the population, which at that time consisted mainly of workers. He wanted a country with decision-makers to challenge the world at large. With time the Head of the State has vowed to accomplish much in the field of tourism, agriculture and especially sports. Sport, for instance, has brought our tiny island to the forefront of the world stage. Our sportsmen are considered to be our best ambassadors to date. Mauritius as a result, is among those countries that have had this attitude towards promoting sports in such a way that it is well planned and to the benefit of each and every Mauritian citizen. From 1984 on, with the introduction *of The Physical Education and Sport Act*, sport was destined to reach new heights in the country. Our sports leaders have had a vision of improving sports standards to encourage the practice of sport at all levels. To do so, a massive communications system was launched at different levels. Although there was some communication, there were still gaps to be filled, concerning the exactitude of the much needed information.

Several years ago, our sports bodies recognized the need of approaching the new millennium with challenging views and ideas to ease the sharing of sports information with all. The slogan *Sports for all* was finally set up to curb the urge of passing the required information not only to a group of sportspeople, but also to the entire population. Having learnt the benefits of promulgating sports for all, the next step was to amass all the relevant and exact sports information under one roof, and the idea of implementing a sports documentation centre finally started to bloom. It should be noted that it took a long time for the idea to be first perceived. We did not have much at that time, nobody knew

the real meaning of a Documentation Centre and how to get one started but the will to set up the Documentation Centre was crucial. Although nobody had the experience and the know-how in the field of Sports information the synergy built behind was dynamic. After having looked around, we were told to turn to South Africa for help.

Doctor Laurie Templehoff, the director of the SASI (South African Sports Information), played a major role holding two working sessions on Sports Documentation on the island. At that time, there was some apprehension concerning the right location and also about finding a capable Sports Administrator who was familiar with sports, and who was also willing to adapt to changes while facing the challenges. With the suggestions of Doctor Laurie, a steering committee was set up to look at how the centre should be implemented. The cost implications were big, and two bodies, The Ministry of Youth and Sport and the Mauritius Sports Council both contributed to the accomplishment of the task. Over time, with big difficulties, a perfect location was chosen and the centre set up to the great joy of our sports world.

"The delimitation of information in the same line with globalisation has never been defined, and I truly believe that no one knows the limit yet."

Being an island, we have a sporting advantage. Geographically situated in between three continents, sports information can follow the same path as our ancestors in the time of the spice trade to and from the West Indies. The Arabian merchants recognized Mauritius among the many islands in the Indian Ocean in 851 (Moutou, 1998). In relation to the spice trade routes of the 1500s, where Mauritius was used as a stopover by many ships from Portugal and the Netherlands (Moutou 1998), it is nowadays an offshore haven, an attractive tourist destination, a centre for conferences, a fishing destination, etc.

Above all, the island attracts plenty of professional sportsmen from golf to football, cycling, track athletes, as well as film actors and Pelé in 1972. The organization of the World Fishing Competition, the Air Mauritius Track and Field meeting, a Golf Championship and so on have been beneficial to the island and sports lovers on a very large scale. Living on an island, however, although it does bring people together in relation to our pluri-cultural nation, does not provide only advantages especially when information does not reach all corners. To process the exact information an appropriate and viable channel of communication was more than necessary.

This became exactly our aim: to disseminate sports information to the entire population in the first instance, and secondly, to neighbouring countries to help them realize the importance of assembling the necessary vital sports information to follow the trend, thus coping with the changes, while adapting to the new realities in the world of sports. If we take into account the number of countries in the African continent compared to the number of Documentation Centres, it is quite insignificant. The question we need to ask is: "What can be done to promote such a project in most of the countries ?" For sure there is a need for innovative, well-planned synergy for such work. In the short run such work might not be rewarded, but in the years to come we will be appalled by a change in mentality, if not the eagerness of certain countries searching for help in sports documentation.

On the other hand, will there be any need to promote this idea ? How does sports information flow in countries such as Kenya, Somalia, and Ethiopia among others ? It is no secret that these countries are among the best in certain sports, especially track and field. It is also true also that the topography of such countries is of great help in relation to the astounding performances of their athletes. As such there must be something good about the communication system there. Sports information may have had its origin on the mountaintop of Kilimanjaro. We can be biased in discussing such an idea, but before the Internet and even the telephone had reached some corners of Africa, the continent had produced eminent athletes, ambassadors if not world figures.

Everybody has been eagerly talking about Sports Information but nobody yet seems to care about better means of communication to eliminate language barriers. Sports as a result is a universal language but talking about sports or even explaining certain sports for instance is a completely different ball game. We need to be aware that a certain number of athletes and officials if not some sport leaders need proper means of communication thus limiting the damage caused by distorted information. In the Indian Ocean, Seychelles, Reunion Island, Madagascar and Mauritius can be a cartel of sports information providers. We in Mauritius have set an example. Implementing a documentation centre is all about people with a sporting drive, a positive attitude and the eagerness to respond to a challenge.

Yet a lot ought to be done to meet the challenges from abroad. Digital TV, the Internet and other media sources have made their way onto Mauritian soil and they could be of great help to others and for the most needed. We at the Centre need to be closer to the sports world by using all sorts of communication systems so that our information is exact and reliable. People are thirsty for information yet a lot has to be done by all means to inform them because the more the information flows, the more people are aware of issues concerning their health, habits, training techniques, new methods of sports management and awareness in the field of sports administration.

"The satisfaction of all comes with a good attitude and a better understanding of issues that relate to routine."

This is an issue that at times has lagged behind and the Mauritius Sports Council has put forward a sport management course for all sports administrators. The turnout has exceeded all expectations especially with the calibre of speakers such as Mr Mark England and Mr Derek Casey of the English Sports Council. Sports nowadays are improving while our sports administrators do not like the wind of change. It is also a fact that sportsmen improve and change thanks to upward mobility while sports administrators remain in the office and stick to their daily routine for years. Sportsmen are apt to shift to new techniques while coaches are always searching for better ways to improve the performances of their athletes, while sports administrators always apprehend changes.

During the opening ceremony of the National Sports Award 2000, the Chairman of the Mauritius Sports Council stressed the importance of a Museum and Hall of Fame of all our recent and famous champions. It had been an issue for a long time, since the generations to come or even the current one knows little about the past legendary figures of our country's sports. It concerns not only Mauritius but also the world at large. This generation is craving for information, facts and details of people who have done so much to promote their lives and have also set an example for others. Legends such as Kip Keino[1] from Kenya and many others around the world deserve to be recognized. They have made history and it is more than right to give them the recognition they deserve. More attention should be given to our late champions since today's sporting heroes are having the opportunity to have wide media coverage and scrutiny of their sports lives.

For instance, Maria Mutola who came from the shaky, unstable, war-torn atmosphere of Mozambique to become a world figure, is at the same time a good ambassador for her country. She is also fighting for a good cause with the Mutola Foundation to help children from Mozambique to have the bare essentials to practice their favourite sports.

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[1] Kip Keino. One of the athletes from Africa to win a gold medal in the 1968 Olympic Games in Mexico City. A force, reckoned since.

As a result it becomes more than humanitarian for some and a personal commitment for others to help those who think that there are no other issues than their chronic poverty, with famine and diseases. It will be more than necessary that these athletes are informed about the opportunity, and facilities they are being offered and to take maximum advantage.

We in Mauritius do believe that we have been very lucky in that our governing bodies have long been thinking about the opportunities that a healthy nation can offer without neglecting our champions and the athletes of tomorrow. We do have a very good sports structure with several "Training Centres" for athletics, volleyball, football, judo and boxing. It was no surprise that we won our first gold medal in boxing at the Commonwealth Games in 1998 in Kuala Lumpur, Malaysia. For the first time we won the all-round African Championship 2000 in Badminton in Lagos, Nigeria, for the first time we had an athlete in the semi final in the 200m at the Sydney Olympics, with a time of 20.31 and another runner who has run 44.75 in the 400m. Just a few examples to show the affinity of a very good basic programme that those athletes have undergone and it is now a matter of propagating the best sports information we can to the population at large and also to those who want to represent the country in a high-level sports activity.

The policy of the government in Mauritius for years has been *Sports for all*. Issues and ideas have been discussed as such and over time good work has been done. The results have been more than beneficial with the entire population seeing an opportunity to do some sort of sports. The elders as a result are visiting places and meeting each other, forming groups to discuss what they can do to get rid of monotony. As a result balls are organized frequently, old fashion and music are back in style, and youngsters are eager to learn from their elders.

Another example is the "Colony de Vacances" (holiday camp) organized by the Ministry of Youth and Sports, where the youngsters are apt to learn new means and ways to cope with everyday issues be they education, social problems or economic and safety awareness. Thanks to the synergy between the Ministry of Youth and Sports, The Ministry of Social Security and the Ministry of Education nobody can accuse the different governing bodies of showing a lack of attention. Yet a lot has to be done to inform, because the more information flows the more people are aware of activities open to them and the more they will show an interest.

From 1979 a committee was set up to organize the Indian Ocean Island Games (IOIG)[2] . The first edition was held on the Reunion Island, then Mauritius in 1985, Madagascar in 1990, the Seychelles in 1993, Reunion in 1998 and Mauritius will host the sixth edition in 2003. This event was praised by our sports fans and is considered to be the Olympic Games of the Indian Ocean. As a result the event is increasing in popularity to such an extent that no one wants to miss it. With time it has benefited from very wide media coverage and even TV stations from France have shown great interest as have surrounding countries in the Indian Ocean. In addition, the government of the different islands have seen big opportunities to invest massively in infrastructures, the athletes themselves who are sent overseas to train and the people who will be responsible for coordinating the games from start to finish.

The IOIG, although it is a major competition, is also a way to encourage athletes to represent their country, especially those who have a slim chance of attaining the highest level. Besides all this, it is also a way for youngsters to develop their athletic ability in their respective field.

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[2] The Indian Ocean Island Games are organized in between the islands of the Indian Ocean every four years. It promotes relations between the neighbouring islands, which comprise Mauritius, Reunion Island, Madagascar, Seychelles, Comoros and the Mayotte.

The impact from the organizers, the different governments and the entire population is very positive. Everybody pushes their representatives beyond their limits. At the end of the day the results are outstanding if not beyond expectations. Yet there was still a lot to be done through a communication system. Whether we came from Madagascar, Mauritius, Comoros, Maldives, Reunion or the Seychelles we all acknowledged that communication is never sufficient. Therefore sports information has to find its place and for sure the organizers of the 2003 Games will look at every little piece of information from the previous Games to understand all the aspects which have been lacking, and this task is our priority.

The Mauritius Sports Documentation will have a to play a bigger role providing the exact if not accurate information to the different islands. With the implementation of such a centre, not only will the Mauritian people benefit from it, but it will also be a central focus point to distribute and disseminate information in the Indian Ocean region. We do have a long way to go as we are aware that there are people who want to learn and know about their body motors, and who need information about events, seminars, conferences, results, sports venues and above all diets, basic training exercises, and so on. We do not want to aim too high and risk failure, yet we will do all we can to familiarize people with our institution, which in the future will be indispensable.

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Beatriz Barbera
Adviser for the Sports Information Area of the
Argentinean Sports and Recreation Secretary, Argentina

1. Creation of the Argentinean Center for Sports Information (CAID)

In August 1998, an expert in Information Technology from Sportcom traveled to Argentina with the task of automatizing all the systems for the arrangement of information from CAID (set off in May 1999). Some time later, the Director of the Library at the National Institute of Physical Education (INEF), as responsible for the development of Sportcom, offered her advice to CAID, thus starting a system to classify the documents and setting the working rules at the center.

After the initial working procedures, as well as the design and analysis of aims and tasks to be carried out by CAID, it was clear the existence of a great variety of contents, ways of treating information and kinds of users, as it is the sports system in itself.

CAID has its headquarters in Buenos Aires in the Secretary of Sports and Recreation which facilities include:

–   the administrative and political organization of Argentinean sports;
–   the Center of High Performance for high level athletes in our country (CENARD): it includes varied sports facilities and a residence for the athletes;
–   the Center of Sports Medicine;
–   the CAID in itself, which shares rooms with the National Institute for Physical Education "Enrique Romero Brest".

For what is stated above, CAID would be addressed to:

–   decision makers in sports (leaders, managers, politicians);
–   trainers, experts in sports and the best sportsmen;
–   professionals in sciences related to sports (physicians, physiologists, biomechanics and so on);
–   students and teachers at INEF;
–   public in general, as there are no other libraries specialized in sports in Buenos Aires (except for the one belonging to the Olympic Committee in Argentina, with which diffusion services are shared).

The aims established by the Secretary of Sports and Recreation were:

1)   To collect and diffuse scientific information - technical, organizative and of politics related to sport activities as a whole.
2)   To foster and support the gathering of documents and information associated with sports in our country.
3)   To coordinate efforts in order to collect sports information and make known projects of general interest.
4)   To organize exchanges of experiences, training courses, seminars and conferences at national and international levels.

5) To support the different provinces so as to introduce and improve the latest methods to gather documents and information.
6) To keep in touch with the International Association for Sports Information (IASI) and the Iberoamerican Net for Sports Information (Sportcom), sending records in Spanish to the data base ATLANTES.

These aims determined a series of activities to be developed as follows:

− Permanent attention to queries and the lending of books/videos at the Center.
− Active participation of the organizations that manage sports at a provincial level (recently set up Re.Na.C.I.D.: National Communication and Sports Information Net).
− Making and updating a catalogue with documents, which deals with the making of one's own data base, following the design of an exchangeable format used within the Sportcom ambit.
− Information on courses, seminars, conferences through the media or in person at the Center.
− Support for the creation of other centers within the country that would use the same document language.

2. National Sports Information Net in Argentina

The work done at CAID has permitted the advance in a project for the organization of the diffusion of sports information in the country. The scheme of the net has facilitated the design of a net which target is the setting of permanent communication between the Secretary for Sports and Recreation in Argentina and the entities in charge of the organization of sports in the different provinces, as well as communication of the provinces among themselves. What is expected is that each entity becomes a generator, not only a receptor, of information on sports.

This is the origin of Re.Na.C.I.D (National Communication and Sport Information Net). It is obvious that each province has a different performance environment and dissimilar priorities, but this is no impediment for keeping communication links and exchanges open, so that everyone could contribute with what they have and at the same time receive the information provided by the rest. The Net is open and allows each constituent center to plan its information programs and decide upon priorratory information to be receipted in its own centre.

A provincial center on sports information has been set up thanks to a project of automatization in the provinces (Communication and Information on Argentinean Sports). Two experts have been assigned for it, one to be in charge of the contents and the other to keep the computers system working. The aim of these centers is double: gather the most information in its own ambit and diffuse the original information about the actions in the Province. Thus, direct action has been determined to:

− Make known local, provincial and regional programs.
− Make known the most practiced sports in the Province.
− Make known the scores in competencies and tournaments in the Province.
− Share any kind of experiences related to sports.
− Foster the organization of games between Training Schools in Sports.
− Improve and permit the qualification of experts and sportsmen.

Argentina has taken part in the creation of Community Technological Centers (CTC) through a program of international cooperation. The aim of this program is to easy the way for the ordinary citizen into the world of technological information and the use of the Internet with its resources. The Secretary of Sports and Recreation in Argentina, through a project worked out by CAID, has assigned 19 CTCs to several Director's Offices in provincial sport(Provincial Centers).

The Secretary of Sports and Recreation and the Secretary of Communication for the National Government, within the program of communication and information for sports, has created Community Technological Centers connected with the area of sports in order to promote the development of infrastructure for telecommunication in Argentina and to develop and support national and regional nets. This has stressed the importance of technological capacity for the National Communication and Sports Information Net.

The equipment, which cannot under any circumstances be used for any other task but the diffusion of documents and sports information, is the following:

- 5 PCs Pentium III with multimedia capacity.
- 5 readers of CD ROM.
- 1 laser printer.
- 1 color printer Inject
- 1 scanner for whole pages.
- 2 video cameras for conferences.
- 1 digital camera.
- Modem 64k for all systems.
- Additional elements for using this system network.

CAID wants to design specific products for the system of CTCs assigned to Re.Na.C.I.D., as well as to foster the outcome of information for the different elements that are part of the Net.

Important

The budget for sports in Argentina is dramatically low and the consequences are obviously suffered by the area of Sports Information. This is why it is so important the joint of the area of Sports in the Government with the area of Technical Development in the country, so as to achieve a real growing of the sports area through the arrival of technology.

Sports Information and the Olympic Movement in Singapore and Malaysia

S43

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The inexorable move towards rationalisation and professionalisation reaches all corners of modern society including bodies involved with sport. However, not all elements of the process of being up-to-date receive the same attention. It is common for developing nations to employ groups of people to the task of enhancing athletic performance or increasing mass-participation rates. These are the obvious priorities because they focus on the immediate needs of the state and the population. Somewhat less obvious is the perceived need to accumulate and safely store information pertaining to the earlier development of sport. It is a task that is assigned to a small number of individuals. Hand in hand with this – an often-overlooked objective – is the revelatory yet frustrating task of re-discovering and re-creating information about past events, experiences and interactions. The stories, the experiences, and the passions that crystallise sport into a mutually recognisable institution tend to reside as personal memories that either gradually lose touch with the reality of events or they gather dust and are even lost through lack of storage. That aspect of sport that is a vessel for information, moves forward inexorably, but most eyes on board are usually watching from the bow to observe measurable gains in performance, improvements in the provision of facilities and manpower, or in fluctuating participation rates. Alternatively, the eyes are on the horizon and the new shores to reach, as targets for the future. However, at the stern, as soon as the thrust is generated and direction has been set, the outward manifestation of power becomes little more than turbulence and immediately starts to subside, dissipate, and recede from view. The stories of pioneers, problems, passion, and perseverance become lost.

With a clear and unapologetic bias towards sports information of a historical nature, this paper explores the idea that factors operating in some newly developing nations tend to mediate against the optimal creation of an accessible culture – that the "passengers", so to speak, have not devoted sufficient time to appreciating the view from the aft rail and to recognising the importance of alternative perspectives that present themselves on their journey. More encouragement is called for in seeing a vibrant sports culture as one that is interesting and informative in its own right, one that, furthermore, provides a value setting and therefore direction for new development. It is argued here that a backdrop woven by the exploits of heroes and heroines and the values that emerge simultaneously within the athlete and the society are significant in providing the more utilitarian aspects of sports development with some steadying ballast.[1]

The combination of "no information", "missing information" and "misleading information" represents the core problem that confronts those who are interested in re-creating and/or consolidating the cultural fabric of sport. Not knowing where one has come from – or at least not being able to refer to records of the past – creates two types of dangers. First, the danger of losing a history of challenges, sacrifices, effort, joy, emotion, motivation, and success is a danger of losing a defining element of the human spirit. Second, the danger of losing written records and reports of the past is the danger of repeating the mistakes of the past. Not a new problem, nor one that is unique to sport.

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[1] The idea of cultural ballast is not new to Singapore. In the past it has been suggested that certain positive cultural values act as a necessary deterrent to excessive external influences.

Singapore and Malaysia have shared many experiences on their respective roads to national independence. In the field of sport and in particular the development of that part known as the Olympic Movement there are indeed close ties. The Straits Settlements, including Singapore, and the various Malay States, were at one time known collectively as British Malaya. Competition and rivalry, in sport as in trading and commerce, began with the British. Inter-port and inter-State sporting contests represented the pinnacle of competition for colonialists and settlers before affiliation to the International Olympic Council (IOC). Singapore apparently took the lead in formalising the process of affiliation, amid unsuccessful attempts to create a pan-Malayan body to organise amateur sport. As a Crown Colony, Singapore was inducted in time for the 1948 Games in London. The Federation of Malaya, the predecessor of independent Malaysia, first took part in the Olympic Games in Melbourne in 1956, three years after the Malaya Olympic Council was formed in 1953.

Malaysia with a present-day population close to 23 million comprises four main population groups with Malays (58%), and Chinese (25%) being the two most significant groups.[2] It has chosen to pursue the goals of sports excellence more vigorously than Singapore in the years since its independence in 1957. Its most recent policy statement emphasises the achievement of sports excellence and concurrently the enhancement of national pride. Mass sport or sport for all does play an important part, where sports and activities are defined as spontaneous or organised aimed at encouraging greater participation.

Singapore now with a resident population of 3.3 million inhabitants has a different demographic profile, with Chinese accounting for over 76.8% of the population, Malays 13.9%, and Indians 7.9%.[3] Singapore adopted a deliberate Sports For All philosophy in 1973, eight years after achieving independence in 1965. The main goals behind the promotion of sport concerned the practicalities of enhancing and sustaining the health and welfare of citizens, so as to ensure the economic prosperity, security and harmony of the nation. Even though local stars were acknowledged, any undue emphasis on the individual pursuit of sporting glory was played down.

The successes that have been achieved in sports excellence and sports for all have been notable in view of limited resources and an increasing challenge from other developing nations. However, the development of a recognisable culture of sport appears to have been constrained in both countries by a lack of extensive and detailed written information relating to the social nature of events associated with Olympism, sports personalities, performance, and participation in the two countries. During the colonial period little was written about indigenous sport or the activities of groups other than the Europeans and a few Asians who had access to sport. Since self-government and independence, that part of the sporting past where lines of distinction between Malaysia and Singapore became blurred, the tendency was to leave well alone and start a not so much a "fresh page", but more a new book. Thus the shared past may have helped to develop a friendly rivalry, but it may also have acted as an impediment to defining a separate identity that was accessible to each nation.

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[2] Department of Statistics, Malaysia, 1999

[3] Singapore Department of Statistics, 2000

2. Sports information and the problem of identity

There is still some confusion concerning the allegiance of the first representatives of Singapore or Malaysia to participate at the Olympic Games. Before the Second World War, neither state – Malaysia was then Malaya – had formal representation within the Olympic Movement. Individual migrants and settlers, who owed allegiance to their respective motherlands, did compete on the world stage however.

Khoo indicates that two Chinese athletes competed in the Berlin Games of 1936.[4] Chua Boon Lay, from Singapore, represented China in soccer and Poh Kim Seng, from Kuala Lumpur in Malaya, competed in the sprints, also for China. After the Second World War, Singapore established its own Olympic Sports Council (SOSC) and became affiliated to the IOC in 1947. However, top hurdler Ng Liang Chiang did not don the colours of Singapore – his home – as is seemingly claimed by Khoo later in his paper, rather he represented China in the hurdles in 1948. Chu Chee Seng and Chia Boon Leong, two soccer players from Singapore and Yeap Cheng Eng from Malaya also played for China in London. Malaya did not create its own Olympic Council until 1953, so it was understandable that Yeap would play for China. The official accolade for the first Olympic representative of either Singapore or Malaya belongs to Lloyd Valberg, a Eurasian high jumper, as the sole athlete in the first Singaporean team, which was sent to London in 1948. The story of misleading information does not end here however. Having established the identity of the first Olympian, it would be only proper to record the performance of Valberg in his event. This has been problematic in itself. The first president of the SOSC, Scotsman Andrew Gilmour, undoubtedly proud of the efforts of his first nominee, reported that Valberg had been placed 8th in the final.[5] The Official Report, however, places him equal 14th recording a height of 1.80m.[6]

In 1956, two women represented Singapore in the Melbourne Olympic Games. Mary Klass and Janet Jesudason were the only two women in an official squad of 45 participants. They were sprinters who appeared at the Melbourne Cricket Ground with modest aspirations. Janet was outclassed finishing fifth in the heat in which Rao the Indian runner collapsed shortly after the start. Mary fought a sterner fight and was narrowly beaten by more seasoned competitors. She was credited by the Singapore press with a personal best time, a new national record, and victory over an undisclosed number of rivals. In anyone's terms a great individual triumph on the world's greatest stage. For more than forty years a misrepresentation was then perpetuated. Whether deliberately or by accident, officials representing Singapore did not record and report the correct times of these two athletes. As late as the year 2000 Janet Jesudason was still unaware of the time she had recorded – being under the impression that no time had in fact been taken. The knowledge of her actual time did nothing to dampen the memory of well-earned Olympian status, rather it brought a sense of closure to a lifetime's experience. For Mary there were similar emotions, for even though her official time was at least 0.4 second slower than she had assumed, the indelible memory was one of a good race – hard-fought.

This problem of misleading and sometimes missing information highlights some interesting issues when viewing the development of the culture of sport in Singapore and Malaysia – particularly as it might pertain to the general development of newly independent multiracial nations. Sports cultures do not materialise over-night and for countries like Singapore and Malaysia, the issue of establishing an identity in sport – one that accommodates each of the ethnic groups and comes to terms with a

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[4] Khoo Kay Kim, *Development of Sports in Singapore and Malaysia: The Colonial and post-Colonial Eras*, 2000, in paper presented to the Singapore Olympic Academy, September 6, 2000, p.5

[5] Gilmour, A, *My Role in the Rehabilitation of Singapore: 1946-1953*, p.32, Institute of South East Asians Studies, 1973.

[6] Burghley, Lord (ed.) *The Official Report of the Organizing Committee for the XIV Olympiad*, London: McCorquodale & Co. Ltd., p.266, 1951.

colonial past – remains an important one. Information is the lifeblood of identity, and a steady stream of information has been required in Singapore and Malaysia to elevate the status of sport.

The colonial legacy has been problematic for two main reasons. First, the available records of the past have tended to focus on the activities of Europeans, less so on the people who ultimately claimed independence. The majority of leading "amateur" athletes and players in Malaysia and Singapore before self-government were the privileged administrators, business men, members of the garrison, many of whom were on relatively short tours of duty from Britain. The exceptionally talented local athletes like Wong Peng Soon who was the unofficial world champion in badminton in the late 1940s and early 1950s were few and far between. A sporting legacy for the Malayan Peninsula therefore has been lacking in information on home-grown talent. Second, there is a natural tendency for a new nation to distance itself from aspects of past colonial influence. To start afresh means to identify new faces for the new nations. In this way the local population that was active before independence and therefore associated with the colonial rivals tend to be overlooked or disregarded unless they achieved high levels of performance at an international level. Lloyd Valberg, Janet Jesudason, and to a lesser degree Mary Klass fall into this category. The passage of time has erased many of the memories of the sporting culture and also many of the records.

The shared colonial history of Singapore and Malaya was marked, in particular, by the migration of thousands of settlers from China, who at one time owed allegiance only to China. Even though Chua Boon Lay and Ng Liang Chiang both lived in Singapore, the "laissez-faire" approach of the British did not insist on sports representation reflecting colonial position under British sovereignty. The country was therefore denied the use of sporting experiences that might have helped to build and later reinforce the identity of other inhabitants of this small tropical island. Missed opportunities to record and applaud home-grown successes, small in their own way, might have created a sense of indifference amongst other settlers at the time. Years later the lack of heroes and heroines from the immediate past presents the newly evolving culture with some gaps to fill. Singaporeans are presented with images of athletes, but the images are ephemeral, the faces easily forgotten. Countries need sporting icons and reliable information is required to paint the picture for its people.

A joint venture, published in Petaling Jaya, Malaysia in 1975 was the *Who's Who in Sports in Malaysia and Singapore*. Edited by TRP Dawson, it represents one of the few anthologies to be produced that has been attempted to provide information for lovers of sport and adherents. It was hoped that the volume would become a standard reference book or encyclopaedia for sports organisations, institutions, and libraries in the two countries, but there is no evidence that new joint-editions were published. The aim was to produce a record of sports activities and achievements. The recent effort by Malaysian Government Services Welfare and Recreation Council to document past and present sports heroes in the public service did result in a similar publication that was restricted to Malaysians personalities however.

3. The Olympic Movement in Singapore and Malaysia

Singapore instituted its Olympic and Sports Council (SOSC) in 1947, when still under British rule. The linking of two concepts within one name was indicative of a conceptual distinction between **Olympic** and **Sports**.[7] Subsequently the respective objectives of Olympic representation and the promotion of amateur sports were to be assigned to two different bodies. Representation at the London Games was achieved in the form of the solitary Valberg jumper and a team manager.

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[7] *Straits Times*, 21 May, 1947. The first resolution was to form a Singapore Olympic Council, however, Mr. P.F. de Souza, representing one of the private clubs, pointed out that *"wording of that name would imply that the Council would solely concern itself with the project of competing in the forthcoming Olympics, and not the general development of amateur sport in Singapore."*

In 1970, five years after independence was achieved, the SOSC was re-named the Singapore National Olympic Council (SNOC)[8], and athletes have been present at every Games with the exception of the 22nd Olympiad in Moscow. These straightforward facts can be verified. Naturally they fail to paint a full picture of events, furthermore they also add nothing to picture of the context within which the initiatives were taken, nor some of the earlier experiences, events, and motivations that ultimately led to the affiliation of these bodies with the IOC.

For a period of 47 years the Olympic Movement in Singapore was largely synonymous with participation in the Olympic Games themselves. In 1994, both Malaysia (with the aim of training sports officials) and Singapore (with the aim of promoting Olympic Education in schools) instituted their own National Olympic Academies. The National Olympic Academy of Malaysia has been conducting annual NOA sessions since 1998, inviting participants from the surrounding Association of South East Asian Nations (ASEAN) region. Thus a broader acquaintance with Olympism was created.

4. Sports information in Singapore and Malaysia

Notwithstanding the cursory attention that was paid to recording sport in colonial times amongst the different ethnic groups, it would be inaccurate to say that no attempts have been made to retrieve and restore a significant sporting legacy in more recent years. The next section of this paper focuses on the importance of sports information for Singapore and Malaysia, both as an ongoing process in the medium of information that quantifies, evaluates and records engagement in sport and performances of athletes, and but also as important elements that define the developing culture of sport itself within the context of the Olympic Movement. What emerges from the two different perspectives is that limited resources have been assigned to the tasks associated with sports information and although the people who are involved have made considerable strides bearing in mind the constraints imposed on them, there remain new paths to consider for the future.

The focus of the section on Singapore is less concerned with information in the form of results and names, although this is a fundamental requirement, but more with information creation, gathering and presentation as an essential part of sport, which is to deliberately create a recognisable culture. A particular emphasis is placed on information as a reflection of the value systems that have prevailed in the past and currently prevail within the sport culture. The focus of the section on Malaysia is to describe some of the concrete attempts made to make sports information more accessible to Malaysians in the current context of national development.

Many external problems have existed in both countries in the past that have prevented or constrained the accumulation of information. But equally there have been limitations imposed by society and the state. Physical problems, which relate to the actual preservation of printed documents, include the degrading effects of high levels of humidity, the presence of voracious ants, fungus and other biological agents. In the past there was little that could easily done to prevent deterioration and decay. Human problems included, most significantly, the ravages of Japanese occupation between 1942 and 1945, when many records were lost. Accidental loss by fire, such as happened at the building dedicated to the main offices of the National Sports Associations in 1984 in Singapore – and in 1986 in Malaysia – are

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[8] Chua Chong Jin, *Swifter, Higher, Stronger: 50 Years of the Singapore National Olympic Council*, Singapore: Times Editions Pte. Ltd., 1998, p.39. The author describes the interrelationship between the SNOC, the Singapore Sports Council (SSC), and the National Sports Associations (NSAs). *"They are often uttered in the same breath because their work and activities are closely related. Strictly speaking, these groups have well-defined duties. Among other things, the SNOC, which has a small but autonomous set-up, promotes general interest in amateur sports in Singapore; plans, selects and administers any Singapore team that participates in an IOC-sanctioned event; and monitors teams that receive aid from the SSC."*

devastating and depressing. For the professional or even amateur historian the situation has always been alternately frustrating and exhilarating.[9]

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5. The scene in Singapore

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In a rapidly industrialising nation where priorities have been set in the three main areas of economic progress, national security, and educational advancement, sport has been assigned a supporting role. The collection of sports information by state bodies tends to be directed towards the accumulation of facts and data that facilitate state initiatives. Information of this sort is designed to provide a platform for improving the status of sport.

State bodies have been assigned the main task of gathering sports information. The process of information accumulation, information processing, and information dissemination was initially the function of the Information and Research Division at the Library of the Singapore Sports Council (SSC), which was formally established in 1974. More recently, changes in organisational structure have passed that responsibility to Management Services of the SSC. During the past twenty-five years the scale of resources available has grown considerably, largely as a result of the valiant efforts of a handful of individuals. Excellent though the numerical progress has been, there remain concern that little has been created or written specifically by Singaporeans about Singaporeans.

In 1975, the Sports Library contained 1,645 books, by 1984 the number had grown to 9,230, and as of today the shelves contain in excess of 18,000 volumes. The library is a member of IASI, and since its inception in 1974, the centre has become one of the foremost repositories for material on the South East Asia Games, a regional variant of the Olympic Games. There is a problem of language in that Singapore is the only country in the region that has adopted English as its language of administration. Although Malaysia, as the closest neighbour, does generate some material in English there is apparently little contact between the respective library facilities.

There are two main categories of sports information collection in Singapore. First, those that relate to the organisation and management of sport, e.g. participation figures, budget projections, accountability, targets, goal setting, rationalisation, quantitative figures, technical aids to professionalisation, scientific research on performance. The SSC operates its own web-site in order to disseminate important information to the public (_http://www.ssc.gov.sg/_).

Singapore is different from Malaysia in that the enduring philosophy has been one of Sports For All. There has also been less high-level political involvement in the earlier years of independence than across the causeway that connects the two countries. Hosting the South East Asia Peninsula Games in 1973 was the earliest landmark of regional sport that touched the lives of the population. At a national level, initiatives in health and fitness have always been the key concerns[10], although Sports Excellence is experiencing a revival as the nation moves into the 21st century. In 1975, the Sports Medicine and Research Centre run by the Singapore Sports Council looked into ways and means of raising the level of physical fitness and improving the physical capacity of the population.

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[9] Ilsa Sharp, author of _The Singapore Cricket Club:_ Established 1852, personal communication. _"In the earlier days of research in Singapore, 1970s-early '80s, most historical research facilities were less well organised and it was indeed tough to dig stuff out - on the other hand, it was more exciting, because one kept coming across long-hidden gems if one persevered enough! The system was also less bureaucratic and, perhaps scandalously, one was able actually to touch original old books and newspapers which in fact needed better protection!"_

[10] Singapore Sports Council. _The First Ten Years_ (1983_). "The topics for surveys have been mainly directed towards the theme of sports participation among Singaporeans"_ (SSC, 1983: 71)

Today's focus remains on the present issues of participation. In 1999 the Research Department included three main surveys and three smaller studies in their programme:

- a census of sports facilities, the sixth in a series, to establish the number and type of facilities
- available;
- a review of the sports excellence programme;
- a company wellness survey;
- a survey on the demand for riding facilities;
- feedback on school sports;
- information on customer satisfaction.

For the researcher access to sports information is found in a number of key locations. The Singapore Sports Council Library, previously mentioned, acts as a resource centre for the receipt and dissemination of information. It attempts to establish links with other libraries, and institutions nationally and internationally. A sports magazine – founded in 1973 under the National Sports Promotion Board, which was the precursor of the SSC – represents the most significant monthly journal to be published.[11]

The Singapore Sports Council Museum opened in 1983 with a hall of fame. It is a member of the Museum Round Table in Singapore with links to the National Heritage Board, it is also affiliated to the International Association of Sports Museums and Halls of Fame. One part-time executive and one full time clerical officer run the facility, which is not easily accessible, nor prominent as a sporting landmark. In view of the constraints, it is remarkable that much is achieved to promote existing resources. The problem for the museum is that it is severely limited in the amount of research that its employees can carry out. One solution that is emerging is that the work is commissioned out to academics and historians both amateur and professional. Other sources of sports information include The National Archives, which acts as a heritage centre for some useful general resources including maps, documents, oral histories, and photographs, and the publications of the SSC and other institutions.[12] Newspaper archives run by Singapore Press Holdings represent the only continuous records of events relating to sport

6. The scene in Malaysia

Malaysia has developed a name for hosting significant world events such as the World Heavyweight Boxing match between Joe Bugner and Mohammed Ali in 1975, the Formula One Grand Prix races in 1999 and 2000, and the Commonwealth Games in 1998. The first motto, which was Sports for the Nation, struck a strident note. Sport was among the foundations of solidarity and unity. The first Prime Minister Tunku Abdul Rahman, who was known as the Sporting Prince, played a major role in establishing sport in the minds of the people. In 1975 Tun Haji Abdul Razak was President of the Olympic Council of Malaysia, since when Malay leadership has often been associated with sport.

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[11] A Chinese language version was published briefly between 1977 and 1980.

[12] Available resources written in English include: Annual Reports of the SSC (1973-2000); Commercial magazines; Commemorative books, e.g. *Singapore Cricket Club*, by freelance author Ilsa Sharp; Chinese Swimming Club, Singapore swimming Club; School books and annual reports, e.g. Convent of the Holy Infant Jesus, Singapore Chinese Girls School, Nanyang High Girls School; Club and Sports Association programmes; *Malaya* – a journal of the British Association of Malaya, which started in 1926. The main newspaper resources are the *Straits Times,* the *Free Press,* the *Straits Budget*; two doctoral dissertations examining the history of sport in Singapore have been completed since (Desmond Oon – *Government Involvement in Sport* in 1982, and Nick Aplin – *Values and the Pursuit of Excellence: The Case of Singapore* in 1999).

For example, two of the more popular sports in the country, football and hockey, are headed by members of the Malay royal family. The president of the Football Association of Malaysia is the Sultan of Pahang, Sultan Ahmad Shah, while the president of the Malaysian Hockey Federation is the Sultan of Perak, Sultan Azlan Shah.

The National Sports Council of Malaysia was established in 1972 to achieve excellence in competitive sports. The National Sports Council library, set up in 1984, has a comprehensive collection that includes journals, magazines, periodicals and videotapes. Documentation on the SEA Games, Asian Games, Commonwealth Games and the Olympic Games can also be found here. In addition the library also stores photographs, trophies and medals. The National Sports Council library is located at the National Sports Council and next to the Institute of Sports. It has a comprehensive collection that includes journals, magazines, periodicals and videotapes. The National Sports Institute, which comes under the NSC, was set up in 1992. One of its objectives is to conduct research into sports. Unfortunately no major research has been carried out by the institute.

The Olympic Council of Malaysia (then Olympic Council of the Federation of Malaya) was registered in 1953. The library at the Olympic Council of Malaysia officially started in 1991. It mainly stores materials related to the Olympic Movement. In addition to that it also has information on the SEA Games, the Commonwealth Games, the Asian Games and of course the Olympic Games. This includes reports, participation figures and medal tallies of the games. Some of the information can also be found on the official Olympic Council of Malaysia web-site: *www.olympic.org.my*.

The Ministry of Youth and Sports also has its own library, which has been in existence since the forming of the Ministry in 1964 (then Ministry of Culture, Youth and Sports). It mainly stores government documents and reports. In addition to that, proceedings from sports conferences and seminars organised by the ministry can also be found there. Whenever ministry officials attend seminars abroad, they present a copy of the seminar papers to the library. Unfortunately documentation was lost in a fire at the ministry in 1986. There have been other efforts at sports documentation.

Although all three libraries are open to the public, they mainly cater to the needs of the organisation. The libraries act more as a reference centre where members of the public can look up information and make the necessary photocopies. However the staff at the respective organisations are allowed to borrow the materials.

At present the libraries are underused. The ones who frequent the libraries are mainly undergraduates and postgraduates who conduct research on sports. In actual fact, in the area of sports, information clients or consumers are many and varied – athletes, coaches, sports journalists, sports scientists, researchers, sports physicians as well as sports enthusiasts. It is essential to provide clients with information they require as well as anticipate their information needs. Different clients require different information. Athletes and coaches may want to know about the techniques or about competitors, sports journalists might like to find out the past games records, sports physicians might want to know the latest research findings while sports enthusiasts might be interested in sporting personalities. Greater attempts could be made to attract more people to use the library facilities. Many people want information, but they do not always know the best sources. Looking for related and relevant material is usually a time consuming and stressful process if one does not know where to go. It could be like getting lost in a maze. Or even like looking for a needle in a haystack. Many give up in the quest. This is an area where sports information specialists can improve.

At the moment, Malaysia does not have a sports hall of fame, but this is a project for the future. It could highlight Malaysia's success in sports like badminton, ten-pin bowling and squash as well as heroes including Wong Peng Soon and Eddy Choong (who dominated the All England championships

in the 1950s), M. Rajamani (the first woman to win a gold medal at the Asian Games), and the 1975 national men's hockey team (placed 4th in the World Cup). Other achievements to include are the hosting of the 1998 Commonwealth Games, *le Tour de Langkawi* (the biggest cycling event in Asia) and the Malaysia Formula One Grand Prix.

Sports information has not been a priority, but that is changing as people realise its importance. Information is important in all fields of study and sport is no exception. This is especially true in the age of Information Technology. With the Malaysian Government's plan for the Multimedia Super Corridor (MSC), it is important to be able to find one's way in cyberspace. One does not want to be left behind when everyone else has stepped onto the Information Superhighway.

In the beginning, materials were collected more on an ad-hoc basis, and mainly by interested individuals. The collection of information has since become more systematic and professionals were put in charge of the task. Currently, the Olympic Council of Malaysia, National Sports Council and Ministry of Youth and Sports have full time staff to manage the libraries. The staff is responsible for collecting, cataloguing and storing all materials.

There are also local magazines that add to the pool of knowledge. One in particular, *All Sports*, produces special issues in conjunction with events like the Formula One championship in Malaysia, Euro 2000 and the Sydney Olympics. Some national sports associations produce their own magazine. An example is the Football Association of Malaysia. The Olympic Council of Malaysia and the National Sports Council publish annual reports. The Ministry of Youth and Sports annual report has been available for the last two years. Sports information in Malaysia is in its infancy. Although efforts are being made to document sports on a wider scale, more can be done. It would be ideal if there were a link between the different sports resource centres in the country. This would enable the different organisations to share resources and avoid duplication.

7. Conclusions

Nation building very often avoids the backward glance. The need to forge a brighter future necessitates that the national focus is directed towards the immediate demands of the present and in turn to planning for the future. Both countries have acknowledged the need for sporting role models to encourage young participants, but rarely is the initiative embraced by more than a few individuals or groups. The process of nation building has been of utmost importance to both nations and clearly the role of sport in creating a sense of identity has not been overlooked. With this in mind, certain types of questions are raised when considering the role of information:

- To what degree is sports information seen as important within the countries as a means of establishing a culture of sport?
- Do people, who are interested in sport, have easy access to types of information they require?
- Is sports information that concerns pre-independence involvement in sport relevant to attempts to create a new legacy of sport?
- As new nations, what priority is given to re-creating sports information from the past?
- What counts as important or significant information?
- Does the collection of information play a part in the general aim of nation building?
- To what degree does sports information contribute to the general development of sport?

In comparison to the former colonial power, Singapore and Malaysia do not appear to have taken a major interest in preserving, and, if necessary, compiling records of performance for posterity.

They have not transformed that part of their sporting heritage into forms that are equally acceptable and approachable as both academic and popular reading. As yet there has been little interest in expanding available knowledge of the local scene.

The co-authors have focused on some of the perceived limitations in their respective working environments. In Singapore the need is apparently for more historical documentation that integrates the fragmentary pieces of information that exist. In Malaysia, where the larger population creates more people with an interest in sport, there is a particular need for greater communication and a broadening of the scale of operations. The paper now concludes with the call for academic institutions and independent individuals to take a greater responsibility for documenting important events, policies, and the changes that are occurring in sport.

In Singapore efforts are being made at a modest level, they include the development of the new Singapore Olympic Academy which is housed at the Physical Education and Sports Science block at the Nanyang Technological University. A research project entitled The Olympic Movement in Singapore, has been funded by the SNOC and Olympic Solidarity. The origins of the SOSC in Singapore and the attempts to create a pan-Malayan body represent a current line of investigation. Furthermore there are plans to create a database of readings for students and other interested parties involved in sports studies. As technological expectations increase there will be a call to make such resources available electronically. There is a greater emphasis in these types of projects on the value of keeping records for the development of the culture of sport; the role of information relating to performance as well as participation, and biographical information.

Sports Structure in Nigeria
A Prelude to Information on Sport
S43

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Sports information can be seen as an effort to procure, store, retrieve and disseminate stories, data, records, pictures as well as a research effort on sports so as to feed the general public, researchers, historians and sports marketers with the needed sports information.

Sports structure in Nigeria is an attempt to collate and define what sports look like in terms of nature, objective, philosophy, control, financing and developmental effort geared towards sustaining public and individual interest as well as providing data for eventual sponsors or marketers.

Before any sports information effort can be developed there is the need to have a structured framework to provide an adequate background. Our efforts towards structuring sports in Nigeria is an attempt to give a clear picture of sport in terms of conceptual, philosophical and legal framework, as well as its levels of control (various bodies controlling, financing method, mass media, etc).

It is also important to consider the historical background and nature of competitions analysing past success and failures. Sports structure will in fact be a compendium of facts on sports in Nigeria and the benefits of this are numerous:

1) provides a vivid picture of what sports look like in Nigeria;
2) assists eventual marketers and sponsors about the economic viability of their investment and the motive of sponsorship;
3) provides foreigners who might not have been to Nigeria the opportunity to know about the development effort in the field of sports;
4) serves as a guide for tourists to those who may wish to visit the various sports facilities;
5) assists foreign investors about the opportunities to establish sports industry in Nigeria;
6) serves as a tool for comparative studies.

Procedures for developing sports structure in Nigeria

The basis of sports structure in Nigeria is an attempt to produce a document stating the mission, purpose, objectives, and sports activities in Nigeria. This involves collection of information from archives and interviews on the assessment of sports facilities by sampling people's opinion and anecdotal records.

Nigeria with such a mass and population has thirty six states. Each of the states has a sports council and ministry of sports. Also at the federal level we have the Federal Ministry of Youth and Sports. Information is collected from all these organs.

It is noteworthy to mention that the development of sports in the country is a reflection of our culture. Therefore the sports structure will show a true reflection of geographical spread of sports. It also provides the government the opportunity to know the area of concentration for sports development. Private organisation contribution to sports development is also part of the structure.

In essence, sports structure in Nigeria is a worthy effort beneficial to all.

Problems and Prospects of Sports Information Management in Developing Countries

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One way by which society is kept abreast of the happenings in the world of sports is through sports information. This is done mainly through the electronic and print media.

Sports information management is the process of searching, retrieving, analysing and disseminating sports records, news and other issues at the right time, with the right language, right medium and right place so as to accomplish the purpose of our mission.

However most of our efforts in the developing countries as far as sports information is concerned have made us to be gullible receptive and totally dependent to the extent that we cannot analyse or criticise, the message, the sender and the medium. This is because of the nature of our society.

Characteristics of developing countries affecting sports information management:

- unstable growth
- unstable political environment
- leadership instability
- poor social services
- low per capital income
- cheap labour
- a weak infrastructure
- essentials of life becoming expensive commodities

Issues involved in sports information management:

- availability: quality and quantity;
- usability: frequency of use;
- acceptability: preparedness for usage;
- accessibility: proximity;
- affordability: price people can pay for the service.

Problems of sports information management:

- funds for procurement
- sustainability
- poor power supply
- literacy level
- expensive nature of services (e.g. telephone, fax, etc)

Prospects of sports information management:

–   provision and utilisation at the right time for the right people at the right place and at the right price;
–   access to sports information world wide;
–   supplying sports information to other countries;
–   assisting researchers in collecting sports data;
–   providing a data bank on sports information for would be investors and sponsors.

Sports Information Technology in Education of Coaches in Yugoslavia
A Course at the Sports Academy
S43

In Memory of Dusanka Ban
Senior expert-associate,
Sports Academy Belgrade and the Republic Institute of Sport,
Belgrade, Yugoslavia

1. Introduction

Globalization of sport (Ikeda, 1998) and its development trends (i.e. professionalization, expansion of scientific research), require educated coaches who, besides their work with sportspeople, can cooperate on an equal footing with other professionals (team work in interdisciplinary issues), with sports organizations managers (career), and with the public (in order to attract fresh sportsmen, spectators, donors and sponsors). To attain such training, it is necessary to establish specialized regular schools within the national system of education, and included into the world network of educational institutions in the field of sport.

2. Sports Academy

The Sports Academy in Belgrade (at the former DIF) is the first post-secondary sports school in the system of education in the Federal Republic of Yugoslavia offering a certificate (title) of Senior Coach in a certain sports branch. It was founded in 1996 by the Yugoslav Olympic Committee, the City of Belgrade, the Yugoslav Sports Association "Partizan" and the Sports Association "Crvena Zvezda". Although it is not financed from the government budget, but exclusively from students' fees, the Sports Academy is treated as an Institution (a non-profit organization). The Sports Academy started its work with students in 1996/97 and, including the fourth generation in 1999/2000, some 2,000 students have attended the school.[1]

The curriculum of the two-form school envisages 1,200 lessons in 6 subject groups (table 1).

Table 1
The curriculum of the coach-training department at the Sports Academy

Subject groups	Number of lessons		Terms
Technology and Methodics Sports branches (totally 18)	420	36%	I, II, III, IV
Theoretical elements of sport	300	25%	I, II, III
Biomedical elements of sport	210	17%	I, II
Social elements of sport	150	12.5%	I, II
Informational an organizational elements of sport	120	10%	III, IV

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[1] In the first generation there were 240 students enrolled, in the second – 312, in the third – 419, and in the fourth one – 520 students.

Sports informatics (as a field of informatics) deals with various items of information and their sources (Remans, 1984, Du & Zhang, 1993; Wicklin, 1994) that are generated:

1) in the course of sports activities and events;
2) in sports science and connected branches of science;
3) in sports organizations;
4) information on sports resources (performers, personnel, sports facilities and equipment, finances).

As an activity, sports informatics organizes the flow of information by means of information and documentation services and by creating information systems (Chiasson, 1985), and in this way contributes to creating a global network of sports information (Ikeda, 1998).

Sports informatics deals with:

– information needs of sports specialists (Taylor, 1993);
– information sources (Haajanen & Veistola, 1978) and information transfer (by using methods such as bibliometry and citation analyses, Ban, 1986; Filippov, 1979);
– processes within information and documentation activity (Du & Zhang, 1993);
– classification systems and methods of indexing in sport (Neufeld, 1986).

Bibliometric research in the literature on sport give substantial results used in scientometry (e.g. obsolescence of information, Szubira, 1978; information transfer, Gumenjuk et all, 1982). Bibliometric research secure a deep insight into complex, otherwise invisible, processes of the development of sports science (Ban, 1986).

Sports informatics has been developing intensively since the sixties, giving a necessary incentive to progress in sport (Kaburov & Hursky, 1989; Ban, 1993): numerous local, national and international information and documentation services and networks have been established; the International Association for Sports Informatics – IASU established; experts in this field educated and hired in sports organizations and institutions; informatics has become a part of sports specialists' training (Recla, 1971; Trogsch, 1971; Haag, 1978; Haajanen & Veistola, 1978); research in this field has been carried out, congresses held and the quantum of scientific and professional work in sports informatics is growing larger and larger.

Finally, eminent sports informatics theorist and practitioner Dr Jozef Recla (professor at the University of Graz, Austria, won an outstanding international prize for the field of physical education and sport *Noel-Baker*, awarded by UNESCO-ICSSPE (International Council for Sports Science and Physical Education) in 1986.

4. Characteristics of the instruction

The Sports Academy is the first personnel school in the area of physical culture in Yugoslavia that has included sports informatics in its curriculum – within the subject group *Informational and Organization Elements Of Sport* (table 2) – in this way taking a modern approach to education of coaches in accordance with current world trends.

Table 2
The sports information technology syllabi within the subject group
Informational and Organizational Elements of Sport

Subjects	Number of lessons		Terms and examinations	
Sports Management	30	25 %	IV	preliminary exam
Methodology of Research Work (Statistics, Metrology)	30	25 %	III	preliminary exam
Sports Journalism	10	8.3 %	IV	preliminary exam
Sports Informatics	50	41.7 %	III, IV	preliminary exam
Theory	24			
Practice	16			
Consultation	10+13+16 hours a year			

A coach must be familiar with sports informatics in order to:

- be independent and skilled in dealing with official information;
- participate in the flow of information competently, as a provider, user and creator of information items;
- be efficient in organizing and controlling the information flow at his work;
- be informed and to advance in his profession (by using appropriate information sources, tools and services);
- become a promoter of informatics knowledge and skills.

The aim of the instruction is acquiring knowledge and practical skills in characteristic processes in the flow of information: students should become aware of their information needs, capable of finding and gathering information and its sources; turning data into records/documents, sources of information and information collections (storing); communicating – giving data, making reports, disseminating and exchanging data (especially at meetings).

Therefore the programme comprises studying sport as a source of information and getting familiar with the development of sports informatics, with factors in sports information needs, information sources, the functioning of information and documentation services, with searching methods, information tools, managing personal collections and information systems, as well as with characteristics of professional meetings.

The sports informatics syllabus has been created and developed following Bloom's taxonomy of aims of education (Bloom, 1970) to enable the students to acquire knowledge and develop intellectual skills. In the domain of knowledge, the aims are:

- getting to know distinct parts (terminology, specific data);
- how to treat them (conventions, trends, classifications/categories, criteria and methods); and
- universal (various principles and generalizations, theories and structures).

In the domain of intellectual skills the aims are:

- comprehension (translating or transferring information, interpreting, anticipating);
- application of knowledge, analyzing (elements, interrelations and principles of organization);
- synthesis (required in preparing communications, planning and defining abstract relationships); and
- evaluation (students' critical attitude towards the teaching material and their own knowledge and activity).

From the very start (1996), the Academy has provided the students with basic coursebooks.[2] The preliminary evaluation envisages: 5 compulsory written works; two practical works (organizing a card register of personal information sources collection with four indexes: of authors, of subjects, a chronological one, and an index of kinds of sources; then making an "identity card" of the club to which a student belongs (as a member or as a coach); the oral presentation of a chosen subject matter and questions referring the teaching material.

A Note:
Sports Information as a subject is studied at Coach Training Post-secondary Schools in Belgrade and in Novi Sad, at both departments – for Training Coaches and for Sports Management. The syllabus offered to future coaches is the same as at the Sports Academy in Belgrade, and the one for sports manages is adapted. It is a two-term course at both schools. Around 300 students attend these courses at both schools.

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[2] Besides *Sports Informatics*, The Sports Academy has published the following coursebooks: Ilic S.: *Introduction to the Theory of Sport with the Elements of the History of Sport*; Krsmanovic V.: *Social Elements of Sport*; Lekic D.: *The Physiology of Sport with the Elements of Biochemistry and Sports Medicine with the Elements of Developmental Anthropology*; Lukac S.: *Sports Journalism and Public Relations (for Coaches)*; Lukman L.: *Biomechanics of Sport*; Malacko J.: *The Elements of Sports Training*; Mihajlovic M.: *Strength Sports and Fitness*; Oljaca M.: *The Pedagogy of Sport*; Pantic D.: *The Psychology of Sport*; Peric D.: *Introduction to Sports Anthropomotorics*; Raic A.: *Effective Sports Management, Tests, Instructions*.

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System of Informational Support for Promotion of Olympism Created by the Russian Olympic Committee

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The Olympic Charter defines Olympism as a blend of sport with culture and education that seeks to create a way of life based on the joy found in effort, the educational value of good example and respect for universal fundamental ethical principles.

Such an approach explains why promotion of Olympism is a much more difficult task than promotion of sport. In an attempt to solve this problem within different age groups the Russian Olympic Committee (ROC) launched several editorial projects which taken together make a complete system. In these publications one can find information on the activities of both the IOC as well as the ROC, on Russian athletes' participation in the major international competitions, Olympic history and Olympic education, art and many other things.

When speaking about this system one should mention the *Olympic Panorama* magazine first of all. It made its appearance in the summer of 1976 as publication of the Organising Committee of the Games of the XXII Olympiad in Moscow. Published in Russian, English, French, German and Spanish it informed its readers not only on the course of preparations for the Games, but also on the most significant events in Olympic history. Already at that time the magazine regularly wrote about the link between sport and art, about Olympic collectors and the philosophy of Olympism. Like many other things that came into existence due to preparations for the Olympiad-80 the magazine was in its way unique for the Soviet epoch: it was printed on good art paper, had a great number of colour illustrations and a lot of advertising mostly by foreign companies. Altogether 15 issues were published from 1976 till 1980, as well as a special conclusive issue which due to its volume and quality of materials has had no equivalent among publications of organising committees of the Games yet.

In 1981 the magazine became the publication of the NOC of the USSR. From 1982 till 1990 it was published regularly four times a year. The five language versions were preserved. The magazine was distributed by subscription both in the Soviet Union and abroad. As a whole the subject matters remained the same, but the magazine became more politically minded. Publications concerning the development of mass physical culture and sport in the country and the activities of Soviet representatives in the international sport organisations began to take a lot of room. Until 1988 practically all the publications concerning the IOC and the events in the International Olympic Movement were bearing a pronounced critical character. The nature of this phenomenon is obvious: the boycotts of the Olympic Games of 1980 and 1984, the uncertain perspective of the USSR participation in the Seoul Games. The decay of the USSR and the economic difficulties of the late eighties and early nineties could not but influence the situation of *Olympic Panorama*. Only one issue was published in 1991, two in 1992. But the main thing is that we have managed to preserve the magazine. Officially it is considered to be a publication of the ROC, but practically it is issued by *Olympic Panorama Ltd.*, which includes the ROC and a number of private persons among its shareholders. Since 1995 the magazine has been published as a rule twice a year in two languages: Russian and English.

The contents of the magazine have changed as well. It began to correspond to its name. Its main columns *The NOC's Chronicle, Recalling Events of the Year, Expert's Opinion, IOC News, True Stories about the Past, OP Interviews* are dedicated entirely to Olympic themes.

As an example let's take the very last issue, which was published after the Games of the XXVII Olympiad. It starts with an article by the ROC President Vitali Smirnov who gives a brief analysis of the Russian performance in Sydney, followed by sketches of all our gold medallists in the 2000 Games. The texts are supplemented by colour illustrations. There are also complete results of the Olympic competitions and photos of all Russian prizewinners of the Games in Sydney. Information about the ROC's activities contained in the column *The NOC's Chronicle* mainly concerns the companies sponsoring the ROC and the Olympic national team. A wide range of material entitled *The Irreversible Results of the Century* sums up the results of the work conducted by the ROC in the sphere of Olympic education for schoolchildren. There is also information concerning the 111th IOC Session and an interview with the IOC President Juan Antonio Samaranch.

The *Olympic Panorama* magazine has a circulation of 5,000 copies and is distributed among the Russian and foreign sport community. It is by right considered to be the ROC and the Russian Olympic movement's visiting card in the world. I believe that topical orientation, richness of information and quality of illustrations in *Olympic Panorama* allow us to speak about this magazine as one of the most unique publications in the international Olympic Movement.

Olympic Panorama has become the first link in the information system created by the ROC. But its sparse periodicity, high cost price and by Russian standards small circulation have raised on the agenda a question about the necessity of other editions, which in combination with *Olympic Panorama* could exert greater influence on Russian society and solve on a vast scale the task of promoting the Olympic Movement, set by the ROC.

On 15 April 1993 the first issue of *Olympiiski Vestnik* was published. This edition could appear due to the co-operation between the ROC and the largest information agency in the country, ITAR-TASS. In 1993 thirty-eight issues were published, and from 1994 to 1999 fifty-two issues each year, which means that *Olympiiski Vestnik* was published weekly. In 2000 we had thirty-four issues, and in 2001 thirty-six issues are being planned, which means an issue every ten days.

The circulation of *Olympiiski Vestnik* is not large – about 1,000 copies. But its informational effect is huge. *Olympiiski Vestnik* is being sent to all the sport and physical culture organisations of the country and regional sports committees, the national sport federations, colleges and institutes of physical culture and sport, regional Olympic academies, the most important sport societies and clubs, and the editorial offices of specialised sport editions. Besides the informational material of ITAR-TASS, *Olympiiski Vestnik* publishes resolutions of the ROC Executive Committee and its Bureau, reports by the ROC leaders, IOC recommendations aimed at attracting vast masses of people to carry out various tasks (for example, messages of the IOC President, announcements of competitions, lists of banned dope preparations, information concerning new inclusions in the Olympic programme, etc), lists of the athletes and staff of physical culture and sport organisations decorated with state awards, methodical elaborations by the leading scientists, material on the Olympic education, etc.

In other words *Olimpiiski Vestnik* is giving the ROC the possibility to inform the leading staff of the country's sport and physical culture organisations on the decisions adopted by the IOC, the ROC, international sports federations, European and world Associations of National Olympic Committees and other important international and foreign national sport organisations. But there is more to it. *Olimpiiski Vestnik* is giving the country's sport and physical culture organisations a chance to exchange experience and information. The column *From the mail-box* of *Olimpiiski Vestnik* where letters and information messages sent from different corners of the country are published is most popular with the readers.

As an example I can take issue №32, dated 23 November, 2000. Information on the All-Russian conference of the state organs of physical culture administration leaders in the Russian Federation subjects, held in Cheboksars, as well as materials about the traditional *Merry Starts* festival in Riasan and the Dagestan Olympic ball in Makhach-Kala are published there. Besides, there is material on the plenary meeting of the central committee of the physical culture staff trade union at which the preliminary results of the Russian athletes' performance at the Games of the XXVII Olympiad were discussed, information on the celebration of the All-Russian Day of Gymnastics, competitions for children held in one of the districts of Moscow under the motto "You can also become an Olympian", the activities of the sport and physical culture society *Russia*. Publication of material sent to the ROC by mail has become one of the priorities of *Olimpiiski Vestnik*.

In March 1997 the first issue of *Olimpionik* - a monthly four-page supplement to *Pionerskaia Pravda* appeared. The newspaper has been published since 1925 and is catering for teenagers. The number of copies is approximately 60,000. According to an agreement with the editorial office of the newspaper the ROC finances the edition of *Olimpionik*, though doesn't participate in preparing its contents directly. The significance of *Olimpionik* is in the fact that due to it many teenagers learn about the existence of the Olympic Movement, its noble ideals and values. Besides that *Olimpionik*, using the vocabulary which children understand, promotes a healthy way of living and draws the children's attention to going in for sports.

As an example let's take issue №9 of *Olimpionik*, dated April 1999. There are three articles on the first page : *The Magic Club-99* about a tournament on floor ball, *How to become a super biker ?* about the peculiarities of mountain biking, *The Football Spring* dealing with the young readers' letters about the beginning of the All-Russian football championship. The second page contains information on the work of the *Olimpionik - Pionerskaia Pravda*'s fan club, an article titled *The Olympians of the Past,* describing an exhibition of ancient sculptures in one of the Moscow museums, as well as an article called *The Desired Moment of Victory* about the competitions of young chess players. On the third page there are publications on baseball, roller-skating and football. The fourth page contains a crossword, useful advice and logic sport problems.

The edition of *Olimpiiskoye Obozreniye* - an eight-page supplement to the *Sport-Express* newspaper has become the most significant and large-scale project in creating the informational support system for promoting Olympism. *Sport-Express* first came out in August 1991 and very soon became the most popular sport newspaper both in Russia and in all the former Soviet republics, where many Russian-speaking people live. It is published in 15 cities of Russia, in the Ukraine, Belorussia, Kazakhstan and Latvia. It has 650,000 copies daily. The staff of the *Press-Express* newspaper and the *Olympic Panorama* magazine editorial offices as well as the ROC are engaged in preparing materials for the *Olimpiiskoye Obozreniye*. It is published as part of the newspaper and is distributed together with it. The first issue of *Olimpiiskoye Obozreniye* dates back to 16 April 1997. Altogether there have been 14 issues of *Olimpiiskoye Obozreniye* - five in 1997, two in 1998, three in 1999, three in 2000, and one in 2001. This year we have been planning to have two more issues. The participants of the project coordinate the periodicity, the necessity and financial possibilities being taken into consideration.

What is *Olympiiskoye Obozreniye* writing about ? About our athletes' preparations for the summer and winter Olympic Games, the ROC activities, the IOC sessions and other enterprises conducted under its aegis, the history of the Olympic Movement, the link between sport, art and education, Olympic collectors etc. Each of the *Olimpiiskoye Obozreniye* issues is unique in its own way. Unlike after reading a newspaper the physical culture and sport experts do not throw it away, but store it to be used in their future work. The ROC distributes *Olimpiiskoye Obozreniye* to the regional Olympic academies, to the institutes and colleges in the sphere of physical culture and sport where it is often used not just as a

source of information, but as an educational supply. To give one a more detailed idea of *Olimpiiskoye Obozreniye* I suggest a brief excursus about the pages of three issues, published in 2000.

The first of them, the 11th overall, came out on 8 April. On the first page there are photos of Svetlana Khorkina, the Olympic gold medallist of 1996 in artistic gymnastics, and Alina Kabaeva, the absolute world champion in rhythmic gymnastics in 1999, as well as announcements of publications. On the second page there are materials in the column *The ROC Chronicle,* such as reviews on the ROC Olympic conference, the Russian Olympians' traditional ball, the results of the *Sport Elite-99* Competition, signing a contract with the Samsung company and a new collection of Reebok sportswear our athletes were to wear in Sydney. A lot of material is devoted to the results of the ROC ten-year work in the sphere of Olympic education. The third page is entirely devoted to the results of the last winter season and the Russian athletes' preparation for the XIX Winter Olympic Games in Salt Lake City. The fourth and the fifth pages give analyses of the situation in some sports half a year before the opening of the games of the XXVII Olympiad as well as reports from Sydney. A long interview with Walter Troeger, President of the German NOC, concerning the German athletes' preparation for the Games in Sydney, along with a review on Jacques Chirac, President of France, meeting with his Olympians are published on the sixth page. The seventh page of this issue is about the IOC website. The results of the 3rd tour of the competition held by the *Sport-Express* newspaper and the ROC with the support of the Coca-Cola and Reebok companies can be found on the eighth page: the readers were supposed to select on the best athletes of the 20th century.

Olimpiiskoye Obozreniye № 12, the second issue in the year 2000, came out on 7 July. On the first page one can see announcements of the main topics, as usual. The second page contains the chronicle of the ROC life, including an account of the Russian President Vladimir Putin meeting the IOC President Juan Antonio Samaranch, as well as a publication dedicated to the 20th Anniversary of the Games of the XXII Olympiad in Moscow. There are two articles on the third page. One of them is devoted to Samaranch's two jubilees: his 80th birthday and his 20th anniversary as the IOC President. The second article deals with the situation in the international Olympic Movement concerning the consequences of the scandal connected with the election of Lake City as host city for the 2002 Winter Olympic Games. The fourth, fifth and sixth pages have a detailed analysis of the Russian athletes' preparations for Sydney. On the seventh page there is an article about the Olympic Museum in Lausanne entitled *The Cathedral on the Quay d'Ouchy.* The results of the fourth round of the readers' contest can be found on the eighth page.

Olimpiiskoye Obozreniye №13 – the third edition of last year came out on 1 December. The first five pages deal with the results of the Games of the XXVII Olympiad, including the detailed results of the competitions, published on two pages. A complete list of all the results had never been published in Russian before. The sixth page contains the chronicle of the ROC life. On the seventh page one can find an interview with the IOC President concerning the results of the Games in Sydney, information dealing with the 111th IOC Session, a report on the creation of the World Anti-Doping Agency and the latest news from Salt Lake City, followed by a report on the *Olymphilex-2000* exhibition on the eighth page.

Opening an Internet site (*www.roc.ru*) in the spring of 1998 has become another link in the ROC informational system. Its main task is to present the ROC's activities. One can find on the server detailed information concerning the ROC's structure and management as well as information dealing with the sphere of marketing and public relations. A special section is devoted to the history of national sport, with the names of all the Soviet and Russian Olympic gold medallists and prizewinners mentioned there from 1908 till 2000. Reports on creating a joint database of all the national sports federations and other sports organisations in Russia, along with regular accommodation of the *Olimpiiski Vestnik* electronic version, have been included in the site lately. The ROC website has a

regular audience; many sports organisations use it as a source of information. Many visitors were registered on the site during the Games of the XXVII Olympiad in Sydney: accounts of the Russian athletes' appearance were also given there.

Set up in December 1996, the Press Department of the ROC played an important part in the making of informational support system for promoting Olympism. The staff of the Press Department is not only in touch with the editorial offices of the corresponding editions, but often initiates a great number of arrangements, which later find their reflection in the press, writes a lot of publications and edits articles sent to the ROC from the regional sport committees, national sport federations, sport societies and clubs. Serving as a co-ordinator by publishing various articles by the constituent bodies that make the system we are talking about, allows the Press Department of the ROC both to fulfil certain obligations undertaken by the ROC sponsor agreements, and to find sponsors for publishing those editions.

I will give an obvious example. In 1997 the Press Department of the ROC signed an agreement with the Russian representation of the Coca-Cola company dealing with a number of journalists' meetings with the Russian athletes preparing for the Winter Olympic Games in Nagano, within the framework of the project *Olympic press centre Coca- Cola.* The presentation of the project took place at the beginning of October. And the first press conference with the participation of the women's national cross-country skiing team was held on 16 October. In all, before the Games in Nagano, 13 press conferences were held, including the press conferences with the IOC President and the President of the International Ice-Hockey Federation. All the meetings held at the Olympic Coca-Cola press centre attracted heightened media attention; they were shown on TV and mentioned in the central press. Both the *Olympic Panorama* magazine and *Olimpiiskoye Obozreniye* were published on the means paid by Coca-Cola for the arrangement of those press conferences, and the ROC Press Department ensured the reflection of the Coca-Cola Olympic press centre activities in those editions. In 1999-2000, the Olympic Coca-Cola press centre held journalists' meetings with the athletes nominees for participation in the Games of the XXVII Olympiad in Sydney.

Finally, I would like to draw some conclusions:

1) The ROC has set up an information system which allows a considerable part of the country's population to have access to the Olympic Movement.
2) Setting up the ROC Press Department was of great importance for turning various editions into a system of information support for promotion of Olympism.
3) Today the system of information support for the promotion of Olympism created by the ROC includes:

– *Olimpionik* - monthly supplement to *Pionerskaia Pravda* - newspaper for children with circulation of approximately 60,000 copies. Prepared and distributed by the newspaper.
– *Olimpiiski Vestnik* - weekly prepared jointly by the Press Department of the ROC and the ITAR-TASS News Agency. 1,000 copies with the latest information distributed among the Russian sports community all over the country.
– *Olimpiiskoye Obozreniye* - supplement to the *Sport-Express* newspaper – the major Russian sports daily with 650,000 copies. Prepared jointly by the journalists of the newspaper and the Press Department of the ROC.
– *Olympic Panorama* magazine - official edition of the ROC. Published in Russian and English two or three times a year. 5,000 copies. Prepared by the *Olympic Panorama* journalists and the Press Department of the ROC. Distributed by subscription as well as by direct mail through the ROC.
– The WEB-site of the ROC is *www.roc.ru*

4) The informational support system for promoting Olympism is of great importance to the ROC fulfilling the fundamental principles of the Olympic Charter. It can be an example for creating similar systems by other NOC.

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1. Biography

Biographical sketches of the 7th President of the IOC have been drawn on various occasions and by various authors, but in the present case I merely wish to pencil in a general outline to serve as a backdrop against which to reveal a single, yet relevant, aspect of his personality, because Juan Antonio Samaranch, apart from everything else that you may already know about him, is also a great collector and lover of the fine arts.

He was born in 1920, into a well-to-do family in Barcelona involved in the textile industry. Educated at both the German School and the Barcelona School of Advanced Business Studies, he originally started to work in the family company, but soon left to go into banking and real estate.

His interest in art and sport dates back to his childhood. The family's factory in Molins de Rei (on the outskirts of Barcelona) was built in 1931, and in line with the avant-garde planning of the day, it was to be equipped with a library, football pitch, basketball court and roller-skating rink, in order to promote a good working environment. His father, Francisco Samaranch, was a man of enterprise, a lover of books and a philatelist as well as a patron of the arts, activities which would undoubtedly have had a fundamental effect on the development of his son's artistic sensibility and interest in collecting.

He was formally introduced to the world of sports through roller hockey. In 1942, he formed the roller hockey section of the "Reial Club Deportiu Espanyol de Barcelona" in which he played as goal keeper, before becoming the trainer and team representative. Later on, he was to become the selector of the Spanish national roller hockey team. His successes as both selector and also Vice-President of the Organising Committee of the World Roller Hockey Championships, held in Barcelona in 1954, led him to the presidency first of the Spanish Hockey Federation, and later of the Spanish Roller-Skating Federation, when this was formed in 1954. He also played a part in the highly successful organisation of the 2nd Mediterranean Games, which took place in Barcelona in 1955.

He began his career in politics as a city councillor and deputy in the "Diputació de Barcelona" (Barcelona County Council). In 1956 he became the provincial sports delegate for the national government, representing the Catalonia Sports Delegation, and in 1966 was chosen for the highest sports position in the Spanish state. In this position he took charge of new Spanish sports planning. He was later to become President of the Spanish Olympic Committee and Vice-President of the IOC, Press Chief for the IOC and President of the International Boat Show Federation. He also became President of the Barcelona County Council and, later on, Spanish Ambassador to Moscow, a position from which he resigned on being elected President of the IOC in 1980.

Juan Antonio Samaranch, during his career as a councillor and deputy in Barcelona, put together an important collection of books dealing with sport in general and the Olympic Games in particular.

Samaranch had first-hand experience of the development of public libraries in the province of Barcelona, and had also proposed the setting up of an important public sports library. For this reason, it was no surprise when, in 1964, he chose to donate his collection of sports books to the Barcelona County Council, so that it could be opened to the public as a library under the name of the Samaranch Library. It was initially installed and opened on the premises of the "Biblioteca de Catalunya" (Library of Catalonia). The material was made available for consultation on the premises and was run under the auspices of the Library of Catalunia. Time passed and, owing to structural changes to the library, this collection, specialising in sports, was eventually closed to the public, although after several years, and subject to the agreement of the parties and the consent of the donor, the Barcelona County Council passed the Samaranch Library on to the Generalitat of Catalonia (Autonomous Government), so that it could be incorporated into the "Biblioteca de l'Esport" (Sports Library).

This collection consists of some 2,000 volumes, prestigious in terms of content and in the bibliographical sense because some of them are very rare, either through their characteristics or due to their scarcity. The collection is currently included in the Sport Library, and is one of the library's most prestigious antique book collections. Some of the most remarkable pieces in the collection include: a book on horsemanship printed in Venice in 1774, the *"Nouveau manuel complet d'éducation physique et morale"* by Francisco Amorós, and a series of works by those who first introduced gymnastics to Spain in the 19th century. More recent, but also of significant importance, are the titles of the sports journals: *Los Deportes*, *Stadium* and the *Jornada Deportiva*, all published in Barcelona between 1898 and 1930, as well as the works of Pierre de Coubertin.

In order to publicise its collections of antique books, the Sport Library has shown many of these works at different exhibitions, such as the one held in 1999 at the "Museu i Centre d'Estudis de l'Esport Dr. Melcior Colet" (Sports Museum and Studies Centre) in Barcelona. The collection has also been mentioned in many bibliographic research projects, such as, again in 1999, the *"Catálogo colectivo de fondo antiguo en materia de actividad física y deporte"* (Union Catalogue of the Old Books on Physical Activity and Sports), promoted by the INEF (National Institute of Physical Education) and the Carlos III University, both in Madrid. For this catalogue, a bibliographic list was sent of all of the library's editions dating back to before 1900, many of which formed part of the Samaranch collection. The catalogue was later transferred to a database, which can now be consulted on the internet by accessing the page of the "Consejo Superior de Deportes" (Higher Sports Council of Spain), the organisation that funded the project, at *http://www.csd.mec.es* Furthermore, a research group from the University of Barcelona, investigating the history of physical education, has also taken a great interest in the Samaranch collection, and created a database that can now be consulted on CD ROM, and which includes the bibliographic registers of the collection for the period prior to 1939. At the same time, information can be found through the catalogue of the Sports Library, also accessible via the internet at *http://cultura.gencat.es/esport/biblio.*

Before becoming IOC Press Chief, Juan Antonio Samaranch had already had some contact with the world of the media. In 1942-1943, a series of articles were published in a Spanish newspaper, providing general information about roller-hockey and signed *"Stick"*, the pseudonym used by Samaranch. Later on, in 1952, he was sent to the Helsinki Games by the same newspaper as their special correspondent, and it was in Helsinki that he first grasped the true magnitude of the Olympic Games.

Many years later, in 1972, the "Salón Náutico Internacional de Barcelona" (International Boat Show) was to pay homage to the press by organising an exhibition of the sporting press which included copies lent by various institutions and private collectors. Juan Antonio Samaranch was the president of the organising committee, and himself lent many items from his own collection. The catalogue that was brought out was arranged firstly on the basis of the chronological order of the titles of the different journals, weekly and daily newspapers from Barcelona, followed by an alphabetical index, and also included a list of the contents of the publications on show from outside Barcelona.

This initiative was to lead to others. On the occasion of the Barcelona Olympic Games, for example, the "Collegi de Periodistes de Catalunya" (Catalonian Journalists Association) published a monographic edition of their magazine dedicated to the sporting press. More recently, in 2000, the "Museu i Centre d'Estudis Dr. Melcior Colet" of the Generalitat of Catalonia organised an exhibition dedicated to the origins of the sporting press in Catalonia. The exhibition included copies borrowed from various institutions and private collectors. Juan Antonio Samaranch provided copies of the humorous sporting magazine *Xut!* (Barcelona 1922-1936), a publication of immense importance to understanding the sporting press in Catalonia. The satirical sketches in *Xut!* and the weekly's well-aimed jokes illustrated, in a humorous way, the sporting news in that period.

4.   From sport to scientific publication

The Spanish magazines *Apuntes de medicina del deporte* and *Deporte 2000* came into being thanks mainly to the unconditional support of Juan Antonio Samaranch. The first was brought out in Barcelona in 1964, fortunately continuing up to the present day, and is published by the "Secretaria General de l'Esport" (General Secretariat for Sport of the Generalitat of Catalonia). It was the first attempt in Spain to publish a monographic journal dedicated to sports medicine.

Obviously, over the years, the magazine *Apunts* has evolved and has managed to keep up to date with the institutional changes that have taken place within sport in Spain. The magazine itself has changed its title on various occasions, and was eventually split into two journals *Apunts, medicina de l'esport* and *Apunts, educació física*. Faithful to the Olympic idea, since 1982 regular articles by Ramon Balius have appeared on its pages, under the title *"when sport becomes art"*, and some of the articles dedicated to more international matters have also been published in the *Olympic Review*, and are indexed in Sport Discus or the Héraclès database.

In 1969, when Samaranch was already the leading sports authority in Spain, he promoted the publication of another new magazine, *Deporte 2000*, published by the INEF in Madrid. The title is highly suggestive, when seen from our present perspective, although José M. Cagigal in the presentation of the first issue explained that: *"it is entitled **Deporte 2000** not because we should be dreaming of the future and ignoring or failing to take care of a present that concerns us now, but because in every-day sporting activities it is always healthy to look towards the future"*, also defining it as a popular scientific magazine dealing with all the sproblems that might occur in the world of sport. The publication covered a wide range of subjects,

and it was possible to find many articles written from a humanistic perspective: art and sport, sporting literature, the history of sport, sports philately, etc, alongside articles on sports technique and information. Unfortunately this magazine ceased publication in 1981.

In February 1994, *Olympic,* the official magazine of the Olympic Museum, came into being. This impeccably produced magazine was, during its short existence, a magnificent ambassador for the Museum's activities. In the first issue, President Samaranch declared that the Museum was the jewel of the Olympic family, and had fulfilled Pierre de Coubertin's old dream, that of converting the Olympic Games into an educational and cultural vehicle.

This spirit is amply reflected in the pages of *Olympic Magazine*, containing interviews with some of the most important artists of recent years, news of Olympic activities and articles on the history of the Olympic Movement itself.

5. From sport to the museum

During the years in which Juan Antonio Samaranch occupied his leading position in Spanish sport he also promoted a series of initiatives linked to both collecting and the fine arts.

In 1967, following the inauguration of the Sabadell Sports Ground (Barcelona), an Exhibition of Sporting Themes was held, organised by the city's Municipal Sports Association, with the sponsorship of the former National Delegation of Physical Education and Sports (the most important Spanish sporting body). Collectors of various specialities took part, all dedicated to sports themes. The exhibition included stamps, vignettes, matchboxes, photographs, the arts, coins, medals, trophies, lapel pins, cigar bands and Olympic coats of arms. In this exhibition, although not in the competition, the stamp collection of Juan Antonio Samaranch was also on display.

In that same year, 1967, the "Bienal Internacional del Deporte en las Bellas Artes" (International Biennial of Sport in the Fine Arts) was also instituted, to be held alternately in Barcelona and Madrid. The first edition took place in Barcelona, coinciding with the International Boat Show. The Catalan painter Jordi Alumà won the first prize at the biennial and was awarded a commission, by the National Delegation of Physical and Sports Education, to create what would be his first *Olympic Suite* , which today decorates the central office of the Higher Sports Council in Madrid. On the occasion of the second biennial, in 1969, Samaranch himself explained that *"an old aspiration of Pierre de Coubertin has been brought to life, namely that alongside the Olympic Games certain parallel cultural events should also take place"*. At that same biennial, although not in the competition, Salvador Dalí exhibited his *Cosmic Athlete*, which had originally been commissioned by Samaranch for exhibition in Mexico City during the Cultural Olympiad which accompanied the Olympic Games in 1968.

This biennial continues, and at the 13th edition in 1999, brought together, along with the most representative figures of contemporary Spanish art, many artists from different countries representing different disciplines: painting, drawing, engraving, trophies and medals. Many of the works have been kept and form a part of the art collection of the Higher Sports Council.

In 1981, the IOC President made arrangements with a doctor from Barcelona, another lover of sport and the owner of a historic building in the city, to donate a mansion that he owned to the Generalitat of Catalonia so that a sports museum could be created. After the refurbishing work had been done, this Museum was inaugurated by President Samaranch on 3 May 1986. This centre features a small collection of sporting objects, brought together through deposits and donations. As well as the permanent display, the Museum also organises temporary exhibitions covering themes relevant to the history of Catalan sport.

The *International Biennial of Sportsmen/women in Art* was exhibited at the "Museu i Centre d'Estudis de l'Esport Dr. Melcior Colet." This event was instituted in 1986, by the Generalitat of Catalonia, with the support of the IOC, in order to promote and awaken artistic creativity in sportsmen and women, and still continues. Its 7th edition was held this year.

In 1992, on the occasion of the Cultural Olympiad of the Barcelona Games, a macro-exhibition was held on the genesis of the Olympics, entitled *Sport in Ancient Greece.* Juan Antonio Samaranch, then President of "La Caixa" (the biggest savings bank in Spain) was mainly responsible for establishing this bank's Cultural Foundation.

In the same way that the founder of the modern Olympic Games had the idea of founding an Olympic Museum in Lausanne, President Samaranch was also responsible for the new Olympic Museum. I shall only say – apart from what has been said above- that, on one occasion the President of the IOC stated that *"the Museum had become the 'Flagship' of the International Olympic Committee's cultural policy"*. Olympic history and its spirit are present here, as well as all the arts and the most modern technology. I believe that we can claim that this is a Museum which, according to the most important current museographers, has crossed the barrier that separates the museum of objects from the active museum of subjects.

6. From sport to the academy

At many times in his life President Samaranch has had the honour of being made Doctor Honoris Causa by different universities; he has also been made an honorary member of various academies and received many honorific titles in many different countries. On this occasion I thought that it would be of interest to note the awards made by Spanish academies which have special significance for us.

In 1974, he received the award of the "Reial Acadèmia de Sant Jordi" (Royal Academy of Fine Arts) in Barcelona. On this occasion, he gave a speech entitled *Sport in the Fine Arts,* the printed text of which consisted of a 28-page treatise ranging from the origins of art in Classical Greece up to the architectural magnum opus constituted by the Olympic installations in Rome, Munich and Tokyo, and in which he stated that *"sport is a powerful element for the creation of beauty… thus it is a new art, insofar as it demonstrates that true beauty is the universal agreement with humanity"*.

Some years later, in 1995, Juan Antonio Samaranch was awarded a fellowship by the "Reial Acadèmia de Doctors" (Royal Academy of Doctors) of Barcelona, and he again chose the Olympics as the theme of his acceptance speech. The title was *Culture as an Integral Part of the Olympics*, and in the speech he affirmed that *"the union between sport and culture is a fundamental part of the roots of the Olympic Movement"* commenting on the development of the Olympic Movement. In his conclusion, he stressed that the end of the 20th century was the golden age of sport, and that the Olympic Movement was proud to have contributed to the realisation of Coubertin's ideal, which was inspired by the Greek spirit of a union between sport and culture to obtain a better world.

On December 2, 1998 President Samaranch read his acceptance speech on being awarded an honorary fellowship of the "Real Academia de Bellas Artes de San Fernando" (Royal Academy of Fine Arts), in Madrid. In the preamble to his speech, entitled *The Olympics and the Fine Arts*, he stated that his first concerns, on being elected IOC President in 1980, had been to design not only the sporting policy but also the cultural policy of the IOC. The policy was to have two main axes, the creation of the Lausanne Olympic Museum and the development of the Cultural Olympiads.

The text of this speech includes a rigorously researched history of the original Olympic Games in

Ancient Greece and outlines a magnificent synthesis of the modern day Olympics, with all the arts represented, concluding with a description of the Olympic Museum and an affirmation of his belief that the union of sport and culture has been achieved under the Olympic banner.

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7. From sport to collecting
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We have already discussed the IOC President as, apart from being a bibliophile and lover of the fine arts, a great collector. As with all collectors, his collection is a reflection of its owner's tastes and sensitivity. This affirmation is evident in the magnificent collection of stamps that he donated to the Olympic Museum, and which has been put on display on various occasions. This collection is of great importance in the world of philately because it covers all sporting disciplines and is put together in blocks of four stamps.

He also has an extensive and valuable collection of posters, including all the posters from the Olympic Games as well as many other sporting events and competitions.

A lover of the fine arts, he has assembled a marvellous collection of paintings and drawings, principally by Catalan artists, although here we shall mention only the works of a few of these artists related to sporting themes.

In 1973 the Barcelona International Boat Show paid homage to the sporting works of Ricard Opisso, a Catalan artist whose drawings represent magnificent creations of typical characters and situations taken from the daily life of Barcelona, and were used to illustrate many Catalan publications from the early part of the 20th century onwards. Although he was not an artist exclusively concerned with sporting themes, he did have a great interest in football, as a spectacle for the masses. The back covers by Opisso for the humorous sports magazine *Xut!* are well known, as are the centrefolds for the album *El Campeón*, a collection published in Barcelona in the 1920s. These two titles can be consulted in the Biblioteca de l'Esport, with *El Campeón* forming a part of the Samaranch collection.

On another occasion, in 1979, an exhibition was held in Barcelona commemorating the work of Ricard Opisso, organised by the "Instituto Nacional del Libro Español" (Spanish National Book Institute). Juan Antonio Samaranch also participated in this event, providing his collection of sports drawings by the artist in question.

Another important artist whose work is included in the Samaranch collection is Jordi Alumà, born into a family of artists in Barcelona in 1924. As mentioned above, in 1967 he was awarded first prize at the International Biennial of Sport in the Fine Arts. In 1984 he painted his *II Olympic Suite*, commissioned by the IOC to be put on display at the Los Angeles Games.

In 1988 Alumà began to work on a series of panels to form a mural of immense dimensions, called *Birth of the Olympics* and intended for the headquarters of the IOC. The artist had spent considerable time in Greece documenting the classical world.

Shortly afterwards, Alumà was commissioned, by the General Secretariat for Sport, to paint a mural evoking the figure of Lucius Minicius Natalis, the Roman general born in Roman Barcelona, or Barcino. In this work he once again evoked the Olympic spirit, this time in relation to Catalonia.

On the occasion of the election of the Barcelona to host the Olympic Games, many artists working in different disciplines were encouraged to contribute their own creations to the world of sport.

In April 1987, the Catalan sculptor Rosa Serra, who had already been introduced to sport at *Bilbao's*

Artesport Fair in 1976, presented a collection of 22 sculptures representing different Olympic sports, entitled *Olympic Suite*. This work formed part of a project for the Seoul Olympic Games in 1988. The work of Rosa Serra, which centres on the human figure, fascinated the IOC President. Her sculptures express the force and the movement of sporting gesture in a peculiar stylisation of volumes. Many of her pieces have also been chosen for exhibition in public spaces. Her torsos are regarded as classics, like the figure at the entrance to the National Institute of Physical Education of Catalonia (INEFC) on Montjuïc, the Olympic area in Barcelona, or the two athletes which are the basis of the logotype for the "Centre d'alt Rendiment" (High Performance Centre) in Sant Cugat (Barcelona).

Finally, Jordi Alumà was commissioned to create the *III Olympic Suite*, this time for the Barcelona Games. Alumà very much identifies himself with his native city and in this work, alongside the solidly constructed angular, chromatic planes and shapes appear motifs taken from the Barcelona cityscape.

8. Conclusion

The intention of this paper has been to demonstrate the Olympic ideology of a man who, as well as being one of the most important sports personalities over the last 50 years, has also been a patron of the fine arts. We have discussed the work promoted in three cities: Barcelona, Madrid and Lausanne, of the sporting works of three artists working in different disciplines and the acceptance speeches made in three Spanish academies, all of which were centred on an Olympic Movement that he has contributed so much to spreading and promoting.

The regular appearance of the number three in this present conclusion is purely coincidental and has no meaning. What is really important is his interest in the fine arts and the idea of promoting and bringing together collections which, over the years and in many cases, have made a great contribution to enriching the heritage of the institutions involved. He has certainly been a part of many other initiatives, but I felt it important to emphasise those which have had a direct effect on the institution that I represent.

The libraries and museums of Catalonia were not built up on the basis of Royal collections, but through the contributions of its citizens. Currently the collections belonging to our cultural institutions have become better known, and are increasingly more accessible thanks to new technology. Thus, now that the time has come to evaluate these collections, we must not forget the role played by the private collectors in making them possible, in many cases even being the origin of them. In this sense, the different contributions made by the Samaranch collection serve as an excellent example.

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