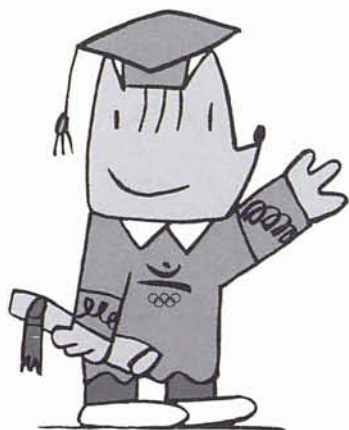


THE CENTRE FOR OLYMPIC AND SPORTING STUDIES



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THE AUTONOMOUS UNIVERSITY OF BARCELONA INITIATED THE CREATION OF THIS CENTRE FOR OLYMPIC STUDIES AS A CONTRIBUTION TO THE PROMOTION OF THE VALUES AND IDEALS OF PEACE OF THE OLYMPIC GAMES AND SPORT.

MIQUEL DE MORAGAS SPÀ DIRECTOR. CENTRE D'ESTUDIS OLÍMPICS

In 1988, the Autonomous University of Barcelona, in reply to the challenge of Barcelona's nomination to host the XXVth Olympiad, initiated the creation of the "Centre d'Estudis Olímpics i de l'Esport", devoted to research, documentation, formation and dissemination on the subject of the Olympics and sport.

With this academic activity, the Autonomous University of Barcelona wanted to contribute to the promotion of the values and ideals of peace of the Olympics and sport.

Olympic research is of interest in the local and national sphere of the organising countries, but also in the international sphere.

The organisational, financial, communicational, urbanistic and cultural dimensions of the celebration of the Olympic Games constitute historic moments with multiple repercussions in the development of the organising cities.

Social research into the Olympics proves of maximum interest for the organising country, both during the Games' preparatory phase, because of the help it has to offer in planning and organisation, and in the subsequent phase, in which a historical summary and analysis of the event becomes necessary. The "memory", in this case, proves to be as important as the "celebration" of the Games.

Their international dimensions, the number of countries involved and the capacity they offer for cultural exchange processes make the Olympic Games one of the most influential peacetime events of our age.

Social research into these processes is of interest to the international Olympic movement and the sports associations, but also to governments and non-governmental organisations, and is an instrument for the promotion of peace and solidarity through the sporting and Olympic movement.

Academic activity, however, especially in the sphere of the social sciences, has not developed at the same rate as the modern Olympic Games and the influence they have.

This may be to the detriment of the Social Sciences themselves, but also of the Olympic movement, which could be deprived of the academic reflection which would allow it to adapt to the rapid social transformations affecting politics, culture, technology and the commercialization of cultural and symbolic processes in our world as we approach the end of the century.

The experience of the Centre for Olympic Studies (CEO) in Barcelona

With this in mind, the Centre for Olympic Studies was set up in Barcelona by Juan Antonio Samaranch, president of the IOC, on 8 March 1991.

That same day, the CEO was constituted as the Consortium of The Centre for Olympic and Sporting Studies, in which

Barcelona City Council, the Spanish Olympic Committee, Barcelona County Corporation and the Autonomous University of Barcelona all participate.

The CEO has established other agreements for collaboration with a variety of institutions, amongst them the International Olympic Committee, the Generalitat de Catalunya, the Comitè Olímpic Organitzador Barcelona'92 (COOB'92) and the Higher Council for Sport.

The CEO's main areas of research are:
Relating to the Olympics

- Cultural exchanges and Olympic Games
- Financial aspects of the organisation
- The influence of the mass media
- International relations and contributions to peace
- Political aspects
- Olympic documentation
- Origins of the classical Olympics
- History of the modern Olympic movement
- Structure and content of the Olympic ceremonies

Relating to sport

- Didactics
- Psychology
- Sociology
- Law
- Organisation and planning
- Medicine
- Physical Anthropology
- Documentation

The centre's main objectives are as follows:

- To collaborate with the International Olympic Committee (IOC), with the Games Organising Committees and with the various national and international sporting organisms in the academic, scientific and cultural diffusion aspects.
- To train Olympic and Sports specialists.
- To compile and make available specialized documentation.
- To carry out research on the subject of the Olympics and sport, especially in the field of the human and social sciences.
- To promote the creation of an international network of university and academic centres specializing in the Olympics.
- To facilitate the social diffusion of the studies undertaken.



- After 1992, the centre will apply to the relevant institutions for consideration as the Barcelona'92 Olympic Documentation Centre, for the deposit and study of the documentation relating to the XXVth Olympiad.

Principal activities undertaken (1990-1991):

Between 1988 and 1989 various teaching, research, documentation and dissemination activities were carried out. Amongst the most outstanding are the following:

- 1st University Course on Olympics (February 1990), aimed especially at all those involved in the organisation and running of the Olympics, at specialized journalists and students of the sciences applied to sport and the Olympics.
- International Symposium on Olympic Games, Communication and Cultural Exchange (April 1991), whose principal objectives were to analyse the cultural proposals inherent in the organisation of the Olympic Games over the last twenty years and to study the role of the media in the production of the symbolic values of the Olympics and in the transmission of each Olympiad.
- Preparation of information on the Olympics for schools in the host city and subsites.
- Postgraduate course on the urban impact of the organisation of the Games (1991-1992).

- Postgraduate course on Communication and Olympic Games.

- A range of research into television and Olympic Games, symbols and mascots, sponsorship, paralympics, international relations, planning and physical education.

- Advice and information: special programme aimed at providing information about Barcelona for the international media.

- Special programme aimed at providing information about the Olympics for schools and educational establishments.

Information and documentation service: One of the CEO's priorities was the creation of an Information and Documentation Service. A great deal of work has gone into developing this service, in the belief that it constitutes a basic support instrument for the objectives of the centre and for the promotion of research.

The technical management of this service corresponds to the Autonomous University's Documentation Department, run by Dr Eulàlia Fuentes.

The service offers referential information, but also primary information. The primary information centres mainly on the 1992 Olympic Games in Barcelona.

The documentary collection is divided into three broad information sectors:

A. Olympics in general and history of the Olympics.

Collected monographs, conference minutes, leaflets, reports, press-cuttings on the Olympic Movement and the history of the Olympiads, official reports of the Olympic Games since Rome (1960), applicants for future Olympic Games.

B. Barcelona'92.

Collection of documents provided by the COOB'92, such as monographs, reports, leaflets, guides, videos, transparencies, and all the official publications of the COOB'92, documents provided by Olimpiada Cultural, posters and other graphic material, specialized regular publications, the Alcatel-COOB'92 on-line data base, along with books, reports, articles, dossiers from different sources on the impact of the Games on Barcelona and varied audiovisual material on Olympic Games.

C. Sport and society

Although the Centre's main speciality is the Olympics, it also contains information about various aspects related to sport (medicine, psychology, physical education, pedagogy, management,





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THE OLYMPIC STADIUM OF BARCELONA

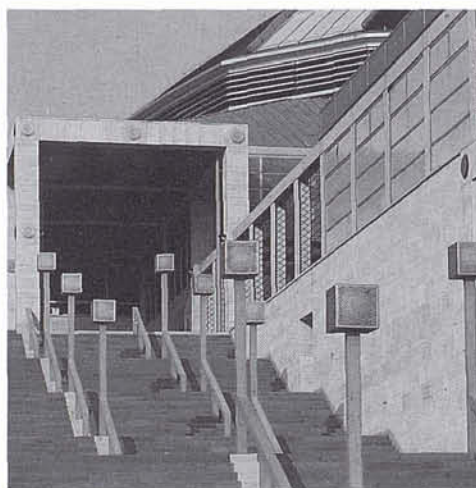
sponsorship, finance, legislation, political sciences, society, violence, mass media, etc.), a CD-ROM "Sport Discus" data base.

Press dossiers

The centre receives 3 press dossiers supplied by the following institutions: the International Olympic Committee (IOC), the Secretariat for Sport of the Generalitat de Catalunya and the COOB'92.

All this material is arranged according to a classification which includes the following sections:

1. Architecture and Town-planning
2. Finance
3. Services
4. Olympic Games C eremonial. Barcelona 1992
5. Mass media
6. Organisms
7. COOB'92
8. Other organisms and Barcelona'92
9. Paralympiads
10. Olimp ada Cultural (OCSA)
11. Design, image and communication
12. Telecommunications and technology
13. Sport
14. Politics
15. Security
16. Olympic sites



17. Olympic applicants
18. Barcelona, the city and 92
19. Visits to Barcelona by celebrities
The public

The CEO offers its services to the whole of the national and international university community and to anyone providing evidence of their research into Olympics and Sport.

Since the inauguration of the new premises (March 1991) until the date of writing (November 1991), the centre has been visited by almost 400 researchers, 190 Catalan students, 25 students from outside Catalonia and 108

researchers at different universities in Spain.

International network of Olympic documentation and research centres

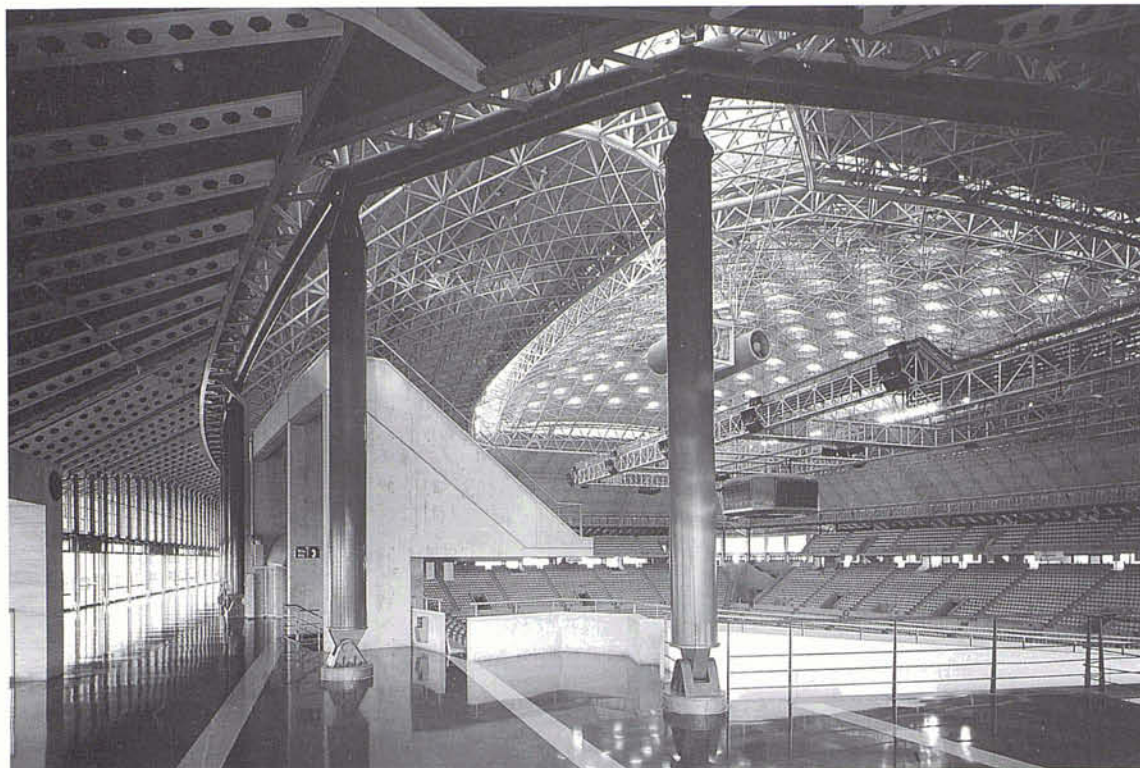
With these same objectives, and bearing in mind the international dimension of the Olympics, the Centre d'Estudis Ol mpics de Barcelona has promoted the creation of an international co-operation programme and the constitution of an academic network for documentary exchange and co-operation.

The first meeting of this network took place in Seoul in November 1991, under the auspices of Park Seh-Jic, former president of the Organising Committee of the Seoul'88 Games.

Among the network's main objectives and tasks are the following:

Basic objectives

1. To promote social research on the Olympics in host cities' national spheres and in the international sphere of the Olympic movement.
2. To encourage the promotion of traditional Olympic values and their constant adaptation to the contemporary world, with special emphasis on the promotion of the ideals of peace, solidarity and co-operation between countries.



PALAU SANT JORDI OF BARCELONA BY ARATA ISOZAKI

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3. To explicitly defend the identities of peoples and cultural dialogue between them, through the exchange processes provided by sport and the Olympics.

4. To co-operate with national and international organisms, and especially with the International Olympic Committee, in the development and diffusion of the social research necessary to fulfil their pedagogic objectives.

Basic tasks

1. Systematic compilation of documents on the winter and summer Olympic Games.

2. Systematic compilation of research on sport and the Olympics.

3. Organisation of scientific encounters and exchanges, through conferences, workshops and symposia, and provision of advice for Organising Committees on the subject of Olympic cultural programmes.

4. Exchange of information and documentation between specialized centres.

5. Establishment of rules and techniques for documentation, in common and co-ordinated with the various international centres.

6. Co-operation with the International Olympic Committee, with its new



Olympic Museum and Study Centre, in the development of an international exchange of documentation.

The Olympic Games as a cultural phenomenon

Academic activity's principal contribution to the Olympics is that of showing that the Olympic Games themselves are a cultural phenomenon.

Their capacity for establishing values and countervalues is expressed through a complex network of cultural and communicative structures: information, symbols, ceremonies, rituals, images, etc.

In the last few years, the economic dimensions of the Games have themselves been more and more closely related to communicational phenomena, especially television, sponsorship, publicity and the commercial exploitation of the Olympic symbols.

In addition, the Olympic ceremonies and the journalists' interpretations of sports results constitute a complex network of popular forms of identification. Research in Social Sciences applied to these important phenomena constitute an indispensable instrument for undertaking a lucid criticism of all the possible deviations of the Olympics, but at the same time they also constitute a valuable and irreplaceable instrument for making possible a positive utilization of these processes in favour of solidarity, co-operation and the defence of cultural identity.

In this sense, greater attention to this academic contribution can be demanded of the International Olympic Movement and the organisers of the Games, which must, at the same time, imply greater attention to the traditional values of the Olympics which we can not and must not renounce in this complex, end-of-century world of international and social relations. ■

