



**COLLEGE OF NATURAL AND COMPUTITIONAL SCIENCES**

**ASSESEMENT OF THE APPLICATION OF OLYMPISM AND OLYMPIC  
MOVEMENT AMONG ETHIOPIAN ELITE ATHLETES AND COACHES: - THE  
CASE OF ETHIOPIAN OLYMPIC COMMITTEE AND ETHIOPIAN ATHLETICS  
FEDERATION OF PARIS 2024 OLYMPICS.**

**BY**

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**JANUARY, 2025**

**ADDIS ABABA, ETHIOPIA**

**ADDIS ABABA UNIVERSITY**  
**COLLEGE OF NATURAL AND COMPUTITIONAL SCIENCES**

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**A Thesis submitted to  
The Department of Sport Science,  
Addis Ababa University in Partial Fulfillment of the requirements to Obtain a Master  
of Science Degree in Sport Science (Athletics Coaching).**

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**DECLARATION STATEMENT**

I hereby declare that this thesis represents my original work, which was done after registration for a Master of Science degree in sport science in athletics coaching at Addis Ababa University and has not been previously submitted for other degree or professional qualification. I confirm that the work of this thesis is my own, and the source of materials used for the thesis have been duly acknowledged.

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I hereby confirm that the examiners required changes have been incorporated into the final thesis.

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As a member of the board examiners, we examined the thesis entitled “**The assesement of the application of olympism and olympic movement among ethiopian elite athletes and coaches: in the case of EOCand EAF of paris 2024 olympics**” by **Tihitina Kenaw Takele** submitted in the partial fulfillment of the requirements to obtain the Master of Science Degree in Sport science (Athletics Coaching). We hereby certify that the thesis is accepted by complying with the requirements of the University and meets the accepted standards concerning originality and quality.

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## **ACRONYMS**

ANOC– Association of National Olympic Committee

EAF – Ethiopian Olympic Committee

EOC – Ethiopian Olympic Committee

IOC – International Olympic Committee

Ifs – International Federations

ISO – International Sport Organization

NOA – National Olympians Association

NOC- National Olympic Committee

OCOGs – Organizing Committee of the Olympic Games

OG – Olympic Games

OV- Olympic Values

WOA – World Olympians Association

WADA – World Anti-Doping Association

## ***Abstract***

*This study investigates the application of Olympism and the Olympic movement among Ethiopian elite athletes and coaches, focusing on the roles of the Ethiopian Olympic Committee (EOC) and the Ethiopian Athletics Federation (EAF). The research aims to assess the knowledge, attitudes, and practices related to Olympism, identify existing challenges, and propose solutions to enhance its implementation. A descriptive research design was employed, utilizing surveys and interviews to collect data from elite athletes, coaches, and officials from the EOC and EAF of Paris 2024 Olympics. The study population included a representative sample of elite athletes of 27 selected from 56 elite athletes and 7 coaches selected from 13 team coaches, with simple random and purposive sampling method. The data collection instruments of questionnaires and interviews designed to measure their understanding and application of Olympism principles. The results indicate a moderate level of awareness and application of Olympic principles among Ethiopian athletes and coaches. While there is a good understanding of respect and fair play, the practical application of Olympism is limited by insufficient resources, inadequate training, and poor dissemination of information. Specifically, 47.8% of elite athletes and 50% percent of coaches demonstrated a good understanding of Olympism, but many reported not benefiting from Olympic Solidarity programs and being unaware of relevant IOC resources. These findings have significant implications for the promotion of Olympism in Ethiopia. In conclusion, integrating Olympism into Ethiopia's sports culture requires concerted efforts to implement Olympism ideologies, development of athletes and coaches on their fields, support structures and needs better attachments of collaborative works between the sport organizations and sport families. The study's recommendations provide a roadmap for enhancing the application of Olympism principles, ultimately contributing to the overall development of Ethiopian sports.*

**Keywords: Olympism, Elite, Olympic movement, Principle, value, Solidarity, IOC.**

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# CHAPTER ONE

## Background of the study

### 1.1 Introduction

Pierre de Coubertin, who established Olympism, explains that Olympism isn't a set of rules but rather a way of life that embraces two key values: the pursuit of effort and the appreciation of harmony (Coubertin, 1973). Durantez (2001) stated that, in 1908, Coubertin outlined his idea of Olympism more clearly, describing it as a brotherly philosophy that connects both the body and the spirit. Coubertin (1973) described that Coubertin exclaims, "Olympism is one great silent machine whose wheels do not screech or whose movement never ceases despite the fistful of sand thrown at it with so much perseverance yet unsuccessful in stopping its functioning"

The principles of the ancient Olympics and those of Coubertin are officially recognized in the Olympic Charter, which states that:

*"The goal of Olympism is to place sport at the service of harmonious development of humankind in order to promote the establishment of a peaceful society concerned with the maintenance of human dignity.... supporting and encouraging the formation of sports ethics... and keeping watch over the maintenance of the spirit of fair play in sport and the eradication of violence" (International Olympic Committee, 2001).*

Nowadays, the Olympic Charter considers Olympism as a philosophy of life which exalts and combines in its harmonious whole the qualities of the body, the will and the spirit (International Olympic Committee, 2001). Olympism connects sports with culture and education. Its goal is to promote a lifestyle that values the joy of trying hard, learns from good role models, and respects important universal ethical principles. This is why the goal of Olympism is to always use sports to help people develop in a balanced way, aiming to support a peaceful society that values human dignity. To promote peace, the Olympic movement engages in activities either by itself or in partnership with other groups, working within its means. So, we can think of Olympism as a way of living that uses sports to share its important ideas about education, peace, democracy, helping others, culture, and the environment.

The Olympic Movement is the concerted, organized, universal and permanent action, carried out under the supreme authority of the IOC, of all individuals and entities who are inspired by the values of Olympism. . In this and its Fundamental Principles it is established that the Olympic Movement encompasses organizations, athletes and other people which accept to be guided by the regulations of the Charter under the supreme authority of International Olympic Committee (International Olympic Committee, 2001).

The Olympic Movement has as its objective the construction of a better and more peaceful world by educating youth through sport without discrimination of any kind and with the Olympic spirit requires mutual understanding, the spirit of friendship, solidarity and fair play.

So based on the goal and importance of the principles of Olympism and the overall application of the Olympic movement- this study aimed at finding out the understanding and application of the Olympism and Olympic movements in Ethiopian elite athletes and coaches- in the case of Ethiopian Olympic committee and athletics federation.

## **1.2 Statement of the problem**

The International Olympic Committee (IOC) was established based on the two core ideas: the Olympism and Olympic movement. The ultimate goal of any elite athlete is to compete in Olympic Games and be a medalist in the Olympic Games. In the athletics world the highest competition environment is the Olympic Games; to raise the national flag in the Olympic Podium and to become Olympian. Based on this, the National Olympic Committee and National Federations implements the Olympic movement and Olympic values through the community, athletes and coaches. This makes the athletes and coaches to add the principles and values through their lifestyle and to have enough knowledge. Therefore the researcher tried to investigate the gap on the application of the Olympism and Olympic movements in Ethiopian elite athletes and coaches in case of Ethiopian Olympic committee and Ethiopian athletics federation of Paris 2024 Olympics Game participants. Hence, the purpose of this study was to assess the application of the Olympism and Olympic movement among Ethiopian elite athletes and coaches, in case of EOC and EAF. More specifically, this study has tried to answer the following research questions:

- How do elite athletes in Ethiopian Athletics Federation and Ethiopian Olympic Committee understand and apply Olympism and Olympic movement?
- How do coaches understand and apply Olympism and Olympic movement in Ethiopian Athletics Federation/Ethiopian Olympic committee?
- What seems the collaborative works of the EOC and EAF to apply the Olympism values and implement the Olympic movement among Olympians?

### **1.3. Objectives of the study**

The general and specific objectives of this study are described as follow:-

#### **1.3.1. General Objective**

The general objective of this study was to assess the application of the Olympism and Olympic movement among Ethiopian elite athletes and coaches, in case of EOC and EAF.

#### **1.3.2. Specific Objective**

The specific objectives of the study are:-

- To identify the knowledge status of the elite athletes about the Olympic movement
- To identify the knowledge status of coaches about the Olympic movement.
- To determine the applicability of the Olympic values through Olympic movements by elite athletes.
- To distinguish the sport associations collaborations' on the Olympic movement and Olympism.
- To investigate the chances given by the IOC under Olympic movement for the athletes and coaches.

## **1.4. Research Questions**

Based on the research objectives and the above stated statements of the problem the writer tries to raise the following questions into three main parts which are knowledge based, attitude and practice analysis questions:

- Do the Ethiopian elite athletes know about the Olympic values and principles?
- Do the Ethiopian coaches know about the Olympic values and principles?
- Do the Ethiopian athletes apply the Olympic values and Olympic movement ideologies in their lifestyle and Olympic Games?
- Have the athletes got previously any training and funding's raised by the IOC?
- Have the coaches received any training and funding's raised by the IOC in the past?
- In what way the EAF with EOC collaborate to improve the Olympic movement and promote Olympism?

## **1.5. Significance of the study**

This research is significant for sport organizations, individuals, and scholars and helps the EOC to go one step ahead with the Olympic movement.

- To indicate the importance of the Olympism values and Olympic movement for the athletes and coaches.
- Guide as a source for the researchers interested in exploring on this topic.
- Assists the EOC and EAF to know the shortage and strongest part of the working status on this topic.
- To indicate the previous and the current relevance of Olympism and Olympic movement for EOC and EAF.

## **1.6. Delimitation of the study**

The study focuses on the assessment of the application of the Olympism and Olympic movement among the Ethiopian elite athletes and coaches, in case of the EOC and EAF of Paris 2024

Olympic Games. This study is delimited in the areas where samples are taken. It is delimited in EOC, EAF and athletes from the long list of participants of the Paris 2024 Olympic Games.

### **1.7. Limitation of the study**

It is obvious that a research work cannot be totally free from limitation. Thus, the study was subject to some limitation. That was the fact that some of respondents were reluctant in filling and returning the questionnaires, refused to give the interview and difficulties of to get the respondents on time or as need were some of the limitations. Also financial constraints and time limitation were the other problems that the researcher faced during the course of the study.

### **1.8. Organization of the research**

The study was structured into five distinct chapters. Chapter one served as an introduction. The second chapter includes the literature review. Chapter three focuses on the study's methodology, while chapter four presents the analysis, interpretation, and discussion. Finally, chapter five includes the conclusion and recommendations derived from the analysis and interpretations of the gathered data.

## **CHAPTER TWO**

### **REVIEW OF LITERATURE**

#### **2.1 Introduction**

The aim of this chapter is to present literatures relevant to this research and to provide a theoretical frame work. This chapter begins with review of history, definition and descriptions of the study.

#### **2.2 History of International Olympic Committee**

According to the IOC (2012) publication, the IOC was founded in Paris on 23 June 1894, by Baron Pierre de Coubertin. To commemorate this date, the IOC decided in 1948 to introduce an Olympic Day, a sort of “birthday” of the Olympic Movement. Initially celebrated by only nine nations, Olympic Day has grown into a global event celebrated in many countries around the world. In several countries, the festivities include enjoyable running events. Even though Lausanne has never been the site of the Games, it has served as the headquarters for the IOC since 1915. It was Coubertin who selected this city during the First World War.

#### **2.3 Concept of Olympism**

Olympism aims to demonstrate how sports can improve us as citizens by bringing together our mind, body, and spirit. Its aim is to promote stronger connections between communities and countries, aiding us in living together peacefully. Olympism teaches us that everyone has the right to participate in sports, and we should all have the freedom to enjoy them. Olympism is a wonderful way to demonstrate how people all around the world can improve themselves. Pierre de Coubertin stated, “Olympism isn't a system; it's a way of thinking.” It can spread across many different ways of expressing ideas, and no one race or time period can say they own it.

The Olympic Charter is the IOC’s (2017a) governing instrument that has a constitutional nature. It introduces the fundamental principles, which include the values of Olympism.

Like Pierre de Coubertin, the IOC does not offer a clear and fixed list of values that represent the Olympic Values. Instead, the IOC showcases elements that together make up the Olympic Values.

Olympism is a way of thinking about life that celebrates and brings together the strengths of the body, the will, and the mind in a balanced way. By combining sports with culture and education, Olympism aims to promote a lifestyle that values the joy of trying hard, learning from positive role models, taking social responsibility, and respecting basic ethical principles that everyone should follow (IOC, 2017a).

The IOC (2017a) outlines further that ‘the goal of Olympism is to place sport at the service of the harmonious development of humankind, with a view to promoting a peaceful society concerned with the preservation of human dignity’.

Olympism is about the teaching and philosophical beliefs of the Olympic Movement, rather than the official or bureaucratic details that support the organization and the Olympic events (Rubio, 2006). To grasp it fully, it's important to look at it from an educational viewpoint (Binder, 2005). Pierre de Coubertin, the founder of the movement, thought that sports were a vital way for young people to learn. He believed that sports could teach the importance of fair play, healthy competition, and staying active. For him, the key thing was not to win, but to take part in the contest. Olympism celebrates and brings together the physical abilities, spirit, and mind, linking sports with culture and learning. The goal is to build a lifestyle that values hard work, teaches the importance of doing the right thing, and respects universal ethical standards. This lifestyle aims to use sports to help people grow and develop. If we view sports practice as a way to learn about morals and society, it aims to shape individuals, communities, and countries. The Olympics showcase the public side of Olympism and highlight the growing importance of competition, which is seen as the highest form of excellence, along with the Olympic ideals. Rubio (2013) states that the Olympic Games are one of the most recognized events in sports. They are the biggest socio-cultural event in the world, thanks to their cultural importance and artistic expression. This means that Olympism is an important part of human cultural history. Thus, the Olympic Values serve as a code of conduct for the Olympic Movement. They aim to guide the behaviors and actions of all people taking part in competitive, administrative, or volunteer roles within Olympic activities (Carlos Rey Perez, Katia Rubio, 2014).

### **2.3.1. The accomplishments of Olympism**

The International Olympic Committee (IOC) established Olympism through the Olympic Charter. The IOC was formed on June 23, 1894, and it still works to promote Olympism globally today. The IOC honors the ideals of Olympism by organizing the Olympic Games and supporting various international programs. The modern Olympic Games started in 1896 in Athens, Greece. The first Olympic Winter Games took place in Chamonix, France, in 1924 (WOA, 2024).

According to World Olympians Association (2024), the IOC promotes sports, culture, education, and positive values in today's world through the spirit of Olympism and the Olympic Games. The IOC also creates programs that help us understand one another despite our different cultures and political views. The idea of Olympism promotes fair play and respect for other athletes, which drives the IOC to take action against unfair and illegal activities like doping and match fixing. These actions damage the reputation of sports, mislead people, and spoil the experience for both athletes and fans. For instance, the IOC helped create the World Anti-Doping Agency (WADA).

### **2.4. Concept of Olympic movement**

The Olympic Movement is a united and ongoing effort led by the International Olympic Committee (IOC). It includes everyone and everything that believes in the values of Olympism. It includes all five continents. It reaches its highest point when athletes from around the world come together for the amazing sports event known as the Olympic Games. Its symbol consists of five connected rings.

The Olympic Movement aims to help create a more peaceful and better world by teaching young people through sports that follow the principles and values of Olympism. As the European Sport Management Quarterly (2018) publicized that IOC (2017a) emphasizes that the Olympic Movement must be free from any kind of discrimination, including race, color, gender, sexual orientation, language, religion, political beliefs, national or social background, wealth, birth status, or any other characteristic. Belonging to the Olympic Movement requires compliance with the Olympic Charter and recognition by the IOC.

### **2.4.1. Elements of the Olympic Movement**

The three main constituents of the Olympic Movement are the International Olympic Committee (“IOC”), the International Sports Federations (“IFs”) and the National Olympic Committees (“NOCs”).

Besides its three primary parts, the Olympic Movement includes the Organizing Committees of the Olympic Games (OCOGs), national associations, clubs, and individuals who are part of the International Federations (IFs) and National Olympic Committees (NOCs). This group especially highlights the athletes, whose needs are a key aspect of the Olympic Movement's efforts, along with judges, referees, coaches, and other sports officials and technicians. It also encompasses various organizations and institutions acknowledged by the IOC.

#### **2.4.1.1 National Olympic Committee (NOC)**

NOC is a national constituent of the worldwide Olympic movement. Subject to the controls of the International Olympic Committee, NOCs are responsible for organizing their people's participation in the Olympic Games. They can nominate cities in their regions as candidates' hosts for upcoming Olympic Games. NOCs also support the growth of athletes and the training of coaches and officials at a national level within their regions. All the National Olympic Committees (NOCs) are part of the Association of National Olympic Committees (ANOC), which is divided into five continental groups.

There are 206 NOCs. The IOC is the only organization that can officially recognize a National Olympic Committee (NOC). Alongside the International Sport Federations, the National Olympic Committees (NOCs) are an essential part of the Olympic Movement, guided by the leadership of the International Olympic Committee (IOC). The goal of the National Olympic Committees (NOCs) is to grow, support, and safeguard the Olympic Movement in their countries, following the guidelines set by the Olympic Charter.

### **2.4.1.2 International Sports Federations (Ifs)**

The International Sports Federations (IFs) are responsible for the integrity of their sport on the international level.

International Sports Federations are global non-governmental organizations that the International Olympic Committee (IOC) acknowledges for overseeing one or more sports on a worldwide scale. The national federations that manage those sports are connected to them. International Sports Federations that want recognition from the IOC must maintain their independence and control over their sports. At the same time, they need to make sure that their rules, practices, and actions align with the Olympic Charter.

International Federations (IFs) are tasked with overseeing and managing the daily operations of different sports around the globe. This includes taking care of the practical arrangements for events during the Games, especially for those sports that are part of the program. IFs are responsible for overseeing the progress of athletes involved in these sports at all levels. Each International Federation oversees its sport globally and works to promote and advance it. They oversee the daily management of their sports and ensure that competitions are organized consistently while upholding the principles of fair play.

The International Federations (IFs) can create suggestions for the International Olympic Committee (IOC) about the Olympic Charter and the Olympic Movement as a whole. This includes topics like how to organize and host the Olympic Games. They can also share their thoughts on which cities are applying to host the Games, especially regarding the cities' technical abilities. Additionally, they work together to prepare for the Olympic Congresses and take part in the work of IOC commissions.

### **2.4.2. World Anti-Doping Association (WADA)**

The World Anti-Doping Agency (WADA) was established on 10 November 1999. Its mission is to promote and coordinate the fight against doping in sport internationally. The Olympic Movement and government leaders worldwide can put in more effort to remove drugs from sports. In the last 30 years, awareness about doping in sports has significantly increased among people. Because of the seriousness of the problem and the risk it presents to the health and safety

of athletes and youth, the International Olympic Committee (IOC) was instrumental in creating the World Anti-Doping Agency (WADA).

The WADA Foundation Board consists of members from the Olympic Movement. This includes the International Olympic Committee (IOC), National Olympic Committees, International Sports Federations, athletes, and government representatives from all five continents.

Along with its various activities, the IOC plays a key role in anti-doping as a Major Event Organization (MEO). It is also significantly involved in overseeing and financially supporting the global effort to combat doping in sports. The IOC covers 50% of WADA's budget to support the sports community. The IOC has played a key role in establishing not only WADA but also the International Testing Agency (ITA) and the Court of Arbitration for Sport (CAS). It also helps make sure that National Olympic Committees (NOCs) and International Federations (IFs) follow the Code and International Standards. If they don't, it can take actions, including affecting their ability to participate in the Olympic Games. The World Anti-Doping Code defines the responsibilities of the IOC in relation to anti-doping efforts.

NOCs need to make sure that their anti-doping policies and rules align with the Code and International Standards in their countries. If a country's anti-doping regulations do not follow the Code and International Standards, there can be consequences, including the possibility of being banned from the Olympic Games.

In nations without a National Anti-Doping Organization (NADO), the National Olympic Committee (NOC) takes on the responsibilities of the NADO. This means the NOC handles all aspects of doping control, including education, collecting samples, managing whereabouts programs, overseeing results, and processing Therapeutic Use Exemptions (TUEs).

## **2.5. Olympic values**

The IOC was established based on three fundamental values of Olympism and the Olympic Movement. These are:-

**Excellence:** This is about putting forth your best effort, whether you're playing sports or navigating your personal and work life. It's about putting in your best effort to succeed, but it's also about the happiness that comes from taking part, reaching your individual goals, and

working hard to be your best every day. This approach helps you enjoy a healthy balance of a strong body, mind, and determination (WOA, 2024).

**Friendship:** This prompts us to view sports as a means to promote better understanding between individuals and communities worldwide. The Olympic Games motivate individuals to rise above differences in politics, economics, gender, race, or religion and build friendships despite these challenges (WOA, 2024).

**Respect:** This value includes having respect for yourself, your body, other people, the rules and regulations, sports, and the environment. In the context of sports, respect means playing fairly and standing up against doping and any other unethical behaviors (WOA, 2024).

### **2.5.1. Olympic educational values**

There are five educational values related to the Olympics that fall under the three main Olympic values: Excellence, Respect, and Friendship. To help young people learn about Olympic values and influence their behavior, the IOC has adopted and explained the three main Olympic values. As a result, five educational themes have been identified (IOC, 2016). The Olympic movement uses five key educational themes to help young people learn and apply the principles of Olympism. The five Olympic educational values can be identified as follows,

- Joy of Effort.
- Fair Play.
- Practicing Respect.
- Pursuit of Excellence.
- Balance between Body Will and Mind.

#### **2.5.1.1 Joy of effort**

According to E.Paul Zehr (2011), the Joy of Effort focuses on the concept of taking pleasure in moving your body to accomplish tasks. This means "you should put your brain to work." The important point is that it requires effort. Desiring things to require effort goes against the main beliefs of today's society. Most of the time, we prefer things to be easy rather than putting in a lot of effort. However, the effort itself brings genuine benefits and value.

Young individuals build and enhance their physical, behavioral, and mental abilities by pushing themselves and one another through physical activities, movement, games, and sports.

### **2.5.1.2. Fair Play**

Fair play is a movement that focuses on following and honoring the rules and regulations of the game. Fair play initiatives are not only aimed at athletes but also involve everyone connected to sports, including parents, teachers, coaches, referees, administrators, journalists, and fans. Each group has unique responsibilities to promote fair play in sports. It is essential for everyone involved to understand and act on these responsibilities. Sports serve as an excellent preparation for real life; the skills and lessons learned in sports can be applied to daily situations.

From the beginning of the modern Olympic Games, ensuring Fair Play has been a top priority for those in charge. This is primarily because Pierre de Coubertin and his team understood that following the rules and competing with good sportsmanship is vital for the enjoyment, fulfillment, and success of sports. They took this ideal from their Olympic predecessors, the Greeks. The International Olympic Committee has been focused on promoting fair play values among its more than 200 member countries, with the help of from committed international sports organizations like the World Anti-Doping Agency.

Without well-established rules, a group assigned to enforce them, and the good intentions of players, officials, coaches, and fans to follow the rules and have a positive attitude, sports cannot achieve their greatest potential. Teaching a child to "play fair" has importance that goes far beyond just the sports field. It reaches out to their families, their schools, and their communities. It plays a key role in their growth as responsible citizens, and Olympic Club Facilitators should treat it with great importance.

#### **2.5.1.2.1 Coaches' commitment to fair play**

Coaches of young athletes should concentrate on helping kids improve their skills, play by the rules, put in effort, work together as a team, enjoy the game, and—most importantly—learn to respect their teammates, coaches, opponents, officials, their choices, and the sport itself.

### **2.5.1.3. Respect for others**

Respect involves showing consideration in various ways, including towards yourself, the rules, your opponents, the environment, and the community.

When young people grow up in a multicultural environment and embrace diversity while also behaving peacefully, they help foster peace and understanding among nations. Young people living in a multicultural world can encourage peace and international understanding by learning to accept and respect differences. By doing so, they can promote peaceful interactions in their daily lives (IOC, 2016).

The Olympic Charter states that “The aim of the Olympic Movement is to help create a more peaceful and improved world by educating young people through sports that align with Olympism and its values.” Martin Luther King Jr. (1929 – 1968), a prominent leader in the American civil rights movement, emphasized the significance of mutual respect when he said, “I have a dream that one day this nation will rise up and live out the true meaning of its creed. We believe it is obvious that all people are created equal.”

Sports and life present a variety of challenges. Individuals make choices in complex situations to effectively solve their problems. As people grow older, they learn to handle ethical issues in sports, such as cheating, by drawing on their life experiences. The ability to recognize proper and improper practices is helpful in mentoring young athletes. Sometimes, young athletes don't fully understand the rules of their sport, which can lead to confusion. As a result, acquiring skills that provide young athletes with a clear understanding of complex sports issues is a crucial aspect of their development.

### **2.5.1.4. Pursuit of excellence**

Striving for excellence can help young people make positive and sensible decisions, guiding them toward the best opportunities in all areas of their lives. To achieve the best in life, individuals need to have safe social and physical surroundings. A thriving community is a clean and safe place that enhances the well-being of young people. It also offers plenty of chances

every day for young people to participate in physical activities. Additionally, a healthy community benefits from being free of discrimination, harassment, and intimidation.

Michael Jordan, the renowned basketball player from the USA, once stated, "I've missed 9,000 shots throughout my career. I have lost nearly 300 games, and I have been given the chance to take the game-winning shot 26 times, but I missed. I have experienced failure repeatedly throughout my life and that's the reason I achieved success."

### **2.5.1.5 Balance between body will and mind**

Learning involves not just the mind and physical skills, but the entire body as well. Moral and intellectual growth can be enhanced by engaging in movement-based learning. This idea was the foundation of Pierre de Coubertin's passion for bringing back the Olympic Games (IOC, 2016). Coubertin highlighted how modern education is highly compartmentalized, with each subject or skill functioning separately without any connection or interaction with others.

The WHO has declared that health is not just the lack of illness or injury but a state of total physical, mental, and social well-being.

## **2.6. Principles of Olympic movement**

The principles of Olympism that are activated by the Olympic Movement are:-

- Non-Discrimination
- Sustainability
- Humanism
- Universality
- Solidarity
- Alliance between sport
- education and
- Culture.

### **2.6.1 Non-Discrimination**

The Olympic Movement works to guarantee that everyone can participate in sports without facing any discrimination.

### **2.6.2 Sustainability**

The Olympic Movement creates and runs programs that encourage sustainable growth in economic, social, and environmental areas.

### **2.6.3 Humanism**

The Olympic Movement focuses on people, making sure that everyone has the right to participate in sports.

### **2.6.4 Universality**

Sports are for everyone. The Olympic Movement in its decisions and choices considers the universal impact sport can have on individuals and society.

### **2.6.5 Solidarity**

The Olympic Movement is committed to developing programs that, together, create a meaningful and comprehensive social response to issues it can help address.

### **2.6.6 Alliance between sport education and culture**

The Olympic Movement is dedicated to fostering the spirit of Olympism, where sports, culture, and education come together (WOA, 2024).

## **2.7. Olympic Games and the Athletes**

Coubertin launched the modern Olympic Games with the idea that "Participation is more important than winning." His goal was to promote friendship, understanding, and fair play among the athletes. The International Olympic Committee (IOC) also built on Coubertin's

legacy by promoting Olympic Values among athletes to spread peace and friendship worldwide (Dr. P.D.V. Charika Wickramaratne, 2021)

As Damatta (2006) stated that: For us, the biggest gift that the Olympic Games can offer to society is the athlete. The athletes embody the Olympic values of perseverance, respect, sportsmanship, and determination. They are viewed as a contemporary hero due to their achievements, way of life, and outstanding performance. This individual embodies the spirit of heroism because they have faith in themselves and their abilities. They have trained hard and faced challenges on their own, often against significant obstacles, including their physical, social, and emotional limits. In the end, their belief pays off. Therefore, according to Carlos Rey and Katia Rubio (2014), sports offer a valuable opportunity for education and can serve as a tool to teach the ethical values and attitudes necessary for both personal and social life.

## **2.8. Olympic Solidarity**

Olympic Solidarity provides support to Athletes, coaches and National Olympic Committees (NOCs) through a number of targeted and funded programs. Its goal is to cater to your unique needs, no matter where you come from or what point you are at in your career.

Olympic Solidarity's goal is to support all National Olympic Committees (NOCs) in developing programs for athletes, especially those that require the most help. This support is provided through various programs that focus on developing athletes, training coaches and sports administrators, and promoting the values of the Olympics (Olympic charter, rule 5).

Olympic Solidarity is a program run by the IOC aimed at promoting the global reach of the Olympic Games. It offers financial help, technical support, and administrative assistance to athletes, coaches, sports leaders, and National Olympic Committees (NOCs) that require the most help.

The overall budget for Olympic Solidarity during the 2021-2024 periods is USD 590 million, showing the IOC's dedication to supporting everyone involved in the Olympic Movement (IOC, 2024).

Olympic Solidarity has two primary goals: to assist National Olympic Committees (NOCs) in accomplishing their Olympic objectives and to support you in realizing your Olympic aspirations. It collaborates closely with National Olympic Committees, International Federations, and Continental Associations to enhance their administrative frameworks, promote Olympic values within their organizations, and ensure the effective operation of athlete development programs.

It accomplishes these goals through a variety of programs, courses, scholarships, and grants. These support systems can assist you and your team throughout your athletic journey, regardless of your location, the sport you play, or the level of your career.

The Annual Reports from Olympic Solidarity and NOC Services show that solidarity is a key part of the Olympic Movement and the work of National Olympic Committees (NOCs). These reports highlight how the Olympic Solidarity, NOC Relations, and Olympism365 team help support these important efforts (IOC, 2024).

### **2.8.1. IOC FUNDINGS**

#### **USD 590 million for Olympic Solidarity**

The IOC strives to ensure that success at the Games is attainable for all. To support this goal, a significant share of the profits from each Olympic cycle is distributed directly to athletes and coaches in countries facing the most financial challenges. This is done through the Olympic Solidarity program. This is especially important in today's sports world, where just having talent and determination isn't enough to succeed at the highest level but also need advanced coaching, proper preparation, and the ability to travel for competitions.

As a result, the current Olympic Solidarity Plan, which spans from 2021 to 2024, will allocate USD 590 million. This amount marks a 16 percent increase from the previous four-year plan. The funds will support various global and regional programs that focus on athlete development, coaching training, sports administration, and education on Olympic values, all aimed at making the Olympic Games more accessible worldwide. A portion of this money goes towards funding Olympic scholarship programs. These programs offer athletes in need a monthly training grant

and travel support to help them compete in events that qualify for the Olympics. Moreover, athletes require skilled coaching to make progress. In 2022, 113 National Olympic Committees (NOCs) utilized 224 spots in technical training courses for coaches, which included 33 different sports, as well as general conditioning and multi-sport programs. At the same time, 145 scholarships for coaches were given to 84 National Olympic Committees (NOCs).

### **2.8.2 Athletes' Career Transition program prioritized**

The support from the IOC for athletes continues even after the Games are over. In line with Olympic Agenda 2020, the IOC promises to assist athletes beyond just their events. The Olympic Solidarity Plan for 2017-2020 introduced help for National Olympic Committees (NOCs) so they can fully take advantage of the Athletes' Career Transition program. This program provides athletes, no matter where they are in their careers, with support for funding and guidance for their careers. In November 2017, the IOC introduced Athlete365, a special brand designed to help Olympic-level athletes around the globe by offering them information, guidance, and online learning courses. This is available through a central digital platform and in-person support during the Games at the Village's Athlete365 area, as well as before and after the Games through International Federations and National Olympic Committees (NOCs). Among the recent highlights include:

- In 2022 Athlete365 reached the milestone of 130,000 members, an increase of 47 per cent from 2021.
- Athlete365 Career+ keeps assisting athletes as they get ready for and navigate career changes. It offers workshops and training that concentrate on education, job opportunities, and essential life skills. In 2022, in-person events made a comeback, as National Olympic Committees, International Federations, and Continental Associations organized 17 workshops that attracted over 745 participants. Sixty percent of the workshops organized by National Olympic Committees (NOCs) received funding from the Athlete Career Transition program of Olympic Solidarity.
- In 2019, the Athlete365 Business Accelerator was introduced as an entrepreneurial program backed by Olympic Solidarity. In 2022, the program provided support to 28 Olympians during its third and final phase. They participated in online training, joined a

challenge to make their first sale, and were paired with a local mentor to help them start their business.

### **2.8.3 Investment in the well-being of athletes**

The IOC keeps putting athletes' welfare first, which is clear from the ongoing growth of its mental health programs and the ongoing efforts to prevent, raise awareness about, and effectively address harassment and abuse in sports.

Recent highlights include:

- **Mentally Fit at Beijing 2022:** Athletes taking part in Beijing 2022 had the opportunity to use a Mentally Fit Helpline, which offered confidential and professional mental health support before, during, and for three months after the Games. Manned by skilled counselors who offered guidance in more than 70 languages, the 24-hour Helpline provided practical help, short-term counseling, and, when necessary, information on how to report harassment or abuse through the right IOC channels. The free Helpline could be reached through phone calls, emails, instant messaging, or the iConnectYou app. The Helpline is accessible during every edition of the Olympic Games.
- **Support for Olympic Movement stakeholders:** The IOC has introduced the IOC Mental Health in Elite Athletes Toolkit. Following this, they have helped International Federations (IFs), National Olympic Committees (NOCs), and other key players in the Olympic Movement create and carry out programs aimed at safeguarding and enhancing the mental health and well-being of elite athletes.

Since 2004, the IOC has been creating programs and initiatives to protect athletes from harassment and abuse in sports. They keep providing resources for athletes and their representatives about safe sports and the crucial role they play through Athlete365. Athletes and their support teams can find resources to help them spot and report instances of harassment and abuse. They can read personal stories from athletes about why this issue matters, take free educational courses and watch videos, as well as access fact sheets designed just for their support

teams. The IOC has introduced the Safeguarding Officer in Sport Certificate, an innovative program aimed at ensuring the safety of athletes.

In 2020, a new program called the NOC Athletes' Commission Activity Grant was launched under Olympic Solidarity. This program is designed to support all NOC Athletes' Commissions by empowering athletes and helping create a strong network for athlete representation around the world. It aims to enhance direct financial assistance for their initiatives at the national level.

## **2.9. The Broader Perspective on Athlete Activism**

The case studies show that Olympic athletes are now taking on major organizations that define the Olympic Movement. In the situation of shared revenues, the guidelines that stop athletes from making money are mainly enforced because they help maintain the system and provide advantages for IOC members. As noted by Chappelet (2020), "this system relies on the achievements of Olympic athletes." The achievements of athletes draw in significant amounts of money for exclusive broadcasting rights and entice top companies to become sponsors. For many years, Olympic athletes have enjoyed the recognition that comes with their amateur status. However, there is now a growing demand for more commercial opportunities and even a share in the profits. A recent study conducted by Wicker and his colleagues on elite athletes in Germany revealed that socio-economic factors, like income, play a significant role in determining the athletes' overall sense of well-being. Chappelet (2020), stated that this could be another sign that, even though there are many myths surrounding Olympic participation and success, economic factors are likely to have a growing influence on the politics involving Olympic athletes.

According to Kornbeck (2020), the rise of athlete-led organizations highlights a major challenge to the stability of the Olympic Movement: unauthorized competitions and separate leagues.

New competitions raise the level of competition for events organized by sports governing bodies and offer athletes different opportunities to showcase their skills and achievements. Over time, this change could cause athletes to focus more on maximizing their financial gains. If this momentum continues to grow significantly in more Olympic sports, it could greatly undermine the main organization.

## **2.10. WOA contribution of WOA to Olympism around the world**

More than 100,000 athletes have participated in the Olympics, but many of them don't make much money and most have stopped competing. If they require assistance, our National Olympians Associations (NOAs) can help Olympians enhance their lives while they compete and also after they retire from sports.

The WOA celebrates the Olympic spirit by assisting National Olympic Associations (NOAs) globally in organizing projects and events that support athletes and encourage the values of Olympism in their communities.

The WOA assists NOAs in motivating, organizing, and engaging Olympians, encouraging them to participate in public service and make significant and positive impacts in their local communities (WOA, 2024).

## **2.11. Neutrality of the Olympic Movement and Freedom of Expression**

### **2.11.1 The concept of political neutrality: universality and independency**

The idea that sports should remain politically neutral is a basic ethical principle recognized worldwide within the Olympic Movement. This principle is included in the International Olympic Committee (IOC) Code of Ethics alongside the 'principle of universality' (Article 1.2). It is based on the idea that international sporting organizations (ISOs) often see themselves as 'Great Universals.' They act as representatives of universal values that are broader and more significant than those of other international organizations or countries (Di Marco, Antonio, 2022).

### **2.11.2 Rule 50 of the Olympic Charter: 'speech is silver, but silence is golden'**

The key use of the neutrality principle is found in Rule 50 of the Olympic Charter, which has been largely copied by major International Sports Organizations in their own Charters. According to Rule 50, any type of demonstration or propaganda related to politics, religion, or race is not allowed in any Olympic locations, venues, or surrounding areas.

According to 'golden rule', even though the IOC officially encourages respect for human dignity, it severely punished the well-known 'black power salute' displayed by Olympic athletes Tommie Smith, John Carlos, and Peter Norman during the 1968 Mexico City Olympic Games (Di Marco, Antonio, 2022).

### **2.11.3 Controlling speech beyond the sports field: an emerging issue**

In theory, Rule 50 and similar rules from international organizations do not apply to freedom of speech outside of sports. For example, during the Sochi Winter Olympics, the IOC President confirmed that political demonstrations are not allowed during the Games. However, he also stated that athletes have the right to express their opinions, so if they wish to make a political statement at a press conference, they are completely free to do so. The recently released guidelines from the IOC Athletes' Commission support this idea. They state that athletes should "be able to share their opinions," whether it's during press conferences and interviews in mixed zones, at the International Broadcasting Centre (IBC), the Main Media Centre (MMC), team meetings, or through digital and traditional media, as well as other platforms.

Although sporting events receive extensive media attention, the influence of athletes' opinions is significantly less when expressed in mixed zones or similar platforms. The significant media presence of athletes, along with the information shared on social media, may blur the lines between the sports field and mixed zones or other platforms. This can lessen the effectiveness of how athletes' statements influence public opinion. Today, the influence of sports goes beyond just the game itself. Messages about important political topics, like LGBTQ rights or the Catalonian independence vote, shared in mixed zones and spread through social media, can turn a global sporting event into a political battleground instead of the peaceful gathering that the Olympic Movement promotes. This situation could also put the International Sports Organizations' relationships with national governments at risk (Di Marco, Antonio, 2022).

Di Marco and Antonio (2022) stated that Athletes and officials sharing political messages can significantly impact the unifying and calming role of sports, which can disrupt positive relationships with national authorities. However, managing athletes' behaviors and comments one at a time, while applying an uneven neutrality policy, can hardly be considered a proper

limitation. We urgently need a change or a specific way to enforce rules about athletes' public statements that can lessen the influence of general and opportunistic political interests. This is a complicated and delicate issue, especially when it comes to speech beyond the sports world. However, achieving the aim of safeguarding the core interests of International Sports Organizations (ISOs) while also ensuring the human rights of athletes and officials is a crucial step in effectively advancing Olympic principles. This is vital for ensuring that sports serve their social purpose as a means of promoting peace, supporting sustainable development, protecting rights, and fostering social inclusion.

In accordance with path dependency, the recent shift in values and beliefs among important leaders in the Olympic Movement, sparked by athletes globally, could lead to challenges against the prevailing mindset. The current change in values and beliefs of key figures of the Olympic Movement, initiated by athletes around the world, has the potential to result in opposition to the dominant thinking.

## **2.12. Olympics.com promoting athletes**

In May 2021, the IOC introduced Olympics.com, a user-friendly digital platform designed to engage visitors, offer unique content, and share Olympic news. Olympics.com has brought together various Olympic online platforms that were once separate, such as the Olympic Channel, ioc.org, and all upcoming Games, into one main website. This all-in-one resource for Olympic details, news, and original content has been created to enhance and simplify digital engagement for people globally during and between the Games. It offers more personalized experiences, schedules and results for each event, fantasy games, original articles, and an online shopping platform related to the Olympics.

The Olympic Channel operates as a live segment on Olympics.com. It puts athletes at the center of its programming by creating content based on Olympic values, giving much-needed recognition to Olympians and those aspiring to compete in the Olympics, available every hour of every day throughout the year.

### **2.13. The Olympic Movement and Cultural Policy**

Since its inception, the Olympic Movement has focused on a strong cultural mission, highlighting "sport, culture, and education" as the key pillars of Olympism in the Olympic Charter. Beatriz Garcia (2022) emphasized that dedicated cultural programs—now called the Cultural Olympiad—have been a compulsory requirement at the Olympic Games since 1912; artists have always been welcome contributors to the Olympic narrative, and cultural values have informed the development of Olympic rituals from the outset.

The Olympic Games are known all over the world as the biggest sports event, definitely drawing the most media attention globally. The Olympics are not just a sports event; they are also a cultural event that can greatly impact local, national, and international cultural policies. The media often shows this cultural aspect through well-known events, like the Olympic torch relay that happens before the Games begin, along with the opening and closing ceremonies. In addition to these well-known features, the Games include a cultural and arts program that is increasingly shaping the cultural policies of the cities that host the Olympics. This program helps create local symbols and strengthens cultural values in those areas.

## **CHAPTER THREE**

### **RESEARCH DESIGN AND METHODOLOGY**

#### **3.1 Introduction**

Under this chapter the research design and methodology are discussed. The techniques, methods, study area and total number of population, sample size of the population and design used to collect the data were discussed and indicate how the data was gathered and interpreted.

#### **3.2. Design of the study**

The study applied descriptive research design. Thus, the study find facts with survey enquire in relation with the title.

#### **3.3. Methods of the study**

The mixed research method (Qualitative and quantitative methods) was used as method of the study.

#### **3.4. Study area and Population of the Study**

The study was conducted in and around Addis Ababa, the capital city of Ethiopia. This study focused on Ethiopian elite athletes and coaches from the long list of Paris 2024 Olympic which are located in different training centers. The head offices of the Ethiopian Olympic Committee and Ethiopian athletics Federation are located in Addis Ababa.

#### **3.5. Sample Size and Sampling Techniques**

Taking sample from a population is a normal process of research that enables to save time and money. For this study, sampling technique and sample size were determined using simple random sampling and purposive sampling techniques. The target population of the study was Ethiopian elite athletes, coaches and officials selected from the long list of Paris 2024 Olympic game. The study recruited 27 ( 14 men and 13 female) athletes from 56 total number of athletes( 29 men and 27 women) and seven (7) team coaches from the total 13 team coaches. In addition to these, 2 officials from EOC and 3 from EAF were selected. From these, 23 Athletes, 4 coaches and 2 officials gave their responses. Simple random sampling method was taken for

athletes and coaches, because of the probability of getting them easily as wanted and probability of having time for filling the questions. Purposive sampling technique was applied to select EOC and EAF administrative staffs (officials).

### **3.6. Source of Data**

The study utilized both primary and secondary sources of data. The primary data were obtained from athletes, coaches, and administrative staffs (officials). Secondary data, on the other hand, were collected by referring books, journals and online posted materials of related subject.

### **3.7. Instrument of Data Collection**

Interview and questionnaires were the two data collection instruments used to gather relevant information. The questionnaires were for athletes, coaches, EOC and EAF sport professionals. The questionnaires incorporated both open and closed ended items. The open ended items were prepared for EAF and EOC officials. The demographic information about the respondents included their age, gender, marital status, and level of education. Likert scale and KAP items were developed for close-ended questions. Interviews took place with coaches selected from the long list of the Paris 2024.

### **3.8. Methods of Data Analysis**

After carefully gathering the appropriate data using the relevant data collection instruments, analyses were carried out using SPSS version 27 software. Numerical data were organized and presented using tables and charts. The questionnaires were distributed to and collected from elite athletes, EOC and EAF officials who participated in the 2024 Paris Olympics. Whereas, relevant information's from coaches were gathered using, interviews. All the collected data from the study participants were summarized and interpreted based on the objectives/research questions of the study.

### **3.9 Ethical consideration**

Here are some potential ethical considerations that are taken during the study on the application of Olympism and Olympic movement among elite athletes and coaches: in case of Ethiopian Olympic committee and Ethiopian Athletics Federation:

- **Informed consent:** Prior to conducting interviews or surveys, participants should be fully informed about the study's purpose, procedures, and potential risks and benefits. They should also be given the opportunity to ask questions and provide voluntary consent to participate.
- **Confidentiality and anonymity:** Participants' identities and responses should be kept confidential and anonymous to protect their privacy and prevent potential harm or negative consequences.
- **Respect for cultural norms:** The study should be conducted with respect for the cultural norms and values of the participants and the community, and should avoid any practices that will be considered disrespectful or offensive.
- **Avoiding harm:** The study should avoid causing any harm or negative consequences to the participants, and should take steps to minimize any potential risks or discomfort.
- **Fairness and equity:** The study should be conducted in a fair and equitable manner, without discrimination or bias based on factors such as gender, age, ethnicity, or socio-economic status.
- **Institutional review:** The study should be reviewed and approved by an institutional review board or ethics committee to ensure that it meets ethical standards and guidelines.

By taking these ethical considerations into account, the study is conducted in a responsible and respectful manner, protecting the rights and well-being of the participants and contributions in their professions. Permission letter also are attached which are written by the department of Sport science of Addis Ababa University

## CHAPTER FOUR

### 4. DATA ANALYSIS AND INTERPRITATAION

#### 4.1. Introduction

This chapter deals with the data analysis and interpretation. All the collected data from the respondents' responses (athletes, coaches and EAF officials), were organized, analyzed and interpreted based on the research questions of the study.

#### 4.2. Background of the athletes respondents

In order to address the research questions the study recruited a total of 39 respondents, (27 Ethiopian elite athletes, 7 Coaches, 3 EAF officials and 2 EOC officials). Of these 39 respondents 14 and 13 were male and female athletes respectively. From these 27 athletes 23 (85.2%) athletes replied to the questions. They were asked using questionnaire and the rest 4 athletes were not able to respond to the questions. As far as the age of the athlete-respondents 69.6% of the respondents were between ages of 21-25. Of the total athlete 91.3% of the respondents' educational backgrounds were from grade 7-12. In the current study, 39.1%, 30.4% and 26.1% of the respondents were long distance runners, middle distance runners, Marathon and steeplechase runners, respectively. From the total athlete-respondent, 4.4% of them were race-walking athletes.

From the total athletes, 69.6% have 5-10 years of training age and 82.6% of them have been trained under the coaches' supervision when they were between the ages of 15-20 years old. Furthermore, 43.5% of athletes have experiences and participated on the Olympic Games. Regarding the data from the table, athletes' participation in international and continental games showed variety number. Which describes that each athlete has been participate more than one international and national Game. This implied that the double count came from the table to explain the number of athletes participated in each Games as listed below.

**Table 4.1. Background of the Respondents (athletes respondents), Total number (N) = 23**

Background characteristics'	Responses	No	Per cent
Sex	Male	12	52.2
	Female	11	47.8
	Total	23	100
Age (in years)	16-20	1	4.4
	21-25	16	69.6
	26-30	5	21.7
	31-35	1	4.4
	Total	23	100
Educational Qualification	1-6	2	8.7
	7-12	21	91.3
	Certificate		
	Diploma		
	First degree		
	Second degree		
	Total	23	100
Disciplines	Middle distance	7	30.4
	Long distance	9	39.1
	Marathon	3	13.04
	Steeplechase	3	13.04
	Race-walking	1	4.4
	Total	23	100
Training age	Less than 5 years	1	4.3
	5-10 years	16	69.6
	11-15 years	4	17.4
	16-20 years	1	4.4
	More than 20 years	1	4.4
	Total	23	100
Training age under coach's supervision	Before the age of 10 years		
	10-14 years	2	8.7
	15-20 years	19	82.6
	After the age of 20 years	2	8.7
	Total	23	100
Participation on continental and international competitions ( )	All African Games	13	56.5
	African Athletics Championships	6	26.1
	World Cross Country	9	39.1
	World Championship	15	65.2
	World Indoor Championship	6	26.1
	World Half Marathon	3	13.0
	International Marathon Races	3	13.0
	Olympic Games	10	43.5

**Table 4.1.2. Background of the respondents (Coaches N= 4)**

Background characteristics'	Responses	No	Per cent
Sex	Male	4	100
	Female		
Age (in years)	21-25		
	26-30		
	31-35		
	36-40	2	50
	Above 40	2	50
	Total	4	100
Educational Qualification	Below 12		
	Certificate		
	Diploma		
	First degree	3	75
	Second degree	1	25
	PhD		
	Total	4	100
Field of event	Middle distance	1	25
	Long distance	2	50
	Marathon		
	Steeplechase		
	Race-walking	1	25
	Total	4	100
Participation on continental and international competitions	All African Games	4	100
	African Athletics Championships	4	100
	World Cross Country	3	75
	World Championship	4	100
	World Indoor Championships	2	50
	World Half Marathon	1	25
	International Marathon Races	1	25
	Olympic Games	4	100

From the above table, all of the 7 coaches (respondents) were men and from these only 4 coaches gives responses to items in the questionnaire and interview questions. However, the rest of 3 coaches were unable to respond to the questionnaire and interview. So, these 3 responses were

missing responses. From 4 coaches 3 (75%) of them have first degree and one (25%) holds his second degree. Two coaches (50%) field of event they specialized is on long distance, 1 middle distance and 1 race-walking coach gives response for the questions. In addition to this, from the 4 coaches all of them have participated on All African Games, African Athletics Championships, World Championship and Olympic Games.

**Table 4.1.3 Background of the respondents (EAF (3) and EOC (2) officials, N= 2)**

Background characteristics'	Responses	No	Per cent
Sex	Male	2	100
	Female		
	Total		
Age (in years)	21-25		
	26-30		
	31-35		
	36-40	2	100
	Above 40		
	Total		
Educational Qualification	Diploma		
	First degree		
	Second degree	2	100
	PhD		
	Total		

The last backgrounds of the respondents were for the EAF and EOC officials. For the EAF (Ethiopian Athletics Federation) the researcher gave 3 questionnaires' and from EOC (Ethiopian Olympic Committee) two questionnaires based on purposive sampling method. From these only 2 questionnaires' were forwarded with response from EAF officers the others were missed questionnaires.

Based on the above general data, the responses of the respondents were analyzed using SPSS version 27.

Table 4.2. Athletes response knowledge about Olympics movements

Responses	Frequency	Percent
Strongly Disagree	1	4.4
Disagree	5	21.7
Neutral	6	26.1
Agree	7	30.4
Strongly Agree	4	17.4
Total	23	100.0

As far as the assessment results of the Ethiopian elite athletes level of knowledge about Olympics movement, randomly selected at Paris 2024 long list, 47.8% of the athletes has knowledge about Olympics movement (30.4% agreed and 17.4% Strongly agreed), 26.1% of the athletes were uncertain about it and also 26% (4.4% strongly disagree and 21.7% disagree) of the athletes they don't have the understanding about what Olympic movement means and it concerns. Therefore, according to the above data most of the athletes have understandings and concepts about the Olympic movement.

**Table 4.3. Respecting each other's and make friendship with others international athletes**

Responses	Frequency	Percent
Agree	12	52.2
Strongly Agree	11	47.8
Total	23	100.0

Although one of the Olympic value refers, respecting each other, sharing ideas and making friendship with other international athletes, 100% of the athletes responded as 52.2% agree and 47.8% strongly agree as far as respect each other and establishing friendship with other international athletes. From the total number of the athlete respondents 14.8% did not respond to the question. According to the above responses almost all respondents agreed that respecting each other as one of the Olympic values.

**Table 4.4. Efforts of spreading Olympism philosophy in Olympic movement journey**

Responses	Frequency	Percent
Neutral	4	17.4
Agree	10	43.5
Strongly Agree	9	39.1
Total	23	100.0

As an attitude question the researcher asked the athlete's believes or thoughts about more efforts must be added to spread out the Olympism philosophy in Olympic movement journey. Following the question: - 43.5% and 39.1% (82.6%) of the respondents responded agreed and strongly agreed. In this regard the athletes believe that more efforts must be added or more effective works must be done to spread the Olympism philosophy through the peoples in the Olympic movement journey. The rest of 17.4% of the respondents were neutral. So based on the data more than half of the athletes believed that there must be more works on Olympism philosophy development in our country. .

**Table 4.5 Doping sample taking before and after competition**

Responses	Frequency	Percent
Agree	5	21.7
Strongly Agree	18	78.3
Total	23	100.0

As one of the Olympic principle and rule, giving doping samples before and after competition is a duty. On this point, 100% the athlete respondents replied that athletes should respecting the doping control procedures as one of the Olympic principles. Therefore according to the above data analysis almost all of the athletes take their doping sample.

**Table 4.6. Respecting and application of Olympic values and principles**

Responses	Frequency	Percent
Disagree	2	8.7
Neutral	9	39.1
Agree	9	39.1
Strongly Agree	3	13.1
Total	23	100.0

Assessing the athletes responses regarding respecting and applying the Olympic values and principles in their life style, about 52.1% of the athletes agreed that they respects and apply the Olympic values and principles in their day to day activities (39.1% agreed and 13% Strongly agreed), whereas, 39.1% of the athletes replied that they were uncertain about their respecting and application in their life style. Moreover, 8.7% of the athletes did not apply the Olympic values and principles in their day to day activities.

**Table 4.7. Support of EOC and EAF with coaches regarding Olympic values, principles, rules and regulations**

Responses	Frequency	Percent
Strongly Disagree	2	8.7
Disagree	4	17.4
Neutral	8	34.8
Agree	8	34.8
Strongly Agree	1	4.4
Total	23	100.0

The percent of responses that athletes got support and advice from EOC,EAF and their coaches focused on Olympic values, principles, rules and regulations were 39.2% ( 34.8% agreed and 4.4% strongly agreed). Furthermore, 34.8% of athletes were not sure about it and 26.1% of the athletes denied that the coaches and two sport organizations did not give them a support and advice about the Olympic values, rules and regulations.

**Table 4.8. Dream of athletes' to participate in Olympic Games**

Responses	Frequency	Percent
Neutral	1	4.4
Agree	3	13.0
Strongly Agree	19	82.6
Total	23	100.0

More than half of the Ethiopian elite athletes (95.6%) last dream was to participate and competed in Olympic games. 4.4% of the respondents were uncertain that their last dream was to participate in Olympic Games. Therefore, according to the above data analysis most of the athletes have dreamed to put their names in the Olympic Games.

**Table 4.9. Selected for Olympic solidarity beneficiary programs**

Responses	Frequency	Percent
Strongly Disagree	5	21.7
Disagree	5	21.7
Neutral	7	30.4
Agree	6	26.1
Total	23	100.0

From the total respondents of 23 (100%) of the respondents gave their response. From these, 26.1% of the athletes have been selected for the Olympic Solidarity programs. This means they were only selected but didn't get the benefits according to the data. 30.4% of the athletes were not sure that they have been selected and the majority of the respondents were not selected for the beneficiary programs of the Olympic solidarity.

**Table 4.10. Benefits from Olympic Solidarity programs, like: short and long term scholarship program**

Responses	Frequency	Percent
Strongly Disagree	10	43.5
Disagree	5	21.7
Neutral	7	30.4
Agree	1	4.4
Total	23	100.0

The data in table 4.10 reveals that the majority of the athletes (65.2%) did not get any benefits from the Olympic solidarities like scholarships and funds that IOC has been realizing for athletes in members nations. Whereas, 30.4% of the athletes' replied neutral. In addition to this, 4.4 % of the respondents got a benefit from the Olympic solidarity, which has not been described what kind of benefit it was, because of the generality of the question. To add an additional explanation on this point, all of the athletes did not ask the EOC what must be belonged to them from the solidarity.

#### **4.11. Athletes knowledge and usage of the IOC website page**

Responses	Frequency	Percent
Strongly Disagree	5	21.7
Disagree	7	30.4
Neutral	5	21.7
Agree	5	21.7
Strongly Agree	1	4.4
Total	23	100.0

According to the data gathered, knowledge and usage of the IOC website page and the platforms like athlete 365 platform, 52.1% of the athletes responds that they didn't have any information and experience of using the website before. Besides, 21.7 % of the athletes were uncertain or

confused that they have information and understandings of the IOC website page and platforms. The rest of 26.1% of the athletes have awareness on the IOC platform information and usage.

### **4.3. Analyses and interpretations the responses of coaches**

The coaches' responses were analyzed and interpreted and the results are indicated below using percentage descriptions. Furthermore, part 2 data of the coaches' interview responses were also briefly explained in a short way after the interpretation of the close-ended questionnaires responses. The total number of coaches selected to give response were 7 in number. From these only 4 of them gave their responses.

#### **4.3.1. Concept about Olympism and Olympic movement**

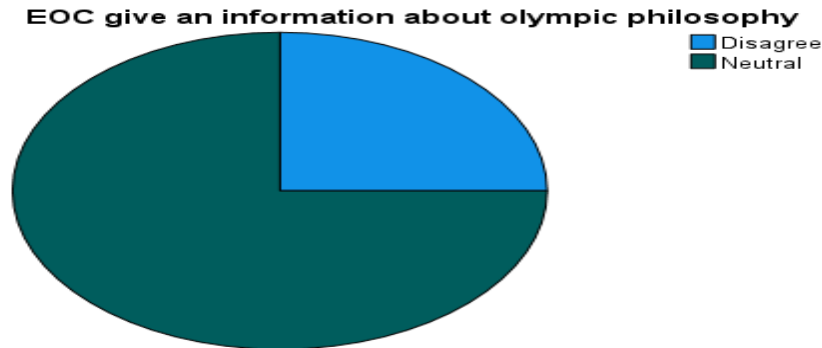
Evaluation on understanding the concept of Olympism and Olympic movement by the coaches who gave positive response about the Olympism ideologies and Olympic movement were 50% from the total responses. Regarding to this, the same interview question has been asked about how the coaches understand the Olympism ideology? These respondents who understood the ideology of Olympism responded as:-

“It is a philosophy which is free from racism, political and religious differences. It tells about Olympic village which collects peoples all over the world in one stage together. The Olympic philosophy is focused on the values of Olympism. So working on athletes and developing their performance is an excellence while coaches must teach their athletes to respect each other and make strong friendship bond to help each other.” Besides, one respondent thought that; “it may be a philosophy that increases good thoughts.”

As far as, 25% of the coaches were unsure about their knowledge about the Olympism and Olympic movement concept. Except the missing values (42.9%), the rest 25% did not have enough understanding and knowledge about the concept of Olympism and Olympic movement.

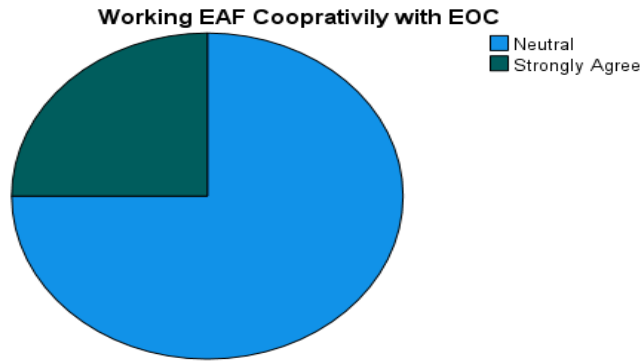
### 4.3.2 EOC give an information about Olympic philosophy

The study raised a question to identify whether the EOC's effort to educate the Olympism philosophy to coaches as one of its organizational duty. From this angle, 25% the coaches responded that EOC did not work in this issue. Meanwhile, 75% of coaches' response was neutral.



### 4.3.3. Working Cooperatively with EOC and EAF

The study analyzed the coaches' collaborative work with EOC and EAF to develop the system of the Olympism ideology, Olympic values and principles through Olympic movement journey as one of concerned or focused group, 75% of, the coaches were neutral and uncertain about it. The rest 25% of the responses indicated that they have good collaboration's with the two sport organizations based on the Olympic movement related topics. The respondents described in the interview questions that they were working together regarding to the rules and regulations of EAF and EOC forwards, which is proportional with the Olympic rules and regulations.

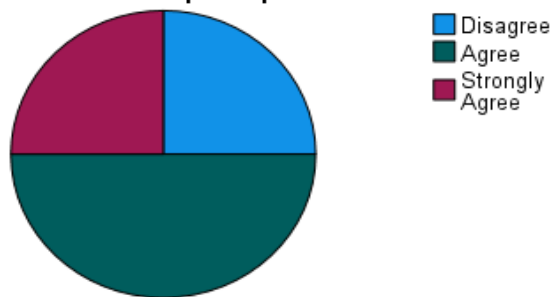


#### **4.3.4. knowledge about Olympism, Olympic values and principles**

Assessing the knowledge level of the Ethiopian coaches about Olympism, Olympic values and principles, randomly selected at Paris 2024 long list, 75% responses showed that the coaches has knowledge about Olympism, Olympic values and principles (50% agreed and 25% Strongly agreed).This implied that the coaches apply the Olympic values and principles through their surroundings by creating good friendship and vibe, developed respect between each other, and worked to make good performance changes for their selves and their athletes.

On the other hand, 25% of the coaches didn't have the concept about what Olympism, values and principles means and it concerns.

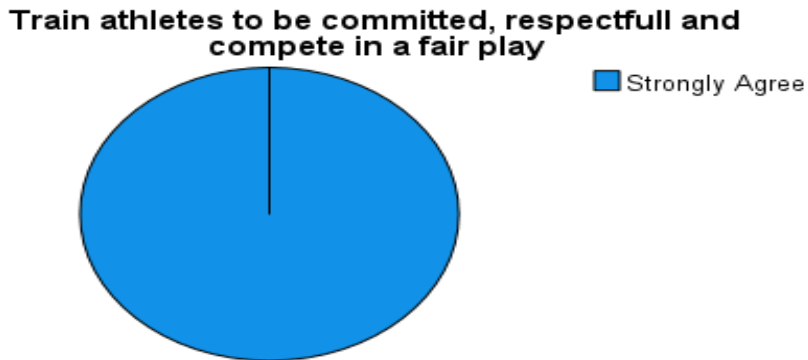
**Knowledge about Olympism olympic values and principles**



#### **4.3.5. Train athletes to be committed, respectful and compete in a fair play**

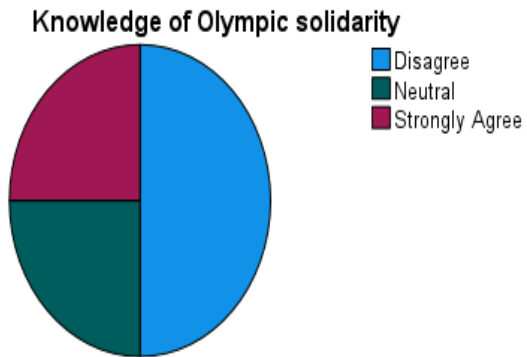
Except the missing response all the available responses (100%), indicates that all of the coaches trained their athletes highly to be committed, respectful for others and compete in a fair play of

any manner. Regarding to this, the coaches, whether they have the concept or not they were applying the Olympic values (see on table 4.14).



#### 4.3.6. knowledge about Olympic solidarity

Regarding knowledge level about Olympic solidarity, 25% of the coaches knew what Olympic solidarity means and 25% of the coaches were not aware of it. The rest 50% of coaches preferred to be neutral.



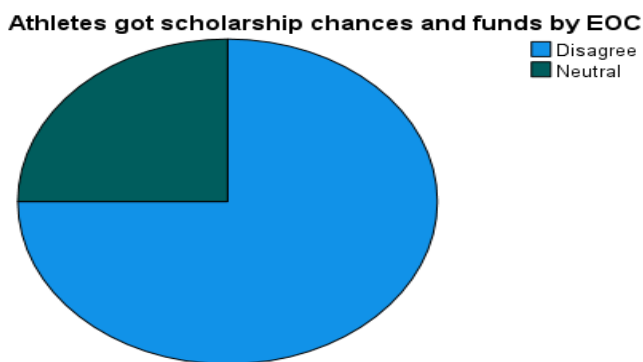
#### 4.3.7. Getting the scholarship programs and fund benefits from IOC

To know whether the coaches who were randomly selected at Paris 2024 long list, get the chance from the Olympic solidarity program like trainings, educational scholarship programs and fund benefits, two of them responds that they were beneficiary from the Olympic scholarship programs (50%). Regarding the interview these two coaches putted a list of educational scholarship programs and training they got as evidence, i.e. ICECP (International coaching enrichment certification program), Diploma in international coaching in athletics, and a diploma coaching course from Hungary, Budapest University.

The rest two (50%) did not get the chance of the scholarship and the financial benefits from EOC, from which IOC realizes for the NOCs'. Therefore, the coaches who have got and did not have the Scholarship and funding benefits from IOC were at equal average level.

#### 4.3.8. Athletes beneficiary from the solidarity from EOC

To know whether the coaches which were randomly selected at Paris 2024 long list, has an athlete who have got the chance of educational scholarship programs and fund benefits from the Olympic solidarity program, three of them responds their athletes were not beneficiary from the Olympic scholarship programs (75%) and the rest 1(25%) was neutral from this awareness. Therefore, the average respond indicated that their athletes did not get any scholarship and benefits from IOC, which would be selected and given through by EOC.



#### 4.4. Interview Responses on the Olympic Games

In advance to the Olympic Games, the coaches were benefited from the Olympic Games through their experiences of participation. Four of them have an experience of participated on the

Olympic Games. They believed that the benefits they got from the participation in the Olympic Games were: -

- Putted a name in the Olympic Games history,
- Been famous in the international competition stage,
- Helps to keep and strengthening the bond of the sport,
- Knew and learnt new steps/knowledge and got a chance to watch new sport that cannot been seen in our country,
- Helps to make new friends' and chance to introduce new peoples,
- To show up the culture of our country through the world, and in addition to this Olympic Games has various huge experiences.

The coaches told to the researcher the preparation for the Olympics games were always prepared very well with good plans and hard works. The coaches worked with EAF and the EOC on the preparations for the Olympic Games focused mainly on the results and current performances of the athletes. They taught and tried to make good friendship between athletes. Besides to this, also controls the athletes regarding doping results of the athletes with EAF and WADA based on the international Olympic rules and regulations.

So the coaches' preparation and application of the Olympic rules and regulations, discipline between them and their athletes were responded positively with any contradictions.

#### **4.5. Analyses and interpretations on the responses of EAF and EOC**

From the collected data the responses of the EAF and EOC were analyzed and interpreted as follow:-

The collected respondents' data from EOC and EAF has a total sample size of five respondents; but only two respondents from EAF replied to the questions. The rest three responds refused to give answers for the questions, so they were missing responds. Not only this but also all of the open ended questions were not answered by the respondents. Therefore from the above general responds; 60% of all respondents were missing

responds. In case of this, the study analyzed and interpreted 40% of the responds and putted as a valid percent of 100.

In fact, the sample size of the respondents were smaller than as expected, the researcher were forced to interpreted in word explanations than to described in tabulation or graphical forms. According to this, 100% of the respondents have enough knowledge about the Olympic movement and Olympism ideologies and also they believed that it was the main role of EOC and EAF to develop the implementation of Olympic ideologies on the ongoing Olympic movement journey. Furthermore the Ethiopian athletes applied a fair play rule properly in the national and international competitions; accordingly to the EAF officers view. Regarding to addressing the Olympic information about the rules, regulations, principles and values by the EOC for the federation, athletes and coaches has an equal average with one positive and one uncertain responses( 50% yes and 50% not sure). This result was also the same as the status look of the two big Sport organizations (EAF and EOC) worked on the achievement of the Olympism movement jointly. Focused on the Olympic solidarity, 100% of the respondents were not sure that EOC was addressing properly the solidarities of which IOC realizes for the National Olympic Committees to support the sport, the Olympic movement, elite athletes, coaches and sport professionals of the concerning bodies.

#### **4.6. Major Findings**

Based on the research questions the major findings from the collected data information were listed as follow:

The major findings for research question about the knowledge status of Olympic values and principles by Ethiopian elite athletes and Coaches was explained as follow:-

**Knowledge of Olympism and its values:** About half of the Ethiopian elite athlete of Paris 2024 Olympic Games participants' respondents said they were familiar with the Olympism and its underlying concept. Regarding to Coaches some of them understand the idea of Olympism, while others are uncertain and lack knowledge about the concept and its movement. Therefore

the results indicate that both athletes and coaches have a decent understanding of Olympism, but their knowledge is not quite enough.

For research question about the application of the Olympic values and Olympism ideologies through their daily activities of the Ethiopian elite athletes, the finding was:

**Application of Olympic values and Principles:** While elite athletes most of them have applied the Olympic principles and values through their activities and approximate percent of the agreed responds shows that the athletes were uncertain whether they apply or not the Olympic principles through their life styles. This implies that almost at equal interval of the athletes apply and uncertain application of the Olympic values and principles. This gap shows that due to different factors elite athletes apply Olympic principles through their athletics journey and the others were unaware of it.

For research questions about if the elite athletes and coaches have got previously any training and funding's raised by the IOC, findings were listed as below:-

**Olympic Solidarity:** Almost all elite athletes and half of coaches were unaware of the opportunities offered by the International Olympic Committee (IOC) through Olympic Solidarity initiatives. This lack of awareness prevents them from taking use of training and money, educational opportunities, financial supports and participate in international sport organizations activities that may help them better comprehend, being role model internationally and apply Olympic principles with understandings.

Major findings for research question concerning the collaborative issue to improve the Olympic movement and promote Olympism by the EAF and EOC was:-

**Collaboration Issues:** The study discovered a lack of coordination between the Ethiopian Olympic Committee (EOC), the Ethiopian Athletics Federation (EAF), and coaches in the promotion and execution of Olympism. The lack of an organizational objective and clear duties hindered the successful implementation of Olympic principles.

## **4.7. Discussion**

As IOC (2017) publication explained, Olympism celebrates and harmonizes the physical abilities, spirit, and intellect, merging sports with culture and education. The goal is to establish a lifestyle that celebrates the joy of hard work, values the importance of ethical behavior, and honors universal ethical principles. The aim is to use sports to support human development. The Olympic Movement aims to help create a more peaceful and improved world by educating young people through sports that align with the principles and values of Olympism.

Related to this, the findings in this chapter give major insights into Ethiopian coaches and athletes' understanding and implementation of Olympism, Olympic ideals, and principles. The results show a wide range of understanding and involvement with these themes, which is critical for the development of a strong Olympic culture in the country.

Carlos Rey Perz and Katia Rubio (2014) found in their study focused on Brazilian Olympic athletes that it is an ongoing challenge for the Olympic Movement to maintain the spirit of Olympism. Issues that appear to be more pressing, like how to allocate financial and administrative resources and finding ways for the International Olympic Committee to support itself financially, often push aside other important topics related to philosophy and education that are central to Olympism. They overlook that the goal of any action involving humans is to educate athletes and individuals about the values that should be upheld in Olympism.

The elite athletes' answers reveal different levels of understanding about Olympic movements. About 47.8% fully agreed they understood, while 26.1% were neutral about their knowledge, and the remaining participants disagreed. This difference indicates that, although some athletes are dedicated to the Olympic ideals, a significant number may not fully grasp the importance of these values in their sports careers.

The narrative of athletes is possible to observe the understanding of the importance of values in their lives. They express the values are closely interconnected. In addition, they assume they are your representatives to others and to society through their attitudes and especially for their thoughts. And they want to help in some way, so, for example, whether their participation in the media or in philanthropic events, becomes an occasion for spreading their knowledge and the dissemination of Olympic values (International Journal of Humanities Social Sciences and Education, 2014).

South African Journal for Research in Sport, Physical Education and Recreation (2020), journal post suggested that Culture and Education Programme (CEP): discrepancies between IOC's educational aims and athletes' perceptions (Krieger, 2013); the CEP needs to be more carefully planned in order to raise interest among YOG Chefs of Mission and coaches as they are major disseminators of information for their young athletes (Schnitzer et al., 2014); the gap between the aims and actual outcomes of the CEP when addressing challenges to approach future YOG editions (Wong, 2012); the need to rethink Olympic pedagogy for elite athletes in a more practice-based learning approach rather than it depending on universal and principle-based activities (Barker et al., 2012); the paradox between commercialization and sporting authenticity in the embodied representation of the Olympic Games, the Olympic athlete, or Olympian (Rahman & Lockwood, 2011); and the need for proper Olympic education in order to promulgate Olympism as the understanding of what it means to be human, and how sport should be understood, so that it contributes to the real life choices of an athlete (Martínková, 2012a).

In case of this, the EOC and EAF must prioritize educational and solidarity programs that not only target coaches but also directly engage athletes to foster a deeper understanding of Olympism.

The International Journal of Humanities Social Sciences and Education (IJHSSE) highlights that a study by Carlos Rey Perez and Katia Rubio (2014) examined Brazilian Olympic athletes and their grasp of Olympic values. The findings suggest that the values expressed in the athletes' stories help clarify what it meant to be an athlete during the early stages of their careers. Values like friendship, striving for excellence, bravery, and fairness become more important when competition involves beautiful movements aimed at perfection. This not only elevates the athlete to a higher state but also brings joy to the audience as they witness something extraordinary; recognizing that what they are seeing is rare and special.

A journal named as Journal of Sport Sciences Research (2024), published that Cote and Gilbert (2009) suggested that the values of the Olympics act as a guiding light, helping athletes grow both personally and in their sports. Brown (2008) defines Olympism as the pursuit of excellence, emphasizing the dedication of athletes and countries to reach high standards and strive for ongoing improvement. Milton-Smith (2002) suggests that Olympism sees ethical competition as

a key part of achieving spiritual excellence. This perspective helps athletes grow spiritually and improves their moral and spiritual development.

The principles of Olympism, which advocate for the harmonious development of body, mind, and spirit, guide coaches in their mission to mentor athletes, emphasizing not only performance excellence but also the importance of sportsmanship and personal integrity (Olympic Charter, 2021). Coaching plays a crucial role in supporting athletes' development on physical, mental, and emotional levels. According to Gültekin (2020), Coaching means "offering the right technical and emotional support to help athletes reach their full potential and achieve success." This method connects with the ideas of Olympism, which are frequently expressed through metaphors that hold greater meaning for both athletes and spectators (Journal of Sport Sciences Research, 2024).

According to the data, a large portion of coaches (50%) reported having a good awareness of Olympism and its principles. However, only 25% strongly agreed that they fully grasped these ideas. Actually, the other 50% of coaches either disagreed or were unsure about their understanding of Olympism. This shows a lack of teaching and sharing of Olympic principles among coaches, which is concerning because they play a vital role in helping athletes understand and apply these ideas. This implies that the Ethiopian Olympic Committee (EOC) and the Ethiopian Athletics Federation (EAF) should carry out targeted educational and training programs to enhance coaches' grasp of these ideas. Following this idea, the Journal of Sport Sciences Research (2024) stated that when coaches include Olympic values in their training and mentoring, they not only help athletes improve their technical abilities but also teach important principles like friendship, respect, and fairness, which are essential to the Olympic philosophy. Binder (2012) emphasizes that coaches take on the responsibility of passing Olympic values to athletes and guiding them based on these values.

Furthermore, the EAF and EOC officials' replies show that just all 100% of respondents are sure of that they knew enough about the Olympic movement and its ideas. This is consistent with the coaches' comments, showing a systematic concern within the groups responsible for promoting Olympism. The lack of clarity and knowledge among authorities could hinder the successful application of Olympic principles at all levels of sport in Ethiopia.

The report in this study also emphasizes the combined efforts of coaches, EAF, and EOC in preparation for the Olympic Games. Coaches reported that they are working closely with these groups to ensure that athletes are well prepared and follow Olympic rules and regulations. However, the results reveal that 75% of coaches are unsure regarding their collaboration with EOC and EAF related to Olympism and Olympic movement journey of topics, suggesting that while there is some cooperation, it may not be as effective or consistent as required. This required a more organized approach to collaboration, with all stakeholders united in their goals and knowledge of Olympism.

Olympic Solidarity is the IOC's development program dedicated to ensuring the universality of the Olympic Games by providing funding and technical, financial and administrative support to athletes, coaches, sports administrators and NOCs most in need of assistance. The total budget for Olympic Solidarity's 2021-24 cycles is USD 590 million, highlighting the IOC's commitment to helping everyone within the Olympic Movement. (IOC, 2016). Based on this, regarding to the Olympic solidarity knowledge and addressing and for elite athletes, coaches and sport officials of Paris 2024 Olympic Games participants, 65.2% of athletes are not beneficiaries from the Olympic solidarity. For the guide of this, the coaches' responds 75% of their elite athletes are not beneficiaries from the Olympic Solidarity programs. In addition, 50% of coaches are uncertain and the rest 50% highly agreed and disagree on their knowledge of Olympic solidarity. From these half of coaches have never get any means of the Olympic solidarity benefits and the rest 50% of coaches are beneficiaries from the Olympic solidarity. The officials are also uncertain about that EOC is addressing the solidarity to the concerned bodies. This finding indicates that there is lack of collaboration from these organizations including coaches, organizational unclear less and some of inadequate work efficiency from EOC as it is its basic organizational duty to address the Olympic solidarity to the concerned bodies.

Finally, the empirical data from this study emphasizes the importance of increased Olympic education initiatives among coaches, elite athletes, and authorities in Ethiopian sports. The literature suggests that the philosophy of Olympism has a powerful social impact in education. The South African Journal for Research in Sport, Physical Education and Recreation (2020) indicated that the knowledge and values from this philosophy can be shared through practical learning in sports. In this process, teachers, coaches, and sports leaders play crucial roles in

spreading these ideas. The category of Olympism educational programs includes studies about programs created to promote Olympism and its core values. These programs aim to reach Olympic athletes, educational institutions, and the broader community. By tackling the knowledge and teamwork gaps that have been identified, the EOC and EAF can more effectively support Olympic values, leading to improved performance and greater representation in international competitions. Fostering an Olympic culture is essential for the growth and success of Ethiopian athletics on the global stage.

## **CHAPTER FIVE**

### **5. CONCLUSION AND RECOMMENDATIONS**

#### **5.1. Introduction**

This chapter deals with the summary and conclusion drawn from the major findings and recommendations forwarded.

#### **5.2. Summary**

The general objective of this study was to assess the application of the Olympism and Olympic movement among Ethiopian elite athletes and coaches, in case of EOC and EAF of Paris 2024 Olympics.

- 47.8 % of the respondents agreed that they have knowledge about the Olympic movement and philosophy. Respecting each other's and makes friendship with other international athletes' results high responses by athletes which have 100% valid result. The coaches also agreed that their athletes respect their selves, others and make a good relations with other international athletes.
- Efforts of spreading Olympism philosophy in the journey of Olympic movement, the view of the elite athletes' of Paris 2024 Olympic Games participants was positive response about 82.6% valid percent. No negative responses were given except 17.4% responses were neutral.
- 34.8% of the elite athletes reported feeling neutral, while 39.2% had a positive outlook. In contrast, 26.2% expressed a negative view about the information that EOC and EAF shared concerning Olympism with the athletes. Regarding the Olympic movement and Olympism, the collaboration with the EOC and EAF received a neutral reaction from 75% of coaches, while 25% agreed that they work together with the EOC and the national athletics federation.
- Six elite athletes have been chosen to participate in the Olympic solidarity beneficiary programs. The remaining seven elite athletes were unsure about their selection status, while ten elite athletes were not chosen. In this regard, around 65.2% of valid responses indicate that athletes did not benefit from the Olympic solidarity short-term and long-term scholarships. The scholarship programs offer educational opportunities, training sessions, and financial assistance. Seventy-five percent of the valid responses from coaches indicate that their athletes have never received scholarship opportunities or funding from the EOC. The remaining one-third of the responses was neutral. According to the coaches' responses regarding their understanding of Olympic solidarity, 50% admitted that they were unaware of the concept and its benefits, while another 25% remained neutral. The remaining 25% are aware of Olympic solidarity and its main objectives.

- All of the EAF officers were uncertain or not sure of that the EOC address the Olympic Solidarity scholarships programs for the target athlete, coach or sport professionals
- More than half percent of the elite athletes did not know and have never used the IOC website page and platforms. About 26.1% of valid percentage showed athletes knew and use the IOC website page and the rest 21.7% were neutral.

### **5.3. Conclusion**

Concerning the gathered data from of Ethiopian Elite athletes, coaches from the Long list of Paris 2024 Olympic Games participants and EAF officers, using the data analysis and interpretations', the researcher based on the findings concludes as follow:-

The level of knowledge status about Olympic movement and Olympism ideology by Ethiopian elite athletes, coaches and EAF professionals' was an average level. This shows that the participants have a modest level of awareness about Olympism.

An average of elite athletes applied the Olympic values and principles: like respect and fair play unconsciously and an average number of elite athletes did not apply the principles because of lack of information. One notable conclusion was that all of the athletes applied the value of Olympism like respect and friendship among each other and foreign competitors.

Most of the coaches did not have knowledge about the Olympic solidarity concept and benefits. Some coaches were beneficiary from the Olympic solidarity in the form of training and educational scholarships. Some of elite athletes have been selected and filled the form to be beneficiary from the Olympic solidarity scholarship programs by EOC and EAF. But all did not get benefits although they did not have the understanding and concept of Olympism. This indicates there is gap of knowledge about Solidarity concern and improper implementations of the organizational duties.

EAF was collaborating closely with EOC, which has a moderate level of responsiveness—neither very strong nor very weak. Furthermore, it was hard to determine whether the coaches have strong connections and teamwork with EAF and EOC regarding the ongoing mission tied to Olympic ideals and values, as the results showed a mostly neutral response. As a result, the

absence of a clear organizational goal and defined responsibilities made it difficult to successfully carry out Olympism during the journey of the Olympic movement.

Concerning the information about Olympism, it was unclear whether the EOC was providing the necessary details for athletes, coaches, and the EAF. EAF was uncertain whether the EOC covers the benefits and programs of the solidarity scholarship for athletes, coaches, and sports professionals. This suggests that the EOC was not meeting its organizational responsibilities, indicating a lack of transparency and accountability.

The other important issue that this study identified was that IOC website has different useful programs, new announcements and information about its activities in detail. To know about the history of Olympics, its ideologies, principles and values, movements, educational manuals, Olympiad information and hierarchy of IOC or organizational structure functions, future plans to do and so on. There were platforms for athletes like Athlete 365 program. More than half of the athletes did not know about the IOC website page. So they lost and were unaware of much Olympic based information. This brought them not to be an active in the international organization of IOC and unable to ask about their benefits from the scholarship programs.

In general, the study concludes from the major findings sight, that the understanding and implementation of the Olympism ideologies by the athletes, coaches and sport professionals were good but not sufficient enough which needs extra efforts. Lack of awareness about The Olympic solidarities by the elite athletes and coaches, lack of coordination and failures on the application of the organizational duties to implement the Olympism ideology through the expansion of the Olympic movement were identified.

#### **5.4. Recommendations**

Based on the major findings, summary, and conclusions the researcher has put important recommendations based on the research questions.

- Concerning the first two research questions and their conclusions, most elite athletes and coaches have a basic understanding of Olympism and the Olympic movement. However, the researcher noticed that their knowledge is not very detailed. The researcher suggests that its good the coaches, elite athletes, and sports organizations should put in more

effort and research to gain a better understanding and deeper knowledge of Olympism and its movement.

- The athletes understood and honored the Olympic values, but they had limited knowledge about these values and principles, just like the coaches did. The researcher recommends that it is better the EOC and EAF to work together to convey these values to athletes and coaches in various ways, following a set schedule.
- Depending on the 3<sup>rd</sup> and 4<sup>th</sup> conclusions, the researcher recommends that to make a better athlete and educated coach, Olympic solidarity programs including the financial supports must be addressed for each selected athletes and coaches. It is for good if EAF ask and follow the solidarities of athletes and coaches on the behalf of them as a concerned federation, as a recommendation.
- As a suggestion, it is better EOC and EAF to make there bondages strongly to work collaboratively for effective results and need to perform their responsibilities transparently and properly. To implement the Olympic movement there must be healthy relations between the two organizations.
- The researcher recommends that EOC have to address the Olympic Solidarity scholarship chances:( it may be educational, trainings or money supports) for the coaches, athletes and Sport officers/administrations bodies to teach and increase the knowledge of Olympism ideologies, values and principles, to implement the system and make easy the Olympic movement, develop the activity of the sport, improve its mission, to pick up an international active athlete, to support and increase the achievement of athletes, to increase the efficiency and knowledge of coaches , to create internationally certified athlete, coach and persons, To involve and participate with international environment and to build different important facilities. This all about the Idea of Olympism and Olympic journey can be announced and implemented by NOCs only in the means of Olympic Solidarity programs and Olympic Games.
- Finally, the researcher strongly suggests that it is better all elite athletes, coaches, and sports organizations be aware of and utilize the IOC website for their own sake. They will learn a great deal about the issues related to Olympism.

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## **APPENDIX –I**

**Addis Ababa University**

**College of Natural and Computational science**

**Masters of Science in Athletics Coaching**

**Questionnaire to be filled by the Athletes selected from the long list of Paris 2024 participants.**

**Dear Respondent:**

This questionnaire is designed to get the relevant information for the current study. The objective of the study is to assess the application of Olympism and Olympic movement among elite athletes and coaches; in case of EOC and EAF. This study is only for academic purpose i.e. for the requirement of second degree in Master of Athletics Coaching. Hence, your responses will be kept confidential. The soundness and the validity of the findings highly depend on your genuine responses. Therefore, I kindly request you to fill the questionnaire carefully and back to me as much as possible with in three days.

Thank you in advance!

**General Directions**

1. No need of writing your name
2. Please put a tick (√) mark in the box for your answer and for the number of your choice for the alternatives given.

Use the following rating scale for your responses, and put “√” mark for each rating. **5: strongly agree (high), 4: agree (average), 3: neutral, 2: disagree (low) and 1: strongly disagree (very low)**

**Part I. Information about Demographic Data**

**1. Sex**

A. Male

B. Female

**2. Age**

A. 16 -20

B. 21 – 25

C. 26 -30

D. 31 -35

E. 36 – 40

F. Above 40

**3. Educational Qualification**

A. 1- 6

B. 7-12

C. Certificate

D. Diploma

E. BA/BSC

F. MA/MSc

**4. Field of event you run**

A. Middle distance

B. Long distance

C. Marathon

D. Steeplechase (3000)

E. Race Walking

**5. Training age**

A. Less than 5 years

B. 5 – 10 Years

C. 11 -15 years

E. 16 – 20 years

F. More than 20 years

**6. When do you start formal training under coach’s supervision?**

A. Before the age of 10 years

B. Before the age of 14 years (10-14)

C. After the age of 14 years (15-20)

D. After the age of 20 years

**7. Number of international competitions you participated \_\_\_\_\_**

**8. The types of continental and international competitions you participated (You can chose more than one responses here)**

All African Games

Africa Athletics Championship

World Cross Country

World Championship

World Half Marathon

World Indoor championship

International Marathon Races

Olympic Games

Any Other \_\_\_\_\_

**PART I. Questions to be answered (1) strongly disagree (very low), (2) disagree (low) , (3) neutral, (4) agree (average) and (5) strongly agree (high)**

NO	QUESTIONS	1	2	3	4	5
1	I know what Olympics means					
2	I understand Olympic movement concept very well.					
3.	As an athlete, I respect myself and others and make friendship with other international athletes.					
4	Efforts must be added to spread out the Olympism philosophy in the Olympic movement journey.					
5	EOC and EAF give information for us about the Olympism and Olympic movement					
6	I take my Doping samples before and after competition properly					
7	EAF and EOC selects the athletes fairly to participate in Games, trainings and beneficiary programs					
8	I have knowledge about Olympic values					
9	I respect and apply the Olympic Values in my activities.					
10	The training sessions given by the coaches includes the Olympic values and principles.					
11	The coaches, EOC and EAF technical officers gives us an advice what to do in the Olympic games, regarding Olympic values and principles, rules and regulations.					
12	I have enough understanding about the Olympic games					
13	In my sportsmanship activities, my last dream is to participate in Olympics game?					
14	I know what Olympic Solidarity is					
15	I am beneficiary from Olympic solidarity program					
16	EOC selects me to participate in the athletes' scholarship programs prepared by IOC.					
17	I have understandings about the IOC website page?					
18	I know about the athlete 365 Platform					

**APPENDIX –II**

**Addis Ababa University**

**College of Natural and Computational science**

**Masters of Science in Athletics Coaching**

**Questionnaire to be filled by the EAF and EOC officers/professionals**

**Dear Respondent:**

This questionnaire is designed to get the relevant information for the current study. The objective of the study is to assess the application of Olympism and Olympic movement among elite athletes and coaches; in case of EOC and EAF. This study is only for academic purpose i.e. for the requirement of second degree in Master of Athletics coaching. Hence, your responses will be kept confidential. The soundness and the validity of the findings highly depend on your genuine responses. For part 2 questions please fill your answers with good and clear hand writing. Therefore, I kindly request you to fill the questionnaire carefully and back to me as much as possible within three days.

Thank you in advance!

**General Directions**

1. No need of writing your name
2. Please put a tick (√) mark in the box for your answer and for the number of your choice for the alternatives given.
  2. Use the following rating scale for your responses, and put “√” mark for each rating. **1: Yes, 2: Not Sure, and 3: No**

**Part I. Information about Demographic Data**

**1. Sex**

A. Male

B. Female

**2. Age**

A. 21 – 25

B. 26 -30

C. 31 -35

D. 36 – 40

E. Above 40

**3. Educational Qualification**

A. Certificate       B. Diploma       C. BA/BSC   
D. MA/MSC       G. PhD

**4. Marital Status**

A. Married       B. Unmarried       C. Divorced

**PART I. Questions to be answered YES (1) , NOT SURE (2), and NO (3)**

NO	QUESTIONS	1 YES	2 NOT SURE	3 NO
1	Do the officials and administrative bodies have enough knowledge about Olympic values and the Olympic movement concerns?			
2	EAF/EOC has main role for the development and implementation of Olympism ideologies on athletes and coaches as one of the Olympic sport participant Organization in the journey of Olympic movement.			
3	Do athletes and coaches apply the Olympism ideology in their life activity?			
4	Athletes respect each other and have good relationship with their mates before, during and after training.			
5	Athletes apply the fair play rule in the international competitions.			
6	Do you give information's about the Olympic rules and regulations for your athletes and coaches?			
7	Does EAF work cooperatively with EOC regarding with Olympic movement and Olympism?			
8	Do you know what Olympic solidarity is and its benefits?			
9	Does EOC address the opportunities prepared by IOC like; educational scholarships, trainings, and money funds for the athletes, coaches, and sport professionals in your organization.			

**PART II: These are filled by the respondents of EAF, what they fill about and put there explanations in short.**

1. Are there athletes and coaches who have got the Olympic scholarship? If your response is YES please list some of them.

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2. In what way do you apply the Olympics values and principles in your activities?

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3. What kind of relations do you have with the Ethiopian Olympic committee regarding to journey of Olympism and Olympic movement? Mention some of your cooperate workouts.

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4. Do you think Olympic Games are important? How

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5. How far will follows up each details of the athletes and coach development including the checking up of their Doping follow ups..

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6. Are there any coaches and athletes who have get chances of trainings or educations given by IOC?

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7. What efforts do you think must be added to spread out the Olympism philosophy in the Olympic movement journey?

**PART II: These are filled by the respondents of EOC officers, which must put the explanations in short.**

1. What kind of relations do you have with the Ethiopian Athletics Federation regarding to journey of Olympism and Olympic movement? Mention some of your cooperate workouts?

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2. In advance of be a medal and get the participants fund what do you think additional benefits will the Athletes and coaches will get from the Olympic Games?

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3. What does the Olympic solidarity program includes?

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4. Are there any officials who have get chances of trainings or educations given by IOC?

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5. Are there an Ethiopian athlete selected to be posted as a role model in his/her lifestyle by the magazine editions of IOC published through their Olympic movement journey.

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6. What efforts do you think must be added to spread out the Olympism philosophy in the Olympic movement journey?

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## APPENDIX –III

Addis Ababa University

College of Natural and Computational science

Masters of Science in Athletics Coaching

**A questioner and an interview given by coaches selected from the long list of Paris 2024 participants.**

**Dear Respondent:**

This questioner and interview is designed to get the relevant information for the current study. The objective of the study is to assess the application of Olympism and Olympic movement among elite athletes and coaches; in case of EOC and EAF. This study is only for academic purpose i.e. for the requirement of second degree in Master of Athletics' coaching. Hence, your responses will be kept confidential. The soundness and the validity of the findings highly depend on your genuine responses. Therefore, I kindly request you to response with freedom and transparently.

Thank you in advance!

### General Directions

1. No need of writing your name
2. Please put a tick (√) mark in the box for your answer and for the number of your choice for the alternatives given.

Use the following rating scale for your responses, and put “√” mark for each rating. **5: strongly agree (high), 4: agree (average), 3: neutral, 2: disagree (low) and 1: strongly disagree (very low)**

### Part I. Information about Demographic Data

#### 1. Sex

A. Male

B. Female

#### 2. Age

- A. 16 -20  B. 21 – 25  C. 26 -30   
 D. 31 -35  E. 36 – 40  F. Above 40

**3. Educational Qualification**

- A. Below 12  B. Certificate  C. Diploma   
 D. BA/BSC  E. MA/MSC  F. PhD

**4. Field of event you train on**

- A. Middle distance  B. Long distance  C. Marathon   
 D. Steeplechase (3000)  E. Race-walking

**5. Number of international competitions you participated \_\_\_\_\_**

**6. The types of continental and international competitions you participated (You can chose more than one responses here)**

- A. All African Games  E. Africa Athletics Championship   
 B. World Cross Country  F. World Championship   
 C. World Half Marathon  G. World Indoor championship   
 D. International Marathon Races  H. Olympic Games

Any Other \_\_\_\_\_ -

**PART I. Questions to be answered strongly agree (high), agree (average), neutral, slightly disagree (low) and totally disagree (very low)**

NO	Questions list	1	2	3	4	5
1	As a coach, I know about the Olympism and Olympic movement					
2	EOC gives us an information about the Olympism philosophy					
3	I work cooperatively with EAF and EOC					
4	I have knowledge about Olympic values and principles					
5	I train my athletes to be committed, respect full and compete in a fair play with others regarding the Olympic values and principles.					
6	I know very well about the Olympic Solidarity?					
7	I have get trainings and educational chances given by through EOC.					

8	I am a beneficiary from the scholarship program and funding's of IOC realizes which concerns only coaches					
9	Athletes get their proper funding, which are selected to get a scholarship from the Olympic solidarity programs by EOC					

**PART II. Structured Interview questions to be answered in a short and brief way**

1. What do you understand about Olympism ideology?

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2. What kind of opportunities did EOC gives you develop, regarding to Olympic solidarity programs?

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3. How do you apply the Olympic Values and principles in your surrounding?

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4. What benefit and experience do you get from Olympic Games?

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5. How do you work with EAF and EOC, based on the rules of Olympism and Olympic movement?

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6. In what way do prepare for the Olympic Games regarding the application of the Olympic values and Olympic movement?

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