

THE PATH OF TRUE VALUES

Branislav Jevtic

Olympic Committee of Serbia
Faculty of Sport and Physical Education, University of Belgrade
Generala Vasica Str 5, 11000 Belgrade, Serbia
branislav.jevtic@oks.org.rs

Abstract

Establishing the team for the first Youth Olympic Games was initiated by the NOC Serbia immediately following the OG in Beijing. The program that was carried out was rich in contents that had optimal preparations for their aim, but also certain broader values framework. After the Games at which the Serbian Team won three medals (one gold, one silver and one bronze), the work done in the field of sports and true – Olympic values was highly commended by the IOC, but also by the professional, educational and political structures of the Republic of Serbia. The subject of this study is participation in the 1st Youth Olympic Games, as well as adaptation of the preparation program purposed to expand the value framework of young Olympians and the sports system of Serbia itself.

1 Sport in the Republic of Serbia

The effort to improve children and youth sport puts Serbia in a follower of the pan-European initiative that sees the value in the quality of children sports that creates a benefit for excellence and building a foundation for life man. The process directed towards humanization of children and youth sports in Serbia started in the year 2001. When the NOC Serbia organized a forum dedicated to this issue. Thus, in Serbia, before the European Year of Education through Sport (2004) and the UN Year of Sport and Physical Education (2005), the professional side of the Serbian society began to develop and improve the sports system according to the needs of the child (Sport Fit for Children). However, in order to improve the sport in this area it is necessary to improve the sport systems in Serbia, but also to change the value framework within which sport and the whole society operate (Jevtc, 2011).

Common to Serbia and the rest of Europe is also the problem that can be seen in the degree of "falling out" of young athletes who, after successes achieved in international competitions are failing to engage and develop as winners in the senior elite sport. Less participation girls of various ages is also a common feature of the reality in Europe and Serbia. Small base of women's sport, organisation of sports, which is not profiled following the interest of girls and their environment (parents, peers, school, etc.), directly affect their number and then the competitiveness of women's sport in international competitions. This is where the common features of Serbian and European sports end. In other words, much of what is detected in the Serbian sport makes it specific, while the general assessment is that uncertain future awaits the Serbian sport without some fundamental changes. In the coming period, Serbia has to modernize and improve its sports system, and within it, the value framework. When we say value framework we do not refer only to purely sporting values, but above all, the capacity of sport to act according to the society, with the aim to transfer the values of sport that the society of Serbia will acquire on its path to EU. In any case, changes of the sport system must be developed on the principle of expanding value framework, and these changes should include (Jevtic, 2009):

- new structure of the sport system, within which an umbrella organization, management, financing, responsibilities, plans for future development, etc. will be defined;
- construction of a sufficient number of training centers, centers that are of high quality, safe and sustainable, in contrast to the existing ones;
- sufficient number of athletes and sports clubs where training will be conducted on the principle of Sport Fit for Children;
- relationship of sport to education and school sport;
- opening of sports and educational campuses for talented children and youth;
- concept of sports fit for constructing an active lifestyle;
- scientific knowledge (sports science and exercise and training science) to support all forms of sport;
- medical prevention and sports and medical care of athletes;
- professionalization of key functions within sport while maintaining its volunteer structure;
- economic environment, willing and capable of socially responsible action;
- normative step-out aimed to solve a large number of unknown factors, and in particular, the role of local communities and lotteries in functioning of sports;
- extinction of government management in sports,
- professional organization that would direct the development of its members (coaches, trainers, doctors, managers, etc.) through needs of sport assets user.

2 Sport Values and the IOC Value Framework

The concept of value is defined differently. Even the IOC agrees with this as it characterises values as an intellectual concept which is difficult to define and that is universally accepted. One of the most frequent features and functions of values is the Orientation to the world and oneself. Values, as opposed to attitudes, always contain a positive attitude and action when met with an aim considered important and valued and to which realisation one aspires. Allport (1960) defines values as beliefs in accordance with which a man acts by preference, or by giving advantage - more love, to something that is valued more. Values are relatively enduring beliefs that a certain behavior is more desirable (Rokeach, 1973).

Sport is not value-neutral. Through sport, the individual changes, learns, adopts the values and acquires ethical behavior. Sport strengthens individuals and the community, brings people closer, encourages friendships, supports healthy lifestyles and builds up civic pride and participation in society (Jevtic, 2009). IOC believes that the essence of sport lies in nurturing its values. In its documents it supports three core values of the Olympic Movement, which are (2010):

- Excellences related to participation and making steps within personal goals,
- Friendship, peace and better world through solidarity, team spirit, satisfaction and optimism.
- Respect of yourself, your body, other rules and the environment. Fair play is one of the fundamental factors of this sport value.

The concept of value (the goal pursued) is commonly associated with the concept of value orientation (thinking and action in terms of achieving certain goals). The IOC value framework can be studied through various documents and activities, but it is best recognized

through the Olympic Games. The IOC value framework is contained in the principles of the Olympic sports movement (Jeu, 1994)

- No discrimination - or commitment to the sport practiced without discrimination;
- Economic - social and environment development sustainability;
- Humanism - having the individual in the focus, while participation in sport has to respect human rights of the one who practices sport;
- Universality - sport belongs to everybody
- Solidarity - creation of programmes that contain the answers and make the impact on social development
- The relationship between sport, culture and education.

The Olympic Movement has always been about more than just sporting competition. Our mission is to place sport at the service of humanity, and we find many ways to do that. This is particularly true in 2010, which saw the launch of several new initiatives aimed at bringing the Olympic values to life". (J. Rogge, 2010-a)

3 Value box and Youth Olympic Summer Games - Singapore, 2010

Analysis of documents of different information level on the occasion of organization of the first Olympic Games of Youth 2010 held in Singapore, (the first new sports event organized by the IOC after 86 years, namely, the first Olympic Winter Games in 1924), shows that the IOC has made steps towards spreading of the Olympic Movement value framework, through an activity directed to young athletes. It is specifically stated:

- Mission of the YOG is more than sport. They are education of young athletes in the Olympic values, healthy lifestyles, good health, social responsibility.

- YOG are not mini-Olympic Games. They are sports, cultural and educational event that has its individual identity, evident through new competitive disciplines (mixed discipline) and new forms of sports (basketball 3:3).

- YOG diverge from the big Games because the IOC sought to protect young athletes from the media, to include them in one of 75 workshops, to approach them through their world, through Twitter, Facebook, YouTube, and the CUBE - the IOC's micro site. IOC has built a digital platform for the works of young athletes and reporters, led by the need to achieve interaction with the kids who were watching the Game from home. The Organizing Committee launched the "Odyssey", was intended to learning about the sport, culture, the Olympic values and Singapore. All athletes and officials were connected and received information through the Digital Concierge. Athletes were in a two-way SMS contact with their families and friends (Olympic Review, 77).

Games in Singapore were filled with cultural and educational programs (CEP), which were selected with the aim of building a platform for the development of future Olympians. This was an incentive for continued career and development of awareness for the need of participation in sport throughout life. The aim was to enable 3600 young athletes to gain experience from these Games and to convey lessons learned to their peers upon their return to their homes and families. The starting point of IOC in the selection of programs and objectives of these Games was that sport is a catalyst for social contacts and education, that sport is an inspiration to young people in which they accept, improve, and express themselves in accordance with the Olympic values (excellence, friendship and respect). Both through practical activities and various panels and interviews with top athletes, the IOC used the Games in Singapore to spread the value framework through the implementation of role models (Olympic Review, 77).

“Dynamic, instructive and entertaining, indecisive, tense, friendly, modern, highly organized... “Only some of the athletes won medals, but all of them won new friends. Many of the athletes met and were inspired by Olympic champions, but each of them learned what it takes to be a champion, both on and off the field of play. The young athletes showed us that a new generation is ready to embrace and share the Olympic values. They inspired us with their enthusiasm, their spirit and the sheer joy they brought to the task of competing, learning and living with fellow athletes from around the world” (Rogue, 2010b).

4 YOG Value framework of the NOC Serbia Team

Values are relatively stable, general and hierarchically organized features of an individual (dispositions) and groups (elements of social consciousness), formed in interaction of historical, current social and individual factors. The behavior of an individual and the society are directed towards a specific goal that is included and belongs to a certain value framework. The NOC Serbia value framework in preparations for participation in the YOG was oriented towards the following:

- Athletes and their immediate surroundings (family, school)
- Factors of the sport system (NSF and sports club)
- Society and government,
- Quality program preparation,
- Developing environmental awareness,
- Role model,
- Education and cultural programs.

Values are not innate, they are acquired. The process of acquiring values, if we want them to be adopted, is associated with the needs of athletes. In order to be able to adopt faster and more efficiently the values given in Table 1 that make up the framework of participating in the YOG, it was necessary to present them in an effective way and the ways selected were: modern technologies (digital media, publications, advertising); actions that promoted secondary schools in which the Olympic values were respected; the Olympic Family (athletes' families that support the development of the Olympians), Olympic Club (sports clubs in which Olympians are created); organization of remarkable preparation programmes and events (sending-off and welcoming the team). Promotion of Olympic schools, clubs and families was performed at the University of Belgrade, as a message that sports and education are inseparable and that the support of the whole environment is indispensable for creating Olympians. The Head of Mission of the NOC Serbia in these Games was a university professor, while the moderator of cultural and educational activities was a physical education teacher. These unforgettable preparations were organized in a natural setting of Lake Bled in Slovenia. In addition to training, these preparations included team building activities, cultural and educational activities, role model developing, environmental workshops, etc. A sports psychologist was also involved in working with young Olympic athletes. The degree of motivation and mental processes were continuously monitored throughout the preparation, but also during the stay in Singapore. A unique database was made containing information about the processes that follow and describe all athletes in training, during their journey, upon entering the Olympic Village, during qualifications and final competitions, etc.

Tab. 1 *NOC Serbia Value Framework for preparations and participation in the YOG in Singapour*

Equality of access	Fun
Tolerance and mutual respect	Respect
Safe and welcoming environment	Fair play
Care	Personal developm.
Leadership development	Health & wellbeing
Promotions	Positive role models
Inclusion of citizens and civil institutions	Self esteem
Developing positive social behaviour	Self confidence
Shared values	Education
Community unity and cohesion	Team building
Family	Experience
Friends	Quality programme
School	NOC SRB Partners
Sports clubs	National pride
Olympic Legacy	Success

The preparation programs, participation in the Games, experience acquired by the athletes that were part of the NOC Serbia mission, the results they achieved, the attention of adults, social contact, teams in which they participated, friendship, modern information technology, support of their environment and many other things made this quite an exceptional and unique experience from the first Youth Olympic Games - the new values of the IOC were born.

Conclusion

1. The sports system in Serbia started to change. The changes occur in a form of evolution. The institution which started changing and assumed the leading function in changing the system of sport is in fact the NOC Serbia. Taking over the leadership functions and responsibilities, NOC Serbia started implementation of the mission, which belongs to every NOC, as stated in the IOC Charter.
2. Children and youth sports are areas given ever more importance by professional, academic and political community of Serbia. That could mean that synergy occurred in Serbia that improved the situation, however, this synergy is still virtual, although the number of initiatives in the area of humanising children and youth sports has increased. Sport creates a better man and enriches life of every individual... Sport is the ultimate pedagogical tool in upbringing and education. Participation in sport has been recognized as a value for life.
3. The Triad (triad in terms of action of three vectors in creating a product) Sports - Youth - Olympic Games, served as a concept which the NOC Serbia used in formulating its strategy to participate in the First Youth Olympic Games in Singapore (the product).
4. Participation of the Serbian team in the YOG was shaped by the concept of "the way of true values" or in the direction of sport as a catalyst of change. The value framework of the NOC Serbia was created in relation to the stated values of the IOC but also the needs of the sports system of Serbia.
5. Three medals, Olympic experience and value framework will remain a permanent legacy of young Olympians, their families, schools, NOC Serbia, the sports system and the society in Serbia as a whole.

Literature

- [1] ALLPORT, G.W.; VERNON, P.E.; & Lindzey, G. A Study of Values, 3rd. Ed., Holghon Mifflin, Boston, 1960.
- [2] GIRGINOV, V.& PARRY, J. (2005). The Olymic Games Explained. Routledge, 2005. ISBN 0-415-34603-5.
- [3] JAKSON, R. Sport Administration Manuel. International Olympic Committee, 2010, ISBN 978-0-9687146-4-5.
- [4] JEU, B. Sport, a Social and Cultural Phenomenon. In "For Humanism of Sport" Ed of Comite National Olimpique et Sportif Francais, 1-5. ISBN 2-86713-100-6.
- [5] JEVTIC, B. Sport of Youth or Toward a more human world of children`s sport. J. of Human Kinetics, 2003, no 9 p. 127-134.
- [6] JEVTIC,B. RADOJEVIC,J., JUHAS, I. & ROPRET, R. (2011). *Sport of Youth, From Praxis to Academic Discipline*. In Jevtic, Radojevic, Juhas, Ropret Ed "Sport of Youth, From Praxis to Academic Discipline" Faculty of Sport and Physical Education,Belgrade (in press),
- [7] ROKEACH, M. *The Nature of Human Values*. Free Press, 1973, New York.
- [8] Jevtic, B. Olympic Values, *Acredited Curriculum of Faculty of sport and Physical Education*,2009, Belgrade.
- [9] Foreword by JACQUES ROGGE, *Olympic Review*, 2010-a, No 75.
- [10] Foreword BY JACQUES ROGGE, *Olympic Review*, 2010-b, No 76.
- [11] Foreword by JACQUES ROGGE, *Olympic Review*, 2010-c, No 77
- [12] The Sport We Want. *Canadian Centre for Ethics in Sport*. www.cces.ca

NA STEZCE OPRAVDOVÝCH HODNOT

Sestavení olympijského týmu pro Olympijské hry mládeže bylo iniciováno srbským NOC bezprostředně po Olympijských hrách v Pekingu. Program byl obsahově velmi bohatý a obsahoval optimální přípravu a stanovený rámcový program. Po hrách, ve kterých Srbsko získalo tři medaile (zlatou, stříbrnou a bronzovou), byla práce v oblasti sportu a opravdových olympijských hodnot ze strany IOC ale i odborníků a vzdělávacích i politických institucí velmi oceněna. Předmětem **této** studie je jednak účast na 1. Olympijských hrách mládeže, ale i uznání programu, s cílem rozšířit rámcové podmínky pro mladé účastníky a pro systém sportu v Srbsku.

AUF DEM PFAD DER WAHREN WERTE

Die Aufstellung eines Teams für die Jugendolympiade wurde vom NOC Serbien unmittelbar nach den OS in Peking initiiert. Das ausgeführte Programm war besonders inhaltsreich und beinhaltete optimale Vorbereitungen, wie auch ein bestimmtes Rahmenprogramm. Nach den Spielen, bei denen Serbien drei Medaillen gewann (eine Gold-, eine Silber und eine Bronzemedaille), wurde die Arbeit im Bereich des Sports und der wahren olympischen Werte wie von Seiten des IOC, so auch von den fachmännischen, bildenden und politischen Strukturen der Republik Serbien sehr hoch geschätzt. Der Gegenstand dieser Studie ist die Teilnahme an der 1. Jugendolympiade, wie auch die Anerkennung des Programms mit dem Ziel der Erweiterung der Rahmenbedingungen für junge Teilnehmer und für das Sportsystem in Serbien.

NA ŚCIEŻCE FAKTYCZNYCH WARTOŚCI

Powołanie reprezentacji olimpijskiej na Igrzyska Olimpijskie Młodzięzy zainicjował serbski Komitet Olimpijski od razu pod Olimpiadzie w Pekinie. Działania były bardzo obszerne, obejmując optymalne przygotowanie i ramowy program. Po igrzyskach, na których Serbia zdobyła trzy medale (złoty, srebrny i brązowy), działania podejmowane w zakresie sportu i faktyczna wartość olimpiady zostały przez IOC i ekspertów oraz instytucje edukacyjne i polityczne bardzo wysoko ocenione. Niniejsze opracowanie dotyczy udziału na pierwszych Igrzyskach Olimpijskich Młodzięzy oraz docenienia znaczenia programu w celu rozszerzenia ramowych warunków dla młodych uczestników oraz wspierania systemu sportu w Serbii.