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“OLYMPIC STUDIES, OLYMPIC EDUCATION, ORGANIZATION AND MANAGEMENT OF
OLYMPIC EVENTS”

*A critical analysis on International relationships between the IOC and NOC of
Sri Lanka*

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SUMMARY.

Kankanamalage Dilan Sandun Wimalasena: A critical analysis on International relationships between the IOC and NOC of Sri Lanka.

(Under the supervision of Dionyssid Gangas, Professor)

The Greek Philosopher Aristotle, said in his “POLITICS” book that “man by nature is a social animal. Being a social animal, man can’t live in isolation. His basic nature and his basic needs make him to satisfy his numerous needs in association with others”. In this context, "international relations" are very important. A critical examination has been conducted with regards to the international relations existing between the IOC and NOC of Sri Lanka during the last 3 Olympiads .In order to answer the research question of this study, “How can we analyze the international relations between NOC of sri Lanka (NOC) and the IOC over the last 3 Olympiads, through three main points of good governance, solidarity and education? ”.And qualitative study has been conducted for this study. The objective of this study was to identify the advantageous and favorable conditions of the bilateral relations and to find the ways to strengthen these relations between these two institutions. Data required for the study were gathered through focus groups interviews and documentation. I also used J Nye's concept of soft power to study the behavior of these international relations. Key results of this study generated on three ways. First, how Olympism and the Olympic Movement influenced Sri Lanka from the IOC programmes launched through the Sri Lanka NOC were discussed, secondly, the beneficial and advantageous conditions of these relations were identified, and finally the measures required to uplift these relations were emphasized. The conclusion arrived at the end of this research is that the IOC has been able to achieve their objectives subtly through the international relations maintained with Sri Lanka NOC through various programmes by complying to the concept of Soft Power, and beneficial and favorable conditions have been occurred to both the IOC and Sri Lanka NOC through these relations. The research aims to identify the advantages and disadvantages of international relations between the IOC and the NOC of Sri Lanka, as well as to study how these relations have further developed.

Keywords – IOC, NOC Sri Lanka , Olympism, Olympic Movement, Soft Power, International Relations, Solidarity

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Abbreviations list.

- I. IOC - International Olympic Committee.
- II. NOC - National Olympic Committee.
- III. SL NOC - Sri Lanka National Olympic Committee.
- IV. IR - International Relations.
- V. OS - Olympic Solidarity.
- VI. OVEP - Olympic Values Educational Program.
- VII. IF- International Federation.

CONTENTS.

Contents

SUMMARY	ii
Abbreviations list	iv
CONTENTS	v
I.Introduction	1
I.I What is ‘International Relations’?	3
I.II What is Olympic Solidarity?	7
I.III What is Good Governance?	9
1.LITERATURE REVIEW	13
1.1 Olympism	13
1.2 The Ancient Olympic Games and International Relations	16
1.3 International relations and Olympics	22
2. Methodology	26
2.1 Research question and research objectives	26
2.2 Methods of data collection	26
3. Theoretical basement	30
3.1What is Soft Power?	30
3.2 The main tools using by the IOC to activate soft power in world	33
3.2.1 International Olympic Academy	33
3.2.2 IOA as a worldwide unit	38
4.Discussion	40
4.1 Existing international bilateral relationships between Sri Lanka National Olympic Committee and the International Olympic Committee	40
4.2 Benefits of the international bilateral relations existing between IOC and Sri Lanka NOC ...45	
4.3 The recognition in Sri Lanka for the courses and programmes conducted with SL NOC and IOC	48
4.4The practice of the concept of Soft Power in the international relations between the IOC and the Sri Lanka NOC	53
4.4.1 The ways in which the International Olympic Committee uses Soft Power in international relations	53
4.4.2 Behavior of Soft Power in the international relations existing between the IOC and Sri Lanka NOC	55

4.5 Implications to strengthen the bilateral relations between the IOC and NOC Sri Lanka.	58
5 Conclusion.	60
Bibliography.	63
Interview Questionnaire.	69

I. Introduction.

The international relationship between the International Olympic Committee and Sri Lanka National Olympic Committee boasts for a history of over 80 years that is enriched with amazing incidents, memories, and values. The International Olympic Committee can be greatly identified as an unparalleled party when the countries are rapidly attracted to the global village concept at present. A critical study is supposed to be conducted in this research about this internationally important organization (IOC) and its international relations maintained with its official unit in the national level which is Sri Lanka National Olympic Committee. In order to compete with the other parties in a rapidly developing world, Sri Lanka should also maintain active relationships with the international world. When considering the global sports field, the International Olympic Committee represents one of the biggest and most important parts from it. Dealing with international organizations such as the International Olympic Committee (IOC) is a great opportunity for a South Asian country like Sri Lanka to showcase its identity in the international arena (Fernando, 2020). The international recognition holds by the IOC is well convinced by the fact that about 103 world recognized members having obtained the membership of the International Olympic Committee (IOC, ioc-members-list, 2020).

As an organization that is free from the expectation of making profits, the basic mission of the IOC is to popularize Olympism and Olympic Movement through national Olympic committees (<https://www.olympic.org/>, 2020). The importance of this idea of Olympism for a state can be learnt by referring the books written by Prof. Nigel B. Crowther about the ancient Greek Olympics. It is the ancient Greeks who followed Olympism that became the frontiers of inventing new philosophies, methodologies, productions, and creations to the world. World renowned scholars such as Aristotle and Plato are examples for that. The IOC functions with the aim of popularizing this idea of Olympism that possesses such a value and importance (IOC, roles-and-responsibilities-of-the-ioc-and-its-partners, 2021). Hence, there are many good factors that can be adapted from the concept of Olympism for a developing country like Sri Lanka.

A critical examination is expected to be done in this study on the relations existing between the IOC and NOC of Sri Lanka as to date. At the same time, observation will be done about the practice

of Soft Power within the relations maintained between the IOC and NOC of Sri Lanka, which is a common concept seen in the relations in the international system (Vuving, 2009).

The data required for this research is expected to be gathered through qualitative methods. Documents, interviews, and focus groups discussions will be basically used for that.

The data gathering will be limited to the past ten years of time, and these bilateral relations will be studied under three main areas of Education, Solidarity, and Good Governance. Also, for the interviews and focus groups of this study, the beneficiaries of these bilateral relations and the individuals who possess that experiences are expected to be taken.

Further, as the objective of this study, I wish to identify the beneficial and favorable conditions that can be gained by both the IOC and Sri Lanka NOC through these international relations, and the measures that can be further taken to strengthen these relations.

A wider understanding can be gained for anyone who studies this research thesis about Olympism and Olympic Movement, how those concepts are promoted across the globe by the IOC through national Olympic committees, and its importance to Sri Lanka.

The nature of the structure of this research theses can be compiled as follows:

In the first chapter, a review on the literatures related to this study will be done along with an explanation on the books and their related facts that I referred for this research. Moreover, an introduction to the ancient Olympic Festival and about the books written on the concept of Soft Power which I use for this research.

The second chapter unfolds an explanation on the methodology used to gather data for the research. Qualitative methods will be basically used for this purpose.

An introduction to the concept of Soft Power, and an explanation about the tools and programmes used to execute international relations by the IOC under the areas of Education, Solidarity, and Good Governance will be unfolded in the third chapter.

Also, the third chapter will entail descriptions about the beneficiaries of the international relations of the IOC and Sri Lanka NOC and details about such programmes.

The fourth chapter will consist of an investigation on the behavior of Soft Power in these relations, the beneficial and favorable conditions occurred through that relations, and a discussion about the measures that can be further taken to strengthen these relations.

A conclusion on the facts found in all previous chapters will be presented in the fifth chapter.

Throughout all these five chapters of this research thesis, a critical study will be carried out about the bilateral relations existing between the IOC and Sri Lanka NOC.

I. I What is ‘International Relations’?

International Relations was subjected to discussion as a discipline in the international system after the end of World War I and II. Nevertheless, when exploring facts in the history of over thousands of years, it is observable how international relations have gone beyond a subject to be exercised in practicality. R Pfaltzgraff and C.A. McClelland(1998) describe International relations, as “the study of the relations of states with each other and with international organizations and certain subnational entities.” (Charles A. McClelland & Robert Pfaltzgraff, 1998)

When making a basic understanding as to what is International Relations, we can roughly interpret as the foreign policy a country follows. But in reality, International Relations is a topic that runs across a range of fields. It is noted how numerous subjects such as civil wars, terrorism, peace, state crisis, global environment crisis, global refugee issues, global power conflicts, global religious and cultural conflicts, global sports, gender based social problems, economic crisis, tourism crisis, and global health crisis have been related with International Relations.

Prof. Hans Morgenthau defines international relations international relations as “a struggle for power among nations”. Prof. Charles Schleicher describe international relations as “the relation among States”. Quincy Wright says "relations between groups of major importance in the life of the world at any period of history” as international relations. According to George Lincoln and Norman Podelford international relations is “Interactions of state policies within the changing patterns of power relationships”. Margaret Sprout and Harold definition about international relations is "those aspects of interactions and relations of independent political communities in which some element of opposition, resistance or conflict of purpose or interest is present.” (GAHATRAJ, study-material)

When studying facts further, it is truly convinced the importance of International Relations for the existence of humans and their day-to-day life. International Relations have been amazingly attached to the human life. Every activity that takes place around us have been influenced by International Relations, affirming its importance for us. It is such a wider field, that it is quite difficult to define it with a single chapter. Hence, International Relations can be identified as a field that goes forward while constantly subjected to different changes similar to a river that flows ahead through different instances that happened in the past, instances happening now, and instances that are to be happened in future.

Identifying International Relations can be done under three main levels.

- i. As a course of study
- ii. As a situation
- iii. As a principle

Further understanding of International Relations can be made convenient by making a conceptual clarification.

- i. As a course of study.

In this situation, we identify International Relations as politics that takes place within nations, under the Political Science subject inside the classroom. Goldstein (2010) who further describes that International Relations are not limited to state and politics. He shows that human relations are occurred surpassing the state boundaries. According to him, government and non-government organizations, international companies, multinational companies, aristocrats, and world-famous characters play a significant role within International Relations.

Hoffman (1977) defines International Relations as,

“The discipline concerned with the factors and the activities which effect the external policies and power of the basic units into which the world is divided.” (Folarin, 2012)

Hoffman, who conducted many studies about International Relations, expressed International Relations as a study that carries out on a state's foreign policy and the reasons that affected in forming those policies.

Even though International Relations can be studied as a separate subject at today, it was studied as a sub-division within other subjects such as Social Science, Psychology, History, Economics, and Political Science since hundreds of years from the past. For an example, many of the Greek scholars have presented facts about International Relations when discussing about politics and state governance. Examples from the recent past are when scholars of political science such as Thomas Hobbes (Yurdusev, 2006) and Niccolo Machiavelli presented ideas about power, they entailed the subject knowledge of International Relations. In the initial periods International Relations was only taken as a methodological approach to the subjects aforementioned and it was only after the end of world wars this discipline got subjected to a deeper study. As a matter of fact, International Relations can be depicted as a unison or combination of several subject areas. Facts related to incidents that took place after and during the contemporary periods of World War I and II are studied in International Relations as a subject at present, due to the deficiency of statistics and data by now. Thus, International Relations was developed as a subject in different universities in the world post to the world wars.

International Relations is taught as a subject under different names in different educational institutions and universities in the world. Its studies and academics are carried out under diversified names such as International Studies, International Affairs, International Diplomacy, and International Politics.

Even though all above varieties can be taken under a common core, their exist some separate technical differences within them. The discipline of International Relations encompasses numerous sib-divisions such as international law, international finance, international organizations, international economy and so on.

ii. As a situation

In this, International Relations is mainly represented as the relationships of a state with another state or several states, or the relationships with the international community. This can be further described as different agreements, bilateral and multilateral co-operations, conflicts, war conflicts, and seminars.

iii. As a principle

The set of policies formed by a state or an organization for the purpose of maintaining their external relationships is considered as International Relations in this. If it is a state, this policy formation and execution is done through its ministry of foreign affairs; if it is an organization, that is carried out through a unit specialized for that functionality in the organization.

We are able to identify concepts such as foreign policy, diplomacy, war, instruments of state policy, balance of power, and alliances in International Relations (Folarin, 2012).

International Relations is a global activity and any individual in the world can connect and act in this. It is impressive how international relations were maintained in the history of thousand years ago, though studying International Relations as a discipline was an event that took place in the recent past. A study on these ancient relations in regard to the Ancient Olympics, the development of those relations up to Modern Olympics and the tools used to maintain such international relationships will be taken into study in the chapters followed.

At today, we can observe a rapid growth of international relations among different people and parties, along with the concept of globalization. The International Olympic Committee secures a special place among such parties due to the higher recognition it has been achieved by now internationally. It can be observed how the relationships are maintained actively through many programmes with the national Olympic committees, with are the sub-units established to achieve goals and objectives with the IOC. An insightful and analytical study on ‘the nature of the relationship maintained by the International Olympic Committee with the Sri Lanka Olympic Committee’ is proposed to present in this research thesis.

Since international relations is widely spreaded across numerous fields, I have only taken into consideration the bilateral relations under the fields of education, solidarity, and good governance, for the convenience of this study. The history of bilateral relations between IOC and Sri Lanka IOC in the international level boasts for over 83 years and I am supposed to use data resources that are only relevant to the time duration of past ten years.

Even though lot of researchers have done certain researches about the international researches of the International Olympic Committee, only a few set of researchers have done a research-based study about the international relations that exist between the IOC and Sri Lanka NOC.

When studying about the international relations launched by the IOC through Modern Olympics, Ancient Olympics should essentially be subjected to discussion where the foundation to these international relations were first laid. It is in the Ancient Olympics the basic foundation was paved to many of the activities executed in the present. Ancient Olympics plays a vital role in understanding the functionality of the present IOC.

I. II What is Olympic Solidarity?

When discussing about this, we can identify how the International Olympic Committee continues its relationships with Sri Lanka Olympic Committee through varied programmes under ‘Olympic Solidarity’. The International Olympic Committee conducts about 20 programmes under 3 main areas and the programmes can be listed as follows (IOC, olympic-solidarity-world-programmes, 2021).

1. ATHLETES AND SPORT DEVELOPMENT.

Olympic Games Universality.

- 1.Olympic Scholarships for Athletes “Tokyo 2020”.
- 2.Olympic Scholarships for Athletes “Beijing 2022”.
- 3.Olympic Scholarships for Athletes “Paris 2024”.
- 4.Olympic Scholarships for Athletes “Milano-Cortina 2026”.
- 5.Team Support Grant.

Entourage.

- 1.Technical Courses for Coaches.
- 2.Olympic Scholarships for Coaches.
- 3.Athlete Career Transition.
- 4.NOC Athletes’ Commission Activity Grant.

Sport Development.

1. Development of National Sports System.
- 2.Continental Athlete Support Grant.

- 3.Youth Athlete Development.
- 4.Refugee Athlete Support.

2. VALUES.

Olympic Values.

- 1.Olympic Values Programmes.

3. CAPACITY BUILDING AND ADMINISTRATION.

NOC Management and Knowledge Sharing.

- 1.NOC Administration Development.
- 2.National Training Courses for Sports Administrators.
- 3.International Executive Training Courses in Sports Management.
- 4.NOC Exchanges.
- 5.Forums for NOCs and their Athletes.
- 6.Special Projects.

These programmes are often executed as global programmes by the IOC along with international federations, Olympic commissions, and partners of the Olympic Movement.

Identifying players of high caliber in national levels and provide required support for training, providing knowledge and assistance for the sports coaches in order to give proper technical training for the players, providing the right knowledge and assistance for sports management for the proper management of coaches and players, creating skilled and talented players through all above processes, continuing the enthusiasm of sports spirit across the globe, promoting and popularizing Olympic Values, can be identified as the services fulfilled through the mechanism of this Olympic Solidarity.

Due to the economic poverty of several countries, the ‘Olympic dream’ of some of the most talented players are collapsed, as a result of their government’s hesitation to fund them. A quite straight solution to this situation is provided through this Olympic Solidarity Programme (OLYMPIC SOLIDARITY, 2020).

I. III What is Good Governance?

This concept we discuss today as ‘good governance’ is a concept that emerged in the world politics after the 1980 time period. Even though the third world countries have no deficiency in economic resources and human resources, there have influenced several reasons for their economic growth deceleration and collapse of social justice. Good governance can be identified as a concept emerged from a debate on aforementioned issues (Ranjaya, 2020).

It was brought to light through this debate that the economic growth of these countries has been decelerated due to improper management of economic and human resources they possess. The major factors affected this were seen as unnecessary decentralization of power, inefficiency of state governance, politicization of state service, absence of public participation on national policy decision and implementation, increase of bribery and corruption, and irresponsibility of state leaders (Ranjaya, 2020).

The Secretary General of the United Nations, Kofi Annan(2002) once commented on good governance at United Nations session, saying, "Good governance is perhaps the single most important factor in eradicating poverty and promoting development."

John Graham, Bruce Amos and Tim Plumptre explains what good governance is. According to them " it is about how governments and other social organizations interact, how they relate to citizens, and how decisions are taken in a complex world" (John Graham, Bruce Amos and Tim Plumptre, 2003).

There are several major facts emphasized through the concept of good governance.

- **Participation**

This suggests public participation should be improved in state formation and implementation. In other words, development participation process must be empowered. Not only the general public, organizations such as civil organizations and non-government organizations should also be given an opportunity to fulfil an active process. This could be enabled through empowering provincial councils to widen the public participation by decentralizing the power of the central government (Ranjaya, 2020).

- Sovereignty of Law

Sovereignty of law is considered a mandatory condition for good governance. People will tend to respect and abide law only if everyone accepts the sovereignty of law. Only if the sovereignty of law is exercised, the trust is built among people that each and everyone is equal ahead of law, and the protection of law is equally entitled to everyone. For this, the independence of the jurisdiction is also essential (Ranjaya, 2020).

- Accountability

This suggests that the individuals who exercise the state administration powers should be accountable to the citizens. If not, they would unavoidably turn in to dictators. Therefore, they should be made in to a set of accountable persons for what they do to the public. Critics point out that once rulers are made accountable to the citizens, they would properly serve the needs of people with the intention and necessity of re-gaining power in future (Ranjaya, 2020).

- Transparency

This suggests that the state expenses should be done with openness. It emphasizes the right of the public to know about the state's expenses and their right to question on such matters. Because, if the rulers who handle public money of a country only work towards their own betterment, it results in the economic instability of the country. Therefore, good governance highlights the concept of transparency or openness, in order to avoid such national instabilities (Ranjaya, 2020).

- Responsiveness

This refers to rulers listening to people's needs, taking them into consideration, and forming and implementing final policies so as to represent all such ideas, in the best of their potentials. In fact, people elect their rulers and representatives with the belief that rulers would fulfil their need to live freely and peacefully. Therefore, the rulers should take the necessary actions to achieve betterment of their fellow citizens (Ranjaya, 2020).

- Efficiency and Effectiveness

This refers to efficient and effective use of resources. In other words, this suggests avoiding the wastage of resources. Moreover, it prevents resources being in the hands of one individual while also rejecting resource consumption solely owned by one party (Ranjaya, 2020).

- Fairness

Public wealth divided among everyone in a fair manner is suggested here (Ranjaya, 2020).

When taken as a whole, good governance suggests eradicating bribery and corruption; listening to the minor ethnicities and execute justice; increase social welfare by accelerating economic growth along with wider public participation (Ranjaya, 2020).

In light of the above, Henry & Lee (2004) points out the importance of good governance in sports. They suggest three approaches to understanding good governance in sports. These three are systematic governance, political governance and corporate (or organizational) governance. The first approach focuses primarily on the competition, collaboration and mutual compatibility between organizations in business and/or policy systems. The second approach focuses on the direct and indirect control of the behavior of organizations by the government or government bodies. The third approach deals with normative and ethically informed standards of managerial behavior. They also have named seven principals who are responsible for safeguarding the good governance of the sport. Namely Transparency, Accountability, Democracy, Responsibility, Equity, Effectiveness and Efficiency (Chappelet JL and Michaël Mrkonjic, 2013).

The Council of Europe's holds a wide range of views on the good governance of the sport through the four Principles Based on Democracy, Human Rights and Rule of the Law. Namely Democratic structures based on clear and regular electoral procedures open to the whole membership; Organization and management of a professional standard, with an appropriate code of ethics and procedures for dealing with conflicts of interest; Accountability and transparency in decision-making and financial operations, including the open publication of yearly financial accounts duly audited; Fairness in dealing with membership, including gender equality and solidarity.

The International Olympic Committee (IOC) also discusses about the good governance in the sport through the IOC Basic Universal Principles of Good Governance (IOC, GOOD GOVERNANCE, 2021).

JL Chappelet and M Mrkonjic (2013) argue that the principles of good governance become highly extensible and flexible, and that they can be extended wide range in organizations (Chappelet JL and Michaël Mrkonjic, 2013).

1.LITERATURE REVIEW.

1.1 Olympism.

It is expected to conduct a critical study on the international relations existing between the International Olympic Committee and Sri Lanka National Olympic Committee. Within those relations, an important position should be given to the concept of Olympism and the International Olympic Committee has been mostly grown around this concept of Olympism.

The Olympic Charter can be considered as the most eminent document which includes the fundamental principles of Olympism, rules passed by the IOC, the role of IOC in the international system, the actions and functioning of the Olympic Movement, and the relations of IOC with national Olympic committees and international federations. Also, this charter is mainly identified as a secondary source in understanding the concept of Olympism. The establishment of the International Olympic Committee by the father of modern Olympics, Pierre de Coubertin, that took place on 23rd of June 1894 was a major milestone in the modern Olympic era. But the Olympic Charter was firstly published in 1908, with the title '*Annuaire du Comité International Olympique*'. In this Olympic Charter, Olympism has been clearly introduced under seven fundamental principles. It can be quoted as follows.

❖ Fundamental principles of Olympism

“1. Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example, social responsibility and respect for universal fundamental ethical principles.

2. 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.

3. 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. It covers the five continents. It reaches its peak with the bringing together of

the world's athletes at the great sports festival, the Olympic Games. Its symbol is five interlaced rings.

4. The practice of sport is a human right. Every individual must have the possibility of practicing sport, without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play.

5. Recognizing that sport occurs within the framework of society, sports organizations within the Olympic Movement shall apply political neutrality. They have the rights and obligations of autonomy, which include freely establishing and controlling the rules of sport, determining the structure and governance of their organizations, enjoying the right of elections free from any outside influence and the responsibility for ensuring that principles of good governance be applied.

6. The enjoyment of the rights and freedoms set forth in this Olympic Charter shall be secured without discrimination of any kind, such as race, color, sex, sexual orientation, language, religion, political or other opinion, national or social origin, property, birth or other status.

7. Belonging to the Olympic Movement requires compliance with the Olympic Charter and recognition by the IOC.”

According to the Olympic Charter, Olympism is a philosophy of life. Advancing it through the balance and combination of body, mind, and will, is what entails in the concept of Olympism. The prime objective of Olympism is to create a better world through the formation of a useful social environment as a result of creating an advanced human. Achieving world peace through sports is also expected here. This idea underscores the importance of sports to everyone in the world. The concept of Olympism discusses about prioritizing the respect for humans irrespective of their color, race, or religion. Further, Olympism provides guidance for many concepts such as Good Governance and fair action. Thus, a clear understanding about Olympism can be gained through the Olympic Charter (Committee, International Olympic Committee Olympic charter, 2020).

Professor Jim Parry is noticed as a valuable scholar when studying on the concept of Olympism. Numerous books have been written by J. Parry on Olympism. Among them, the document named ‘Olympism for the 21st Century’ will be referred to in this research thesis for the purpose of studying the concept of Olympism.

As mentioned by Parry (2003), majority of the people in present society recall only the sports festival that takes place every four years, when they hear the word ‘Olympic’. This situation is common to both Modern Olympics and Ancient Olympics. Only a minority possess a certain idea about the philosophy named Olympism. This philosophy was then introduced to the whole world by Pierre de Coubertin, a French aristocrat, as a philosophy that everyone can practice throughout their lives despite class differences; a philosophy that owns numerous facts which are important to life; a philosophy that directly contributes in uplifting one’s personalities; and a philosophy that promotes the joy of effort rather than the mere victory at competitions.

Olympism can be identified as a universal social philosophy. In the light of above statement, Perry (2003) has stated that the concept of Olympism is immensely important in uplifting world peace, development, cooperation, sustainability, and ethical education, through sports. Also, a prominent place is given there to addressing different cultures and developing sports education. Hence, sports is used as a powerful medium of communication in this.

It can be explained that everyone living on earth are equally addressed in Olympism in the name of humanity, despite all racial, religious, color, regional, and gender differences.

The values discussed in the philosophy of Olympism at present boast for a history back to 3000 years. Perry (2003) expresses that these values had been launched to the present through Coubertin who is a product of Neoliberalism.

It can be identified as an objective of the Olympic Movement, to popularize Olympism conception within sports through Olympic values.

J. Perry (2003) depicts that, even though some people introduce Olympism as a universal thing, it is more debatable whether it is truly universal. That is, though Olympism contains universal values such as mutual recognition and respect, solidarity, tolerance, peace, equity, multiculturalism, and anti-discrimination, it is suggested that Olympism should also contain values of certain other cultures which are different to each other.

J. Perry (2003) also presents his belief that the international political arena had been directed in a positive journey during the past 100 years, owing to practicing Olympism through sports (Parry, Olympism for the 21st century, 2003).

Further, J. Perry (2020) explains that some people think it as ‘Olympism gives values to sports’, but in reality, ‘sports is the source of Olympic values’. Since de Coubertin saw this accurately, Perry (2020) mentions that Coubertin should be rather viewed as the Olympism discoverer, than the Olympism inventor (Perry, The Concept of Sport in Olympism, 2020).

Expressing his views, D. Binder (2010) stated that Olympic Education occupies an important position in understanding the concept of Olympism. Binder (2010) further spoke about the use of pedagogical tools for popularizing Olympism across the globe and stated that a person who had properly studied Olympic values and Olympism tend to act and think of the world differently (Binder, 2005).

R. Naul, D. Binder, A. Rychtecky, and I. Culpan (2017) had shown that the concept of Olympic Education as the main element of Olympic ideology and that sports are able to develop the life skills of both children and the youth. They have also made an explanation on how the importance of Olympism is carried out through Olympic educational programmes (Roland Naul, Deanna Binder, Antonin Rychtecky and Ian Culpan, 2017).

D. Chalziefstathiou (2011) made a critical investigation to explore whether the concept of Olympism can be truly seen in Modern Olympics. It is quite important to practice the concept of Olympism in the Modern Olympic Games in a rapidly developing world. Presenting facts on this, she has mentioned the necessity of Olympic Education for a real practice of Olympism. “The Olympic Movement and its key agents also address education as a core component of Olympism” Chalziefstathiou (2011) (D.Chalziefstathiou, 2011).

1.2 The Ancient Olympic Games and International Relations.

We identify Olympic festival as the most exquisite festival in the global sports arena. Just like the giant stars in the cinema industry are being awarded at the Oscar awards, the Olympics festival can be identified as the festival where the outstanding sports talents are being crowned. The ultimate goal for many of the sportsmen around the globe is to represent their country at the Olympics and achieve victory. Even though an outsider sees the Olympics as an event that is merely filled with sports events and a process that selects world’s best sportsmen, it does possess

a deep concept in this Olympic Games and Olympic Movement. Prior to explore about those facts, let us first discuss on Olympic Games under two main time frames; that is, Ancient Olympic Games and Modern Olympic Games. Every Olympic festival that were held since 1896 belong to Modern Olympics and every Olympic festival that took place before 1896 belong to Ancient Olympic Games.

The present is built on the foundation of the past. The future should be planned based on experience gained in the present and in the past. It is important to have a basic understanding of the ancient Olympics in order to have a real understanding of the modern Olympics. Here, Professor Nigel B. Crowther can be identified as a well-known scholar and researcher on this subject. He has authored extensive research and books on the ancient Olympic Games. Among from them the book on 'Sport in Ancient Time' (Crowther, Sport in Ancient Times, 2007) and the article on 'Athlete and State: Qualifying for the Olympic Games in Ancient Greece' (Crowther, Athlete and State: Qualifying for the Olympic Games in Ancient Greece, 1996) are using for this research. In these two papers, Professor N. B. Crowther(1996,2007) gives a detailed explanation of the ancient Olympic Games. The following is a brief description of the ancient Olympics as explained in these book and article.

Having a history of over thousands of years, the birth of Olympic Games took place on 776 BC, based in Greece. The sports festival originated then had numerous differences than the one we experience today. In the past, only sportsmen belonged to Greek city states had the privilege to participate in this Olympic festival. Though professional sportsmen were denied of participation in Ancient Olympic games at the beginning, it was latterly open for them when Greece was free from Roman ruling.

Within the period in which Ancient Olympic Games are held among the ancient Greek city states, they all arrive at a collective agreement to have a ceasefire in order to temporarily hold conflicts that prevailed among the city states. The prime objective of this was to assure the security of contestants, judges, spectators, and organizers that participate in the festival. Most of the time, the crowds coming to the festival had arrived to the city of Olympia in Greece using both sea routes and land routes. Sportsmen arrived such are trained under complete supervision of the judges at Elis, a city near Olympia, for about thirty days. Creating the right background to hold a fair play, even the food and drinks consumed by the players are subjected to investigation by the judges.

After spending the relevant number of days at Elis, the sportsmen reach the play area of Olympia in a festive procession, along with the judges.

If any of the sportsmen had weapons with them when entering the play arena of Olympia, such individuals must keep their weapons at the weapon holders at the entrance, and should enter the arena weaponless. The Ancient Olympic festival had been held as an act of devotion and honor of God Zeus, the most prominent of Greek gods; so that the event was full of religious rituals and traditions bound with Greek gods. Remarkable evidences for this are the Temple of Zeus and the Temple of Hera which are located inside the sports complex in the city of Olympia.

The sportsmen entering the stadium weaponless should give the oath inside the Temple of Zeus. This had to be done with proper Greek pronunciation and those who failed to perform such were expelled from the competition.

However, these traditions were subjected to changes ahead of the effects of Roman invasions.

The players entering to the stadium did their practices at a separate place allocated for them, till the commencement of the events. Evidences are the vase paintings that depict how they engaged in practices cooperating with others. Further, they have done their practices nakedly, applying olive oil on their bodies. In order to remove olive oil and dust after practices, they have used a comb-like tool. Following that, they had baths in bathing pools as groups. Also, they have gathered at different places for conversations during their leisure time. The players and representatives coming from different Greek city states were similar to ambassadors who represented their own states. They have connected with each other with great cooperation as in the aforementioned instances. At times, those representatives of warring states were able to reconcile, mediate, and resolve the state disputes while impeding possible future wars; all due to the proper bilateral understanding the representatives created when they met, played, practiced, and discussed with each other at the Ancient Olympic Games. These situations are the instances of evidence to prove international relationships actively prevailed during the Ancient Olympics.

Organizing such a magnificent sports festival at this level, the Greek city states suggestively exhibit their greatness and magnitude of power to the other regions of the world.

The Greek city states secured a prominent place amongst the powerful regions of the world at that era. Their developed and powerful naval power surpassed the naval powers of other powerful states

in the world. Added to that, many of the world-renowned scholars, scientists, historians, and artists were born in this Greek world. Due to that, the ancient Greek world was absolutely different from the Greece we see today. The ancient Greeks did not consider 'education' as a mere knowledge extracted from books, but added few more elements to it as physical wellbeing and spiritual development. They firmly believed that these elements needed to be well balanced in order to create a complete man. Such conditions were also prevalent in the city of Olympia where the Ancient Olympics took place. During the sports festival, different scholars came from different states conducted knowledge conferences and their knowledge was shared among others. Also, the Ancient Olympics had greatly bound around the Greek gods and took a strong religious facet while god Zeus was prominent among them.

When this sports festival trumpeted the world of its Greek-greatness, we can observe how sportsmen in the middle east such as of Persian region and Egypt have connected with this Ancient Olympic Games. The competitors who represented these regions were professional sportsmen at most times, and once they win their events, the regions they represented received great popularity and appraisal both within the festival and in the international system outside it. This achievement was in a way similar to a military victory as the Ancient Olympics was honored and famed throughout the globe during that era.

It is quite impressive how sports acted within the Ancient Olympic Games to win the attraction and attention of the international system.

The excellent and world-famous artists who were around the stadium were looking forward with great anticipation to create poems and statues of the sportsmen who won the events in Ancient Olympics. The winners could get the masterpieces created after paying the artists the money for relevant creations.

The statues created and the poems written about the sportsmen by these exemplary Greek artists were popularized across the globe while bringing honor to the states the sportsmen represented.

Due to this, we can observe instances of actively prevailed international political system through the harmonized blending of sports, arts, and politics in that era.

Meanwhile sports practices and main sports events took place, scholars of different fields of studies who came from city states gathered at different places inside the stadium to conduct discussions

and debates. There, they shared academic knowledge with each other. Many disciplines such as philosophy, science, mathematics, logic, arts, and religion were subjected to discussion. It is quite impressive how the ancient man addressed the field of education through international relations parallel to the Ancient Olympic Festival.

The Greek city states bore great fame as a center that generates various theories, innovations, and knowledge to the world, during that era. Due to the same reason, the exchanging of philosophical ideas and knowledge at the Ancient Olympics that was held once every four years was extremely important.

Moreover, the ancient primary sources and secondary sources provide evidence for the existence of solidarity in a high level, within the Ancient Olympic Festival. Firstly, the organizers conducted the sports events on the second full moon after the summer solstice – July or August, which has a favorable climate pattern for everyone in the region, paying attention to the convenience and comfort of everyone. Because, that particular time period was with a suitable climate to participate in the festival and engage in sports.

As mentioned earlier, military conflicts were a common issue prevailed in between the city states of this region. In contrast, during the three to four months long duration of the Ancient Olympic Festival, there existed a ceasefire effective to the entire region and it was named as ‘Olympic Truce’. If any person violated this law, the city state of Elis bore the power to expel such participants from the competition. This measure enabled every individual to participate in the Olympics safely and unharmed.

Added to the above, the participants of the Olympic festival had spent cooperative and enjoyable times inside the Olympic village, as stated by the scholars who studied this. The varied cultural items, cuisine, beliefs and faiths unique to each city states had also been shared and exchanged.

Contrary to what we see today, the sportsmen did not represent their states as a team in the Ancient Olympics. At present, the contestants participate in Modern Olympics as a team or group. For

example, the contestants coming from the United States of America participate as a one group under the country's flag, covering all sports events.

But for the Ancient Olympics, the contestants did not participate as a team but participated individually. There, the contestants were subjected to strict supervision of the judges that conducted the festival, from the practice centers at Elis where they were qualified as suitable for the sports festival, to the city of Olympia where the main event took place. These judges constantly investigated on the food and drinks, sports equipment, and sports methods the contestants use throughout the duration of training. Added to that, the judges have acted unbiasedly to direct to the events the sportsmen who completed training period with right standards, while sending back the contestants who were disqualified to compete at the events at Olympia.

Prior to compete at the main events of the Ancient Olympics, it was mandatory for the competitors to rightly pronounce the oath in front of the judges at the temple of Zeus. This was a major eligibility fact for the sportsmen to join in the sports festival. The event organizers and the judges have been able to act unbiasedly with complete transparency at such instances as well.

Also, facts are discovered through historical sources on how the judges had imposed penalty for the players who competed in an unfair manner and violate laws and regulations of the games. At such instances, the judges imposed various penalties such as expelling players from the game, order to pay fines, whipping, and laboring them to make stone statues named as 'Zane' by including the names of such fraudulent players. None of the ancient sources of the Ancient Olympics mention about judges or organizers who betrayed matches for money. Thus, we are able to assume that judges and organizers have been thoroughly responsible to conduct events unbiasedly with complete transparency, while protecting the sovereignty of law and fulfilling the 'principles of good governance'.

Due to these conditions, the Ancient Olympics had earned a great degree of honor, value, and international recognition in that era. The opinion of scholars who present facts on this entails that the Greek political system prevailed in that era might have been a certain influence for the Ancient Olympics to become a festival that highly encompassed the major principles that should be within a good governance. It is obvious that aforementioned factors have been reasons to conduct the

Ancient Olympics for almost every four years, throughout many hundred years. (Crowther, Sport in Ancient Times, 2007) (Crowther, Athlete and State: Qualifying for the Olympic Games in Ancient Greece, 1996)

1.3 International relations and Olympics.

By associating the facts I have mentioned in the above section, a certain understanding can be gained on how international relations were executed in the Ancient Olympics that took place in the history that runs back to thousands of years. There we can identify the city of Olympia as the chief party that organized the Ancient Olympics. It is seen how international relations were emerged between the Greek city states in a diplomatic level, through this sports festival organized by the city of Olympia.

It is observed that the duty fulfilled by the city of Olympia in the past has been now shifted to the International Olympic Committee in Modern Olympics. And the national Olympic committees of each country are functioned at present just as the other Greek city states acted in the past.

The International Olympic Committee can be mainly identified as a strong and active party in the current international system. Its functionality is not limited to the field of sports, but can be understood through a multitude of fields such as educational, welfare, environmental, social, and cultural.

A clear definition about the role and the mission of the International Olympic Committee have been depicted in the Olympic Charter (<https://www.olympic.org/>, 2020).

It mentions as:

“The mission of the is to promote Olympism throughout the world and lead the Olympic Movement.”

At the same time, they have displayed a detailed description about the role of IOC under 18 points.

“1. to encourage and support the promotion of ethics and good governance in sport as well as education of youth through sport and to dedicate its efforts to ensuring that, in sport, the spirit of fair play prevails and violence is banned;

2. to encourage and support the organization, development and coordination of sport and sports competitions;
3. to ensure the regular celebration of the Olympic Games;
4. to cooperate with the competent public or private organizations and authorities in the endeavor to place sport at the service of humanity and thereby to promote peace;
5. to take action to strengthen the unity of the Olympic Movement, to protect its independence, to maintain and promote its political neutrality and to preserve the autonomy of sport;
6. to act against any form of discrimination affecting the Olympic Movement;
7. to encourage and support elected representatives of athletes within the Olympic Movement, with the IOC Athletes' Commission acting as their supreme representative on all Olympic Games and related matters;
8. to encourage and support the promotion of women in sport at all levels and in all structures with a view to implementing the principle of equality of men and women;
9. to protect clean athletes and the integrity of sport, by leading the fight against doping, and by taking action against all forms of manipulation of competitions and related corruption;
10. to encourage and support measures relating to the medical care and health of athletes;
11. to oppose any political or commercial abuse of sport and athletes;
12. to encourage and support the efforts of sports organizations and public authorities to provide for the social and professional future of athletes;
13. to encourage and support the development of sport for all;
14. to encourage and support a responsible concern for environmental issues, to promote sustainable development in sport and to require that the Olympic Games are held accordingly;
15. to promote a positive legacy from the Olympic Games to the host cities, regions and countries;
16. to encourage and support initiatives blending sport with culture and education;
17. to encourage and support the activities of the International Olympic Academy ("IOA") and other institutions which dedicate themselves to Olympic education;

18. to promote safe sport and the protection of athletes from all forms of harassment and abuse”. (<https://www.olympic.org/>, 2020)

Hence it is noticed the extent of International Olympic Committee’s action in a wider field as a non-government organization. In achieving their prime objectives, the IOC directly uses the national Olympic committees of other countries through international relations. In this scenario, a variety of programmes are launched by the IOC through national Olympic committees.

The international relations existing between the International Olympic Committee and Sri Lanka National Olympic Committee possess a history of over 80 years and it has been growing day by day as to present. In order to achieve the aforementioned objectives of the IOC through Sri Lanka National Olympic Committee, a variety of programmes are conducted with the mutual corporation of IOC and Sri Lanka NOC since then (National olympic committee of sri lanka, 2020).

One significant condition observed in these globally executed international relations is that the both parties involved in the relationship tending to achieve a win-win situation (Lena Partzsch and Doris Fuchs, 2012). That is, a beneficial condition for the Sri Lanka NOC is also expected while achieving the objectives of the IOC through these relations.

At the same time, implementation of Soft Power is commonly noticed within international relations at present. Sports acts as an important tool in this concept of Soft Power. The books and articles written by Joseph Nye, founder of this concept, are paramount in studying facts about this scenario. His books namely Soft Power and Higher Education, Soft Power and Foreign Policy (1990), The Future of Power (2011), and other articles can be taken as references for this. We are able to identify the procedure that takes place within Soft Power by observing the relations maintained between the International Olympic Committee and Sri Lanka National Olympic Committee. It is evident how one party achieves their objectives by deploying Soft Power on the other party.

As I have mentioned previously, a critical study on the bilateral relations between the IOC and Sri Lanka NOC, and the advantageous and disadvantageous circumstances they experienced through such relations will be presented with using resources and examples that belong to the past ten years.

Further, a critical study with sources and data analysis will be done to assess whether the IOC has been truly able to achieve the facts they have mentioned in the Olympic Charter using those bilateral relations they maintained over many years with Sri Lanka NOC.

How the facts Nye presented in the concept of Soft Power have been prevailed in those bilateral relations will be studied under the areas of education, solidarity, and good governance in association with the data collected from the past ten years, and attention will be paid on advantages, disadvantages, novelties, and deficiencies of these relations through this study. As the objective of this research, facts will be explored on the importance of this bilateral relationship to Sri Lanka as a country, and how it would contribute to the betterment of all inhabitants on the earth. As the required data for this purpose, I have used both primary data and secondary data such as books, newspapers, magazines, interviews, focus groups, and etc.

2. Methodology.

2.1 Research question and research objectives.

The main research question in this research thesis can be presented as “How can we analyze the international relations between National Olympic Committee of Sri Lanka (NOC) and the International Olympic Committee (IOC) over the last 10 years, through 3 main points of good governance, solidarity and education?”. In this research, I critically examine how the IOC guide Sri Lanka NOC, one of their official branches, through the international relations to work out their aforementioned motive. Since these bilateral relations are maintained under many sectors, I wish to gather data and study under three main areas for the convenience of the study namely Education, Solidarity, and Good Governance. What tools the IOC and Sri Lanka NOC have used under these three areas and the influence occurred through that will be examined. Another objective of this research thesis is to explore the practice of the concept of Soft Power in international relations with the advancement of globalization. Also, a discussion will be made on the favorable conditions built up through these bilateral relations and the novel elements that should be added to those.

2.2 Methods of data collection.

I mainly used qualitative data which are expressed in words as the data required for the aforementioned research problem. As Taylor and Bogdan(2015) point out “the phrase “qualitative methodology’ refers in the broadest sense to research that produces descriptive data.” (Steven J. Taylor, 2015)

Within quantitative data, I used both means of primary data and secondary data to gather information to this research. What are the meanings of primary data and secondary data? Rabianski (2003) point out “primary data as information that researchers gather first hand and secondary data as information from secondary sources ,i.e.,not directly compiled by the analyst; may include published work based on research that relies on primary sources of any material other than primary sources used to prepare a written work.” (Rabianski, 2003)

Discussing about the methods I used to gather data for the research, I basically used books, magazines, articles, and critique videos as tools to obtain secondary data.

When gathering qualitative data, I mainly chose suitable persons to obtain data under each topic and conducted interviews individually and as groups with them. Commenting on the “interview”,

Griffiee (2005) says, "Interviewing is a popular way of gathering qualitative research data because it is perceived as "talking," and talking is natural. Interviews do not presuppose any statistical knowledge, and persons to interview, called respondents, might be close at hand and willing. " (Griffiee, 2005). The required facts were collected by questioning them step by step through a list of questions during the interviews. There I interviewed beneficiaries and participants of the programmes that took place in the international relations between the IOC and Sri Lanka NOC. I used several methods to receive details about the suitable and relevant persons for these interviews. One method was to obtain such information through secondary data from NOC of Sri Lanka. Added to that, several sports persons in the sports field of Sri Lanka that I acquaint with assisted me in finding persons to be subjected to the interviews.

Moreover, I found the required persons to the interviews by sharing a post about the persons I wish to get information, through Facebook and Instagram, which are highly popular social media platforms in Sri Lanka. Informing my requirements to the national federations that are active in Sri Lanka was also helpful in identifying persons who are needed for the interviews. Finally, I referred the documentary programmes that have been created by the IOC about their programmes and the details about the beneficiaries of such programmes, in order to identify the required persons. I interviewed five key people here and their identities were shown as A, B, C, D, E.

Individuals I selected through above ways and means were subjected to interviews individually and as groups at times. I was able to conduct several face-to-face interviews in a lively way by meeting some persons. In the contrary, certain other interviews were conducted through Skype and Viber applications and they were recorded by me for later use, with the permission of every interview participant.

Analysis of the data I collected through focus groups discussions, case studies and interviews, and its finalization can be presented through several steps.

As the first step, I noted down the transcripts obtained from the interviews and they were subjected to a close study. I also did a re-reading for each of them.

Following that, as the second step, I labelled the relevant pieces. There I basically focused attention on words, phrases, and sentences of sections and several parts were labelled or coded as actions,

activities, consents, differences, and opinions. The coding of data was done with several factors taken as the base:

- ❖ Whether the facts have been repeated at different places,
- ❖ Whether the data made me impressed,
- ❖ Whether the interview participant highlighted that fact,
- ❖ Whether it is related to the concept of Soft Power that I explain in this research thesis ,

Aforementioned were used as the basic codes.

In the third step, I re-studied the codes prepared and saved the most necessary codes, eliminating the rest. In the meantime, I created newer codes by combining several existing ones. I did these in a way which is unbiased, creative, and open-minded.

The facts I coded as such were categorized by me in the fourth step. The categories I created were namely Adaptation, Seeking Information, and Problem Solving and New Knowledge. Under these three areas, a study will be carried out by me on the tools and programmes used in the bilateral international relations of the IOC and Sri Lanka NOC, gathering information of their beneficiaries, and a study led by the above data on the advantages of these bilateral relations, development of new knowledge associated with that, and how the concept of Soft Power relates to the above processes.

It was observable as a result of this, that the goals expected by the IOC and Sri Lanka NOC have been successfully achieved by them. I was able to obtain the data in a successful manner about how they have deployed the concept of Soft Power to achieve their objectives, and their results in terms of data acknowledged from the participants of those programmes.

The reason why I paid a greater attention to qualitative data in this research is because this methodology can be successfully used to examine and observe the discipline of International Relations. As C.Grbch (2012) point out “Qualitative research can best help us explore or asses; culture ;phenomena; structural processes; historical changes.” (Grbich, 2012). I believe that authentic, accurate and clear data could be included in my research by gathering data through the persons who have truly gained that experience of the international relations existing between the IOC and Sri Lanka NOC.

Persons who previously conducted similar researches have followed these steps and that reason induced me to follow the same procedures in gathering data.

One main reason for not using other methods for this research is the difficulty of gathering data through such methods and the time-consuming processes to collect data from such methods.

One of a major problem I faced when gathering data required for this research through the chosen method is 'identifying the right persons to obtain data.' Because, obtaining those data from Sri Lanka NOC at official level involves a longer time period with a longer procedure. Nevertheless, the method I previously mentioned was implemented to gather data by avoiding the hindrances explained above.

3. Theoretical basement

3.1 What is Soft Power?

Soft Power Theory is constantly subjected to discussion when discussing about modern international relations. Joseph Nye(1992), a philosopher, introduced this Soft Power Theory to the world in twentieth century. This theory has been initiated based on two sections: The United States of America's necessity of international policies, and the improvement of traditional international relations.

J. Nye(1992) depicts that international relations were mostly connected with Hard Power in the past and that it is proved again and again with the realistic approach. But at present, the international relations system has stepped further forward by giving value to the cultures, policies, and the sense of value. Therefore, J. Nye(1992) showed that a new categorization of power should be learnt to study such situations, and that power should be named as Soft Power. He further explains that culture and sense of value are highly important elements in Soft Power. He built up the Concept of Soft Power in his books by elaborating this situation, taking the USA as an example. Through Soft Power, others are persuaded to trust and accept the law. Democratic countries use Soft Power as a democratic tool to deploy power. Hence, Soft Power is the ability to attract others to oneself. In other words, it is the ability to persuade others towards one's opinion without a military intervention as seen in Hard Power. Supporting Nye's idea, Gallarotti(2011)says "Soft power generally eschews a strict conflict of interests as posited in the second and third faces of power." (Gallarotti, 2011)

Also, "attraction" takes big place in Soft Power. An ability to impact on a country's foreign and local policies, and mechanism, is also identified in Soft Power.

J. Nye(1992) shows that Neorealism is strongly bound with Hard Power, and Soft Power as a more suitable, proper approach to power than Hard Power, when states are exposed to globalization in the ever-changing world. Soft Power is sort of a skill, and it is observable how one's targets are fulfilled without executing any violence within it. This 'attraction' is emerged through factors such as a country's culture, political ideals, and policies. When a country is strong

in terms of Soft Power, it helps that country to retain in a stronger position in the process of globalization.

❖ The main resources of Soft Power

A country's Soft Power mainly depends on three areas.

1. Foreign policy

We can identify domestic and foreign policies as a major resource of Soft Power. The attraction occurs through Soft Power is linked with the legitimacy of the aforementioned policies. Legitimate policies and moral authorities contribute in enforcing Soft Power. In the contrary, a country's foreign policies based on insidious, narrow national benefits can cause adversities to their Soft Power.

The existence of a country's Soft Power depends on the ethicality of those policies and the legitimacy of its local and foreign policies. While some parties get attracted to these policies, there can also be parties who resent them. There is an ability to influence on a country's behavior through local and foreign policies of another country. External security, foreign aids, and the country's multilateral behavior in the international can be used as criteria to measure how a country's local and foreign policies have strengthened through Soft Power.

2. Political Values

J. Nye(1992) depicts political values as an important resource under the set of ethical values. Political values are important when a country plans its local and foreign policies. When implementing policies, their legitimacy increases upon the recognition of the party which executes the policies and the party which is subjected to the policies. For this, maintain the political values at a good level is paramount. Increasing the legitimacy of policies also makes achieving the goals of diplomatic policies convenient. In the contrary, Soft Power is adversely affected in a policy making process in which political values are maintained at a lower level. The extent of a country's

role in the international political arena is important when executing Soft Power within that country. There, the positive tendency that country showcases for international laws and agreements is also crucial. When a country first adapts for an international law as such, it motivates another country to adapt to it as well. All these processes are functioned under political values.

3.Cultures

Culture can be identified as a thing that emerges through societal activities. That is, many cultures can exist within one society. J. Nye(1992) categorizes these cultures into three main levels as:

- i. Universal cultures
- ii. Ethnic cultures
- iii. Cultures that only consist of people in several social strata, or small organizations

Having a developed culture helps a country to uplift its Soft Power. Because, culture performs a significant role when forming foreign policies and strong policies are greatly accepted by the people. Sectors such as literature, education, and technology can be identified as advanced cultural elements.

❖ Sources of Soft Power

The attraction of the Soft Power Culture emerges from political ideals and policies. It can be also considered as culture, ideology, and international policy.

We can identify below areas as sources of Soft Power:

- i. Cultural radiation
- ii. Political values inspiration
- iii. Foreign policy's influence
- iv. A country and nation cohesion

Soft Power can be defined as such and its functionalities can be identified as follows:

- i. Culture has penetrating effect on a country's influence.
- ii. Political values have identity on a nation's political ideal.
- iii. Foreign policy plays a strategic role in a country's specific diplomatic approaches.

At present, states commonly tend to execute Soft Power through sectors such as diplomatic relations, communication field, aid and economic funding, and culture, sports, and entertainment affairs. J Nye(1992) who introduced the Concept of Soft Power to the world states that Soft Power is simply a country being able to achieve its goals under the two parts named 'attraction and persuasion'. If such a country successfully controls the behavior of another country, it can be considered as a great deployment of Soft Power. This deployment of power does not include economic or military influences, but is executed through cultural values and foreign policies (Hongtao., 2017).

Similar to the way we see Soft Power through a state, we are able to observe how this Concept of Soft Power is also executed in the International Olympic Committee, being a semi-government organization. IOC can be identified as an institution where international relations are happened quite actively and energetically. Today, sports are eagerly used as a tool by states to execute Soft Power. This tendency is well noticeable in the IOC under varied fields. In the upcoming chapters, observations will be unfolded on how the Concept of Soft Power is executed when the International Olympic Committee interacted with Sri Lanka Olympic Committee under the three sections of international relations education, solidarity, and good governance.

3.2 The main tools using by the IOC to activate soft power in world.

3.2.1 International Olympic Academy.

The International Olympic Academy can be identified as a main unit used by the International Olympic Committee to maintain international relationships with Sri Lankan National Olympic Committee. All the functionalities and decision making of this academy are done through Olympic Education Commission. The administrative responsibilities of this center which is located in the city of Olympia in Greece are operated by the International Olympic Committee and the government of Greece. Mainly, this center acts as an international center for 'Olympic Studies', providing the necessary knowledge, understanding, and support for anyone around globe. J Parry (2003) describe IOA as follow on one of his article, "The practical manifestation of the educational vision of Pierre de Coubertin was the creation of the International Olympic Academy in Ancient

Olympia, on a site a javelin's throw from the ancient stadium, due to the efforts of Carl Diem and Jean Ketseas." (Parry, Olympic education in practice , 2003)

With the aim of spreading the concept of 'Olympism' across the globe, educational programmes and varied special studies are conducted annually by this center. Also, different seminars related to the Olympic Festival are held in the premises of this center. Most of the time, the Olympic Solidarity Organization in Lausanne, Switzerland, provides different scholarships and funding for many of the ongoing IOA studies and projects of this center. For example, the new Masters Degree Program conducted in this center is funded by a private company called John S. Latsis Foundation through the aforementioned Olympic Solidarity Organization. All above programmes are conducted based on 'Olympic Ideals' and they do not expect its outcomes to be personal, but to enhance the global interactivity with the aim of the outcomes of these programmes.

The International Olympic Academy established in 14th June, 1961, was solely concerned on International Young Participants' Session during its earliest period. In 1967, separate premises and permanent buildings were made for IOA at Olympia. And at the same year IOC commission was established to coordinate the affairs between the Olympic Movement and the Olympic Solidarity, creating the foundation for IOA to emerge as a strong unit. By 1970, under the complete supervision of IOC, varied programmes covering all sectors of the Olympic Movement were formally and widely initiated through IOA, along with committees such as International Olympic Committee.

Also,

- In 1986, the first 'International Seminar for Sports Journalists' was held.
- In 1987, 'International Session for NOA Directors' was initiated.
- In 1992, 'Joint International Sessions for Presidents or Directors of NOAs and NOCs' were initiated.
- In 1993, 'International Session for Educators and Officials of Higher Institutes of Physical Education' and 'International Seminar on Olympic Studies for Postgraduate Students' were initiated.
- In 2007, 'International Session for Olympic Medalists' was first initiated.

- By now, over 80,000 people have participated in the programmes related to the IOA center, and about 20,000 officers have participated in conferences for officers related to this center, as per the data reports.

What the founder of Modern Olympics, Pierre de Coubertin often stated was that there should be an educational institution to carry the concept of Olympism forward and spread it across the globe. It was one of his dream to see a better world advanced through sports.

It is the German IOC member Ioannis Ketseas who first suggested that the IOA should be located at Greece. This proposal was presented based on the Institute of Olympic Studies held at the city of Berlin in 1938. Unfortunately, acting upon Ketseas's proposal was delayed due to the devastating and adverse situations the world was facing with the World War II occurred at the time. But in the time the world peace was gradually restoring, Ketseas's proposal was approved by the International Olympic Committee in 1949, paving the required foundation to popularize Olympic Education across the globe.

2001 and 2004 years can be depicted as two significant time periods for the International Olympic Academy. In 2001, IOA became a private, legal institution with the financial aids of the International Olympic Committee and the government of Greece, strengthening the international recognition and legitimacy it bore as a non-government organization.

Added to that, the required infrastructure facilities and advancement elements were gained to the International Olympic Academy through the Olympic Festival held in Greece in 2004, which further increase the strength of IOA.

While the International Olympic Academy exists for Olympic studies at international level, it is the National Olympic Academy (NOA) that acts as a branch of IOA for Olympic studies at national level. Therefore, NOA can be identified as a proper, formal educational institution to coordinate at national levels for those who are unable to join with the IOA to do their Olympic studies. Mostly, parties such as members of national level conferences/national universities/different government and non-government organizations, media personnel, sports personnel are given the opportunity to learn Olympic studies through NOA. Some National Olympic Academies offer the opportunity for foreigners to join and study with them, and this helps in achieving the expectations of the

International Olympic Academy to empower the youth by exchanging knowledge, attitudes, skills, and cultural experiences. National Olympic Academies also direct their students with excellent performances for the programmes in IOA.

Number of varied programmes are held annually in the International Olympic Academy and most of such programmes are conducted by connecting NOC through IOC. Several major programmes among them can be presented as follows.

- 1) International Young Participants Session.
- 2) Master's Degree Program.
- 3) Directors of NOC's International Session .
- 4) Post-graduate Students' Three-week International Seminar.
- 5) International Sessions for Educators of Higher Institutes of Physical Education .
- 6) Joint International Sessions .
- 7) International Sessions for Olympic Medalists or Olympians .
- 8) International Sessions for Sports Journalists .

1. International Young Participants Session.

The months of June or July are chosen to conduct these annual programmes. They are held throughout two weeks and individuals related to varied fields from around the world participate in them such as sportsmen, Olympians, sports educators, and people related to NOC and NOA.

The primary objective of this programme conducted at IOA is to promote Olympic ideologies and popularize the idea of Olympics across the countries of from which the young communities come from, through their participation and education they receive at such sessions.

Special lectures held in this programme are conducted by lecturers, professors, Olympic champions, and IOC officials who are world renowned for Olympic studies.

Number of items are included in this programme such as lectures, different discussions, questions and answer sessions, archeological site seeing, ancient museum visiting, cultural

programmes, library researches, and special competitions for literature, sports, arts, dancing, and poetry, enhancing the value of this programme to even greater extents.

Within this programme, the IOA has successfully built up an environment that allows its participants to express their ideas, facts openly and to learn facts about Olympic ideals. Participants coming from around the world will get an opportunity through this course to have one of the most valuable experiences in their life, irrespective of racial, religious, color, or regional differences.

2. Master's Degree Programme .

(Olympic Studies, Olympic Education, Organization and Management of Olympic Event)

This master's degree programme is fully conducted and organized under the International Olympic Academy and the Department of Sports Organization and Management of the Faculty of Human Movement and Quality of Life Sciences of the University of Peloponnese. The prime objective of this course is to promote knowledge and research on the philosophy of Olympics and education, organization and management of Olympic games, greater athletic events and studies on Olympics and athletics in general.

In each year, only 40 students from the whole world are selected for this course and anyone that holds a bachelor's degree either in a Greek university or any other world recognized university are eligible for application.

When selecting students for this course, a special preference is given for individuals related to National Olympic Committees, NOAs, European associations for sports and culture, graduates related to Olympic studies institutes, and officials related to world recognized sports associations.

Academics are done under three semesters; semester one and two have lectures that should be attended mandatorily and the third semester is allocated for the thesis.

This programme has made a commendable contribution in creating scholars worldwide on Olympic studies and the IOC has achieved an immense progress through that (International Olympic Academy, 2019).

3.2.2 IOA as a worldwide unit.

The foundation for the present and future is built on the past. Forgetting the history, we can neither speak of present nor future. Similarly, the International Olympic Academy has been established based on several facts related to the ancient Greece. As I have mentioned in the first chapter of this study, the ancient Greeks had a firm belief the balance of the body, mind, and will to create a complete man. Examples for such characters are the brilliant philosophers of that era such as Plato, Aristotle, and Socrates. They displayed a range of talents without being confined to one subject. They were able to achieve a supreme level of knowledge in numerous subjects and disciplines.

In the Ancient Olympics, there had been a separate place made to build up the above condition and it was named as ‘Gymnasium’. Educational research programmes, seminars, debates, and discussions were held in this place during the time of the sports festival. The objective of this was to enhance the balance of body, mind, and will, as I have mentioned previously (Cartwright, Mark, 2016).

We can identify the IOA as a tool used by Pierre de Coubertin and their group to connect the condition prevailed in the Ancient Olympics to the Modern Olympics. Because, the objectives expected through the historical gymnasium and today’s IOA are similar to each other in a greater extent. Olympic is a concept that expands in a wider field beyond mere physical activities and IOA has presently become a place for study, research, observation, and exploration for anyone in the world despite any difference. Koulouri and Georgiadis(2011) defined the International Olympic Academy as “an international cultural center in the sacred place where the idea of athletic contests was born and developed, so its aim shall be to maintain and spread the Olympic idea and its ideals, thus contributing to the education and exercise of youth through the study and application of the pedagogic and social principles in sport” (Ceraj, 2014).

Having the prime objectives to study, empower, and promote sports, the IOA functions as an unbiased and open organization for the whole world in a way that anybody is able to gain knowledge, education, and benefits from it. When the Modern Olympics was commenced in 1896

at Athens, it spreaded its influence on many areas in the international system. It is more accurate to consider that it affected every aspect of human thought and functionality.

We are able to witness the changes happen within many fields in the world in this journey of humankind to the third millennium. This feature is also visible in the Olympics, reminding us of the dynamic nature of everything in this world. The IOA can be identified as a suitable organization in utilizing this dynamic nature in a righteous way. It is identified as a righteous organization that takes decisions on the evolving progress of the Olympic Movement while protecting the concepts of ancient Olympism required for the dynamic world. This mission is executed through workshops, seminars, courses, and many other programmes organized by the IOA. Hence, the IOA is noticed as an initiative center for the most important decisions of the Olympic Movement (International Olympic Academy, 2019).

“The Olympic Games are not able to force peace, a supreme gift to which all aspire, but in the youth of the entire world brought together is the opportunity to find that all men of the earth are brothers.” Sigfrid EDSTROM, IOC President (1946-1952)

4. Discussion.

4.1 Existing international bilateral relationships between Sri Lanka National Olympic Committee and the International Olympic Committee.

Sri Lanka National Olympic Committee has been officially maintaining international relationships with the IOC for over nine decades. Sri Lanka is a third world developing country with a lower income level; yet it is an island for many amazing people who are talented at sports and games. The different levels of relationships that Sri Lanka has maintained, currently maintaining, and expect to be maintain in future with the IOC, and several experiences Sri Lanka had gained through its programmes will be the subject of this thesis.

In this chapter, I will describe in detail the individuals who belong to each sports field, their experience in sports , how they were directed to different programmes through the connections of SL NOC and IOC, and descriptions about their experiences. Each of these persons were subjected to an interview by me over the phone, and many of them willingly shared their experiences and ideas with me. The descriptions of them will be shown up in the coming sections. Here are five key people interviewed and their identities shown as A, B, C, D, E.

No.	Interviewee.	Type of position held.	Sport.	Date of the interview.	Length.
1.	Mr. A	University sports director.	Volleyball.	04/08/20	25 Min.
2.	Mr. B	Athlete.	Javelin.	06/08/20	20 Min.
3.	Mr. C	Tennis coach.	Tennis.	08/08/20	30 Min.
4.	Mr. D	University student.	None.	10/08/20	30 Min.
5.	Mr. E	Retired Group Captain Sri Lankan Air Force.	Rugby.	12/08/20	30 Min.

1) Mr. A

When considering the sport of Volleyball in the Sri Lankan sports field, Mr.A's name stands out as a significant character. There are several reasons for him to be special as such. That is, because of his success story where he started from the ground most level, and the commendable service he fulfilled to the sports field in Sri Lanka along with the contribution he received from the Olympic Solidarity programmes through the National Olympic Committee.

Being 56 years by now, the extent of his sports life straddles up to 35 years. Mr. A was born in Deraniyagala, a highly rural area in Sri Lanka, and spent his childhood with the minimum facilities of the rurality. He displayed a special interest for sports since childhood, and Volleyball became his favorite game. During his school times, Mr. A displayed special talents for both Volleyball and athletics. Finishing his schooling, he next began his career as a 'Sports Officer' amidst extreme difficulties and barriers in his life. But as a fortune in his destiny, he received a scholarship from the government for a first degree and a master's degree in Cuba for six years, all owing to his outstanding performances displayed as a Sports Officer. This was more of a turning point in Mr. A's life and once he returned to the country after completing the degrees, he got the privilege to work closely with Sri Lanka National Olympic Committee.

This opportunity was granted to him for the excellent service he gave for the Volleyball field of Sri Lanka through Sri Lanka Volleyball Association. Sri Lanka National Olympic Committee, which rightly identified the value Mr.A could add to the sports field of Sri Lanka, selected and directed him to the programmes conducted under the Olympic Solidarity Programme. The knowledge and understanding he extracted from those programmes were undoubtable beneficial for Mr. A to take the field of sports in Sri Lanka to a newer dimension; Volleyball in particular.

Mr. A had been able to successfully complete many programmes with the guidance given by the NOC. Such as Sports Administration Courses (national level),Sports Leadership Course (national level),Sports Marketing and Management Course (national level),Sports Management Higher Diploma.

He, who initiated his career life as a normal sports officer later became a university lecturer and now a university sports director.

Added to the above designations, he also holds the positions as a Vice-President of Sri Lanka Volleyball Association, Secretary of Sri Lanka Beach Volleyball Association, a Vice-President of Sri Lanka University Sports Association, a member in the Sports Coaches Council of the Ministry of Sports, Sri Lanka.

Also, he had worked at several instances as the chief coach and team manager of Sri Lanka men's Volleyball team and women's Volleyball team.

During the interview, he stated to me that the influence occurred both to his career life and sports life through the programmes conducted under the Olympic Solidarity Programmes was so immense. He added that the knowledge and facts he extracted from such programmes were important and useful for him when taking decisions as an officer who shoulders a higher rank in Sri Lanka sports. Also, he delightfully mentioned that he is quite keen on sharing the knowledge he gained with the students, sports instructors, and sports officials constantly.

(2) Mr. B

Mr. B was born in a village called Galigamuwa, in Kegalle district of Sri Lanka. He grew up in a difficult and rural area, gaining his education from Kobbewala Maha Vidyalaya and Kegalu Vidyalaya. Then he excelled at the Advanced Level Examination with flying colors and entered to the University of Sri Jayewardenepura, Sri Lanka, to study his first degree in higher education.

Mr. B was the youngest in a family of three children, and most significantly he had a twin brother as identical as him. He excelled in sports since schooling and showed a keen interest in Volleyball. But the teacher in-charge-of sports in Kegalu Vidyalaya identified Mr. B's extra-ordinary physical strength and became his first coach for javelin throw, completely taking Mr. B's sports life to a new level.

Getting the opportunity of university education post to Advanced Level Examination and participating in a national level competition made him even closer to the capital city of the country. There he was able to display his skills day after day, surrounded by the guidance and training given by the coaches of the national pool. Even as to date, the national record for the event of javelin

throw is owned by Mr. B, and that record was set by him in 2015. Along with this record, he won the attention of the whole country when he was qualified to represent Sri Lanka at 2016 Rio Olympics.

Concerning on his performances, the International Olympic Committee had supported and aided Sumedha to participate in 2016 Rio Olympics through the Olympic Solidarity Programme. Speaking about this opportunity, Mr. B emphasized the support given by this programme as a ladder that took him to the success of his sports life, during a time he was in an economically lower position.

In 2015 and 2017, Mr. B participated in World University Games representing Sri Lanka and in 2017 he was able to complete the finals as the 12th in the world rankings. He was also able to win medals at Asian Games and South Asian Games.

During the interview he specially mentioned that the biggest change in his sports life was the encouragement he received from the Olympic Solidarity Programmes and the experiences he acquired during the period he stayed at the Olympic Village in 2016 Rio Olympics. Currently, Mr. B is the only government university graduate in Sports Management who represented Sri Lanka in an Olympic Festival.

Further, Mr. B revealed that his future goals are to get selected to compete in 2021 Tokyo Olympics, and applying for the master's degree programme executed under the Olympic Solidarity Programme in order to advance in his higher education.

2) Mr. C

Mr. C can be identified as a talented senior Tennis coach in Sri Lanka. This amazing coach aged 40 years boasts for a 20-year-old history of sports life. His major sport is Tennis and he is interested in sports such as Basketball, Football, Kabaddi as well.

The knowledge, training, and understanding acquired through Olympic Solidarity Programmes of NOC had been a huge support for uplifting the career life of this coach who lives in Sri Lanka (Committee, Olympic Solidarity - Programme of Olympic scholarships for coaches, 2019). Since 1999, he had successfully completed a number of courses allotted for coaches, conducted by

Olympic Solidarity Programmes through NOC. Such as Beginner/Intermediate Course (Level 1), Coaching Advanced Players (Level 2), Coaching High Performance Players Course (Level 3).

Mr. C learnt about these courses through Sri Lanka Tennis Association which he represents. Amongst the Olympic Solidarity Programmes that he participated, he considers the ‘Coaching High Performance Players Course – Level 3’ as a significant course for him, and he expressed his thoughts about the said course. He was privileged to take part in the Level 3 of this course at Spain, which is a world-renowned country for Tennis.

There he connected with several tennis training academies and received the opportunity to enhance his knowledge and training while associating world class players and coaches. It is more suitable to name this instance as the turning point in Pillai’s life.

After returning to Sri Lanka following the successful completion of this course, Mr. C initiated number of projects to uplift the sport of Tennis in Sri Lanka, South Asia, and Asia as well. He is quite willing to share the knowledge he gained at Olympic Solidarity Programmes with others, as often as possible. He also provides his active contribution without hesitation to the training camps that are conducted under ITS and OS. As a coach, the progress Mr. C acquired after completing the OS programmes can be briefly mention as follows: Region’s Coordinator of Jr. Tennis Initiative Programme in Negombo by SLTA (May 2001 – July 2004), Outstation Travelling Coach by SLTA (August 2004 – End of 2004), National Coordinator for Jr. Tennis Initiative Programme by SLTA (2005 – Mid 2012), Head of Developments SLTA (2015 – Present), Director of HitTenniz (PVT) Ltd. (2013 – Present), Tutor (conducts coaching courses) and Conducts coaching courses in Asia and South Asia which were funded by the ITF and OS.

Mr. C further described that even though he had a deep interest and dedication for Tennis, the economic condition of his middle-class family was a barrier to achieve his targets. He firmly believes that he became a successful coach owing to the support he received from the OS programme. Finally, he stated that he had been engaged in coaching junior level players for the past ten years and his ultimate target is to create a player for WTA top 200.

4. Miss. D

Miss. D is a talented debater recognized through the OVEP School Debate Competition. She is the captain of the winning team of the first ever OVEP School Debate Competition organized by the Sri Lanka NOC. Even though she and her team were schooling students by the time this competition took place in 2017, this winning team was able to participate in 2019 IOA Young Participants' Session with a special permission following their victory in the competition.

Speaking about this experience, she stated that this idea of Olympism had been a completely fresh topic for the Sri Lankan school education field. Though their team did not possess a greater understanding about this topic because of its novelty, they had later tended to explore on this with a great enthusiasm along with time. She considers participating in the IOA Young Participants' Session as a significant milestone in their life and it had laid light on a better direction for her personal life as well.

5.Mr.E

Retired Group Captain Mr. E, a retired officer of the Sri Lankan Air Force, was the officer-in-charge of the Sri Lankan student team that participated in the IOA Young Participants' Session in 2019. Under his leadership and guidance, this team was able to organize two programmes named 'Olympism and Soft Diplomacy' at national levels.

4.2 Benefits of the international bilateral relations existing between IOC and Sri Lanka NOC.

Even though the IOC owned an unsuccessful time period during certain instances in the history (Mottram, 1999), it has been advanced rapidly as an organization in the recent decades. Advancement of globalization, appointment of talented personnel for the leadership of the IOC, strong sponsors gathering around the IOC have been the reasons for it (Carp, 2018).

It is observable how a globally powerful and recognized organization like this uses programmes with good transparency to head towards their expected objectives and goals.

Number of beneficial situations have been occurred to Sri Lanka as a third world developing country in the South Asian region and to IOC as a global organization, owing to the bilateral relations existing between the IOC and Sri Lanka NOC.

When studying about the mission and role of the IOC as stated in the Olympic Charter, the benefit that can be mainly highlighted here is that those facts are leading the way to create a better sports world, and ultimately creating a better world as a result when working on the mission and role of the IOC through their different programmes.

Further, these programmes with international participation enable the Sri Lankans to create new relationships with the people and organizations in the international, which will favorably make sports in Sri Lanka further open to the international. For an instance, Miss. D who participated in a programme of the IOA acquainted with a participant came from Italy and their connection had led the way for her to maintain relationships with an Italian sports association (Miss.D, 2020). These incidents help to expose the sports field of Sri Lanka to the world further.

Also, the funding and support given by the IOC for the elevation of sports is greatly valuable for a country like Sri Lanka which provides a minimum financial sponsorship for the field of sports. Through the IOC programmes, Sri Lankans have been privileged to enjoy several facilities which are not yet available within the country. For an example, there exists no educational institution in Sri Lanka to obtain a MSc. degree related to the sports field. But the IOC has created an opportunity through Sri Lanka NOC to study a MSc. degree programme on Olympic Education at the IOA for the individuals who have completed the required qualifications.

Brilliant sports persons whose sports lives were disturbed by their financial difficulties have been able to polish up themselves and record victories with the knowledge and practices they gained through IOC programmes.

An advancement in the level of talent of sports persons in a country can be expected with the fulfillment of factors such as updating, gaining new knowledge, and advancing of that country's sports field. The training programmes launched by the IOC for sports persons and other parties in the sports field will help to achieve advancement of that country's sports field. The examples I unfolded in the previous chapters provide evidence on how that process successfully happens in Sri Lanka.

When the IOC programmes conducted in Sri Lanka spread the concept of 'Olympism' across the society, it becomes the ground to create a more effectively socialized man. Such better human is

created through the idea of Olympism by proper balancing of the three factors: the body, mind, and will.

The young community is the direct target for many of such programmes executed through the IOC. Because, the young community can be identified as the best medium to spread a fresh and novel idea to the society. Therefore, the IOC targeting young community in these programmes is noticed as a beneficial cause.

Not only the sports field, various other fields are also addressed in these programmes executed through bilateral relations.

For instance, during the 2019 Olympic Day celebrations held at the city of Matara, an activity parallel to this programme was done to clean the Polhena beach side and its surrounding beach area. There, a programme about the beach environment conservation and importance of protecting them was held through the Olympic Day Celebration Programme (Sri Lanka's Olympic Day Run in Matara today, 2019).

The recognition Sri Lanka obtains in the international system through these bilateral relations can be identified as a certain beneficial occurrence. The international attention received by a country is immense when that country's players win medals at a globally attractive sports event like the Olympic Games. Ahead of the equal privileges given to every country both at the sports field and other IOC programmes, a great stage is built for Sri Lanka to showcase its identity at the international sports field, as a result of the bilateral relations existing between the IOC and Sri Lanka NOC.

At the same time, many sponsoring partners come forward without any hesitation to offer sponsorships for the sports related programmes Sri Lanka NOC plans to hold due to the international relations Sri Lanka NOC maintains with the IOC. National Olympic Committee's functioning as a branch under the world-renowned IOC is the major reason for the aforementioned cause.

When Sri Lanka is exposed to the world through these bilateral relations, a background is created to strengthen the economy of Sri Lanka through the tourism industry by means of 'Sports Tourism' promotion.

Also, a direct contribution has been provided by these bilateral relations to build up a ‘sports tradition free of doping’ within Sri Lanka (Pathirana, 2011). This can be considered as a virtuous initiative of these programmes for the sports community and protecting the true spirit of sports.

Thus, it is observed that the IOC and Sri Lanka NOC are gaining beneficial results through the bilateral relations maintained among them. That is, both the parties achieve a win-win situation within these relations. Scholars show that such win-win situations in bilateral relations are of direct importance for a successful, long-term international relation.

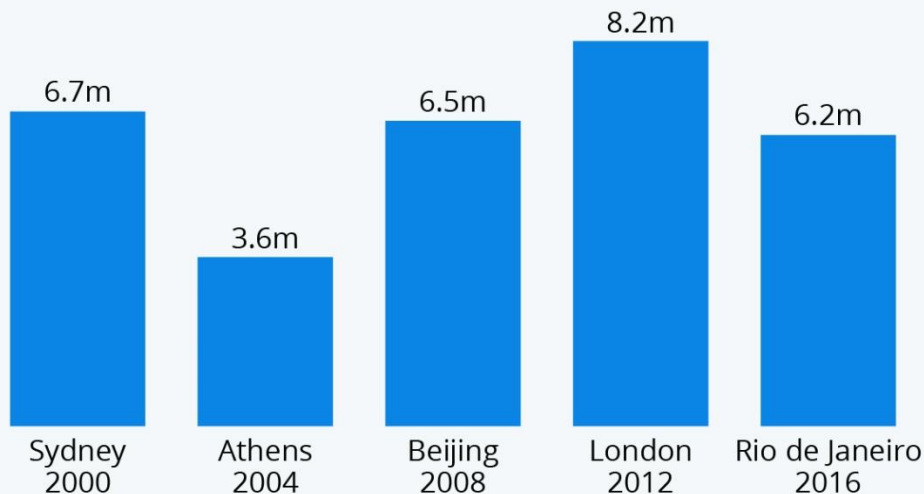
These relations can be identified as a beneficial investment for the sports field of Sri Lanka as well as every global citizen.

4.3 The recognition in Sri Lanka for the courses and programmes conducted with SL NOC and IOC.

Bearing five rings in five colors to represent the world’s five major continents, the Olympic Symbol has become a familiar emblem for the majority of people in the world, and this can be considered as a special instance. Great crowds of sports enthusiasts have been gathered around the Olympic Festival from around the world. A detailed insight on this can be gained by observing the statistics about the people who watched Olympic Games.

The Olympics Attract Millions of Spectators

Number of tickets sold for the past five Summer Olympic Games



Source: IOC

(Richter, 2020)

In Sri Lanka as well, the name of ‘Olympics’ owns a popular status. As to date, Sri Lanka only possesses three Olympic medals which were won by Duncan White, Susanthika Jayasinghe, and Parami Wasanthi, at Summer Olympics (2 medals) and Youth Olympics (1 medal). Both in terms of sports and the programmes conducted through NOC with the sponsorship given by the IOC, the brand of ‘Olympic’ has been rapidly popularized within Sri Lanka during the recent past (National Olympic Committee of Sri Lanka, 2020).

An example for the above is the school debate competition based on ‘Olympic Education’ which was initiated under OVEP through SL NOC in the year of 2017. This was the first instance where a national Olympic committee organized a debate competition for the school children, through OVEP (Welmilla, 2017).

The main objective of this measure was to popularize the concepts of Olympic Movement, Olympism, Olympic Education within the school education of Sri Lanka and molding valuable and useful citizens to the country through it. During the initial periods of this programme in 2017,

it was commenced with the participation of about twenty leading schools in Sri Lanka. Kandy Mahamaya Girls' School and Colombo Sirimavo Bandaranaike College were its final contestants and Kandy Mahamaya Girls' School was able to secure victory following a sharp battle. The winning team was granted a special approval to participate in the 2018 IOA Young Participants' Session. Mr. E, the officer-in-charge of the team which participated to the above programme, stated that the Olympic Movement was highly popularized and subjected to discussion by many in the Sri Lankan school community, following the OVEP debating programme. Expressing his opinions, he further recalled that this programme organized in affiliation to the IOC received a positive and active response from the leading schools in Sri Lanka. This is well proved as the OVEP debating programme is still continued successfully with the collaboration of Sri Lanka NOC and the Education Ministry of Sri Lanka, under the complete guidance of the IOC (Welmilla, 2017) (lanka, 2017).

Also, when looking into the changes that occurred to the Sri Lankan student through this programme, it is noticeable the opinions presented by the three students who participated in the IOA International Young Participants' Session by winning the 2017 OVEP Debating Competition. They mentioned that they were only acknowledged about Olympics as a topic that only discusses about sports, at the commencement of the debate, and that later on while exploring information they had learnt about the Olympic Movement as a wider concept that covers numerous fields beyond sports. They further revealed that there existed a great enthusiasm and interest among their school communities regarding this programme, and the knowledge, understanding, and experiences they gained through the programme had been useful to direct their own lives into better paths. Therefore, we are able to recognize the potential of this programme to change the Sri Lankan student subtly to greater positions. How the NOC has acted towards infusing a wider understanding about the Olympic Movement through this programme to the Sri Lankan school child who had only seen Olympics as a mere sports festival, is also highlighted.

The winning debating team aforementioned did not forget to share with Sri Lankans the experiences and knowledge they gained as a team at the IOC.

Retired Group Captain Mr. E, a retired officer of the Sri Lankan Air Force, was the officer-in-charge of the student team that participated in the IOA Young Participants' Session. Under his leadership and guidance, this team was able to organize two programmes named 'Olympism and

Soft Diplomacy' at national levels, in November and December 2019, by partnering with Sri Lanka Army and Sri Lanka Air Force (Air, 2019).

Expressing his opinions on this event, Mr. E who organized this event stated that these two programmes received a higher degree of recognition and attention of Sri Lanka Army and Sri Lanka Air Force. Specially, Sri Lankan Air Force published an article on their official website about this programme with a great appreciation, showcasing the satisfaction and recognition they held towards these programmes (Air, 2019). Mr. E revealed that the majority of the higher officials in the security forces who joined in these programmes were not acknowledged about the concept of Olympism and after completing the programmes they had expressed their opinions on the programmes with great interest and appraisals. This sums up that the concept of Olympism is still unpopular in many fields within Sri Lanka; yet Sri Lanka is possessed with a community that is able to acquire it willingly and rapidly.

Moreover, I was able to get an insight about the extent in which the courses conducted under OS and international federations receive recognition and appreciation within Sri Lanka, using a research done through Facebook social media.

Facebook being one of the most popular social media applications used by Sri Lankan users was the reason for choosing it for the research. First, I published two separate Facebook posts including the softcopies of the certificates of the FIVB Volleyball Coaching Level 1 Course and the Sports Administrators' Course completed under OS which were successfully completed by me in 2019 and 2020 respectively. My Facebook account is connected with many Sri Lankans who represent varied sectors in the sports field; players, coaches, officials, and scholars of sports studies are among them. There my objective was to assess which course wins the most Sri Lankans' attention from the OS course and the IF course. Once I published the two course certificates separately, the post with the OS programme completed by me was gaining the highest attention. The said post reached 477 likes and 444 comments while the post about the IF course only reached 358 likes and 316 comments from my Facebook friends as their responses. Following these posts, many of the friends were interested about the course done through OS and went to the extent of inquiring it from me by sending messages to my inbox. I see the reason for this incident is that they were so passionate about it.

Further, when studying the recognition in Sri Lanka for the programmes conducted through OS and NOC, I would like to unfold several examples associated with the ideas expressed by Mr.A, in a previous chapter. He thoroughly highlighted the fact that those courses he had completed had been highly useful when applying and facing interviews for the varied higher positions in the sports administrative field in Sri Lanka. He mentioned that many higher-level institutions in Sri Lanka such as the Ministry of Sports, Sri Lanka University Sports Association, University of Moratuwa, Sri Lanka Volleyball Federation had acted towards giving a higher value for the courses and programmes conducted through the IOC.

The interview done with the Tennis coach Mr. C who was benefited from the OS programmes also validates the importance and value given to these courses in Sri Lanka, South Asia, and the Asian region. Owing to the same value and recognition, he currently works as a chief senior coach in Sri Lanka Tennis Association. By observing how professional Tennis players in Sri Lanka trust him and consult him for the advices reveals the strong trust and impression Sri Lankan Tennis players bear towards the knowledge Mr. C had acquired through OS.

Not only that, Mr. C is also invited to international level training sessions in both South Asian and Asian regions, which further demonstrates the higher value given by the international federations to the courses conducted through IOC.

In this year 2020, we can observe how the debating competition organized by Sri Lanka NOC under the OVEP programme is being held among twenty leading schools in Sri Lanka, using a virtual platform as a solution to the prevailing Covid-19 pandemic situation. This year, Sirimavo Bandaranaike Vidyalaya Colombo 09 secured the championship of the competition while Devi Balika Vidyalaya was awarded as the most popular team, among the twenty schools that participated in this competition. When compared to the previous years, this competition noticeably reached a higher popularity across social media in this year and there are several reasons for this: Such as The competition was fully live streamed in Facebook, Advertising and promotion campaigns for the programme were done across social media platforms such as Facebook and Instagram, Many of the school children were being directed to online education due to the prevailing pandemic situation and Sri Lanka government and telecommunication companies offered special data relief packages for education under the Covid-19 situation and school children got largely familiar with online media as a result of it.

This debating programme was entirely conducted through the official Facebook page of Sri Lanka NOC and we can observe the higher number of likes, comments, and shares received by the posts which were about the OVEP Debating Competition than the posts in the page which are about other programmes.

When comparing these new changes with the past years' programmes, a popularity growth of about 150% occurred in the Facebook social media is observable.

4.4 The practice of the concept of Soft Power in the international relations between the IOC and the Sri Lanka NOC.

4.4.1 The ways in which the International Olympic Committee uses Soft Power in international relations.

I have made an introduction to the concept of Soft Power in a former chapter in this research. Even though I have presented explanations to it using 'state', we can also observe how Soft Power is executed in the IOC as a semi government institution. Sports is constantly used when the concept of Soft Power is realistically executed in the international system. In this scenario, the International Olympic Committee acts as an important party within the international system. As I have mentioned previously, the International Olympic Committee achieves their objects by using different tools of Soft Power through a range of parties such as national Olympic committees and international federations.

Sub-areas such as culture, attraction, and foreign policies are paramount in executing Soft Power. The IOC gets above sub-areas efficiently fulfilled by using different tools. For instance, the IOC organizes and conducts cultural programmes, scholarship offers, sports funding, financial aiding, knowledge-exchanging programmes, international summits, and discussions as tools to execute this concept of Soft Power.

'Olympic' can be identified as one of the most popular and powerful brands in the world. The international influence it can cause to numerous fields is immense. Being a long-established

concept, having world-renowned states as the members of the IOC, having the attraction and recognition internationally, and having direct relationships with powerful and great characters in the world are the reasons that affected for the powerfulness of Olympics. Further, one of the most powerful and richest multi-national companies in the world being the chief sponsors of the IOC has been another strong economic and political reason for the increasing authority of the brand 'Olympic'. Another major reason for the advancement of international recognition for the IOC is the direct relationships it maintains with the United Nations Organization, one of the most powerful organizations in the world (IOC, IOC STRONGER TOGETHER: IOC HAILS PARTNERSHIP WITH UN ON ITS 75TH ANNIVERSARY AND EMPHASISES ROLE OF SPORT IN BUILDING SOLIDARITY, 2021). Most of the functionalities and programmes launched by the IOC in the international system are global programmes. At times, they cover many other fields that go beyond sports. One of the most suitable examples for this is the 'Refugee Olympic Team' that competed under the Olympic flag at the Rio Olympics (Gabriela, 2017).

As a result of a programme done by the IOC and the UN collaboratively, these refugee competitors were able to compete and win in an Olympic Sports Festival, even if they lived as refugees that do not belong to any country.

Moreover, the higher international recognition possessed by the chairman of the IOC as an individual person is another factor for the expansion of power of the IOC.

With such international recognition and power, the IOC achieves its mission to popularize and promote Olympism and the Olympic Movement through varied parties, by using the tools of Soft Power aforementioned. National Olympic committees can be identified as one of the major parties that uses to deploy Soft Power in the international relations. Hence, the tendency of the IOC to fulfill their goals through national Olympic committees is noticeable. I expect to do the upcoming observations using the international relations existing between the IOC and Sri Lanka NOC as examples.

4.4.2 Behavior of Soft Power in the international relations existing between the IOC and Sri Lanka NOC.

As a developing country, the annual financial provisions and programmes allotted for the advancement of sports remain in a lower level. Also, the field of sports does not get the attention of the sponsors quite often.

Amidst such conditions, we can see how these adversities are attempted to be overcome by implementing programmes to uplift sports in Sri Lanka through the Ministry of Sports, partner programmes of national Olympics, and different international relations. Looking at these processes, several significant instances are identified through the international relations existing between the IOC and Sri Lanka NOC. In the International Olympic Committee's mission to popularize Olympics and the Olympic Movement, the goal is fulfilled within Sri Lanka through the National Olympic Committee of Sri Lanka. What is expected from the concept of Soft Power is to achieve one party's objectives through another party. This process of Soft Power can be understood when observing the relationships existing between the IOC and Sri Lanka NOC.

A multitude of programmes are carried out by the Sri Lanka NOC with the sponsorship of the IOC, in order to popularize the idea of Olympism throughout Sri Lanka. Examples for such programmes are International Olympic Day celebrations and OVEP School Debate Competitions (Welmill, 2017). These programmes are carried out under the complete supervision and funding of the IOC. I hope to have shown in the previous chapter, by presenting the details of the participants of above programmes, that the IOC has been able to achieve their prime objectives quite successfully, through their programmes conducted in Sri Lanka.

This is clearly shown in the OVEP School Debate Competition as well. The OVEP Programme has been able to infuse Olympism and the idea of Olympic Movement to the school field of Sri Lanka in a successful manner and this is well proved by the ideas presented by Miss D, the captain of the winning team of the first OVEP debating season. She states that there is a greater enthusiasm for the present season than the first season. She further stated in the interview that the experiences she gained at the IOA had been useful in her personal life and that she is concerned on sharing that knowledge and experience with her fellow Sri Lankans. This emphasizes how the objectives of the IOC are reached with Soft Power, under the tool of education. Therefore, the IOC and Sri

Lanka NOC have been able to popularize Olympism and Olympic Movement in the school field of Sri Lanka, without deploying any strict or military intervention, but using Soft Power.

Providing aids is seen as another major tool to deploy Soft Power in the international system. This tendency is also visible in the international relations existing between the IOC and Sri Lanka NOC. There I would like to quote several examples presented by me in a previous chapter.

As an example for that, I will quote the programme done for Mr. B, the player that owns national record for javelin throw. Once achieving the refinement level for getting qualified to Olympics to succeed in his sports life, this talented sportsman was awarded with financial aids required for his trainings, by the IOC and Sri Lanka NOC. The concept of Soft Power is visible in this scenario as well. A successful endeavor is exercised by the IOC for their mission of popularizing Olympism and Olympic Movement within Sri Lanka by empowering Sri Lankan sportsmen. In the scenario of Mr. B, when Sri Lankan mass media report about this national champion who displays his utmost performances, the International Olympic Committee, their programmes, and objectives receive a spontaneous publicity through the mass media. This condition is further exaggerated with the fact that mass media tend to name Mr. B as ‘the national champion who represented Olympics’ rather than the mere ‘national champion’.

Another fact that we can observe as a common practice in Sri Lanka is, the majority of sports persons who represented Sri Lanka in the Olympics tend to have permanent tattoos of the Olympic symbol of five rings, in different parts of their bodies.

They tend to create such tattoos on their bodies either because of their love, interest, and respect, or because of the reason that he or she is a person who represented the country at the Olympics. The brand of ‘Olympics’ is popularized through these sports persons when they show themselves with the tattoos in different television programmes, advertisements, and other international level competitions.

Another incident observable is that the tattoos displayed by such star-level Sri Lankan players become a stimulant for the junior level players to focus their attention more on the Olympics rather than other international competitions.

The next example I would like to take from a previous chapter is Mr. C, the senior Tennis coach of Sri Lanka. Mr. C shaped his career life with a scholarship system conducted under the complete

funding of the IOC. At present, he also participates as a resource person for varied training programmes conducted by the IOC and the International Tennis Federation within Sri Lanka and other Asian regions. An expansion of 'Olympic Ideals' in both Sri Lanka and the Asian region has been occurred through coach Mr. C under the field of sports, owing to the investment done by the IOC; which we can finally identify as an execution of Soft Power.

Moving from that, there have mentioned eighteen facts in the Olympic Charter on the role of the IOC and one section of it discusses about Sexual Harassment. 'Harassment Is No Game' is a successfully continuing programme conducted by the IOC through Sri Lanka NOC, with the aim of acting against sexual harassments (Lanka, 2020). This programme is launched by the Sri Lanka NOC mainly through social media. In that, varied events such as discussions, questionnaires, and exhibition of posters take place with the participation of local and foreign scholars, creating a ground for discussing the issues of sexual harassments experienced by players, thereby paying attention on resolving such issues. Hence, it is observed in this programme as well, how the IOC reach their goals using Soft Power in a subtle way through Sri Lanka NOC.

Another important point included in the Olympic Charter is securing the position given for women in sports. Under this section, a number of steps and measures taken by the IOC to increase the female representation can be identified. The IOC imposing a definite percentage for female representation for the programmes launched through Sri Lanka NOC is an example for that.

For an instance, the secretary of Sri Lanka Tennis Association stated that they assure a 40% of female representation when selecting persons for national level training workshops and programmes conducted by Sri Lanka NOC under the IOC. He revealed that they expect a 40% of female representation when calling applications by Sri Lanka NOC and national federations for the aforementioned programmes. Again, these are the incidents where Soft Power is deployed in bilateral relations.

The IOA is a major tool used by the IOC to popularize and promote Olympism and Olympic Movement across the globe. As I have mentioned in the previous chapters, many of the Sri Lankan youth community participate in many programmes organized by the IOA through Sri Lanka NOC. Describing her experiences, Miss. D, the captain of the winning team of the first OVEP School Debate Competition, mentioned that the IOA and the idea of Olympism were able to direct her life into a new path, and that she constantly works to share that with Sri Lankan community. With this

example also, it is made clear to us that the IOC has been able to address and plant the idea of Olympism in the youth community of Sri Lanka by deploying Soft Power through the IOA and Sri Lanka NOC. Mr. E's Olympic campaigns for the Sri Lankan Armed Forces also spread the idea of Olympism in Sri Lanka.

The IOC is an organization basically governed by western countries while having most of its head quarters in the western world itself (IOC, ioc-members-list, 2020).

It is observable how the western states attempt through the IOC to make clearer the image that South Asian countries of the third world such as Sri Lanka have about the western world. Those western states provide financial funding for the scholarship programmes conducted through the IOC at most times. For instance, the Master's Degree Programme conducted through the IOA is funded by organizations in the Europe and other Europe-based organizations. Even though the IOC is a global organization led by the western world, it has been able to win the loyalty of Sri Lanka in a greater extent.

NOCs are not branches of the IOC. There are separate legal autonomous entities. They are simply recognized by the IOC.

Thus, it is understood with the aforementioned examples that the concept of Soft Power introduced to the world by Joseph Nye is being successfully deployed in the international relations existing between the IOC and Sri Lanka NOC and that the IOC has been able to succeed in achieving their goals and objectives through those international relations.

4.5 Implications to strengthen the bilateral relations between the IOC and NOC Sri Lanka.

One major fact understood by the data studied by me in previous chapters is that the IOC and Sri Lanka NOC are maintaining international relations at a quite excellent level. Recommendations can be listed as follows to strengthen these relations to further extents.

- It is important to launch a certain promotional programme by Sri Lanka NOC in order to increase the awareness of Sri Lankan community about the programmes conducted for Sri Lankans through the IOC and Sri Lanka NOC.
- Selecting persons for some programmes are done upon the approval of national level federations and some persons find difficulties in getting approvals by these national level federations, finally making them unable to apply for such programmes. Giving an opportunity for those persons to directly apply through Sri Lanka NOC is suggested as a solution to this.
- Increasing the coordination of the Ministry of Foreign Affairs of Sri Lanka for these bilateral relations.
- Establishing an association with the beneficiaries of these programmes and using their knowledge and service for the betterment and progress of Sri Lankan sports.
- Providing a wider media coverage by Sri Lankan state mass media about these relations and programmes.
- Paying more attention for the organizations that contribute to these programmes such as Sri Lanka NOC and acting to develop and uplift them.
- Conducting further studies by Sri Lanka NOC on the Sri Lankan sports field to select and bring forth qualified and suitable persons for these programmes.
- Improve the participation of Sri Lankan young generation and school children in these programmes conducted through international relations by actively connecting them in these programmes.
- Paying more attention by Sri Lanka NOC on its transparency, accountability, and responsibility.
- Obtaining the service and support from the scholars of International Relations for Sri Lanka NOC.

By resolving the issues and bridging the gaps by further studying the facts above mentioned by me, we are able to strengthen the current relations existing between the IOC and Sri Lanka NOC at greater levels in future.

5 Conclusion.

The international relations existing between the IOC and Sri Lanka NOC owns a rich history of over 80 years filled with strong facts. A critical study on the international relations existed between the IOC and Sri Lanka NOC under three selected topics, limited to the past ten years of the history, was done in this research thesis. How the IOC utilized their relations for the advancement of Olympism, Olympic Movement, and sports was basically answered by me in this.

I primarily referred the Olympic Charter to study the international behavior of the IOC. The mission and the execution of their role at international level activities and practice have been clearly mentioned in the Olympic Charter. Also, the IOC uses several tools to execute these conditions. Usage of these tools in the programmes conducted by the IOC through Sri Lanka NOC and its compliance to the concept of Soft Power when executed in these relations were clearly observable throughout this study.

Also, I was able to get facts proved by a comparative study on the real-life conditions of the IOC and Sri Lanka NOC, and the ideas expressed by J. Nye(1992) in his books on how one party fulfils their goals and objectives through another party using the concept of Soft Power.

The IOC has used the tools to execute Soft Power in the international relations conducted with Sri Lanka NOC, as exactly depicted by J. Nye(1992) in the concept of Soft Power. It is identified how the IOC carries out their objectives of popularizing the idea of Olympism and Olympic Movement, and attempting to make the world a better place through sports, by using their international level programmes conducted with parties such as Sri Lanka NOC.

The national Olympic committees that can be identified as branches functioning in national levels on behalf of the IOC provide an active contribution to achieve the objectives of the IOC.

While the IOC reaches their goals in such a manner, a development of the sports field of Sri Lanka has also taken place through it. For instance, not only the Sri Lankan sports persons, coaches, managers, and officials, but also the young generation and school student communities have been received benefits from them. This is a greatly beneficial condition for a country like Sri Lanka

where minimum financial facilities are allotted for sports. This is one of the major goals that can be seen in these bilateral relations and Sri Lanka is exposed to the world with new technologies, new knowledge, and new relationships through them. Hence it influences the sports field of Sri Lanka and other fields indirectly, all in a favorable manner.

Also, during this study, I was able to explore more about ways to strengthen these bilateral relations, and it can be considered as a sub-objective of this study. The discussions I conducted with the beneficiaries of the IOC programmes were of prime importance to gather data for the aforementioned objective of this study. Through that data, I made a comprehensive understanding about the steps that can be taken to strengthen these bilateral relations further.

Another fact that established evidence is that the goals which were executed in the Ancient Olympics are still observable in the programmes conducted by the IOC. Facts written about the Ancient Olympics and its related facts by Crowther(2007) in his books display a similarity to the present objectives and goals of the IOC, at certain instances.

I basically wish to quote from it that, this idea of Olympism that directly influenced the ancient Greek citizens to own an advanced existence has been presently promoted across the globe by the national Olympic committees of countries that are wholly mediated by the IOC, and that this process can be used to create a better world and a better society in the present, as well as in the future. These conditions can be improved in Sri Lanka in a better way through the bilateral relations existing between the IOC and Sri Lanka NOC. The concept of Olympism can be used to build up a better human society in Sri Lanka. An explanation about its importance is done through this study.

“Olympism is a philosophy of life.”

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Interview Questionnaire.

1)Name with initial-

2)Age-

3)How long have you been in the sports field?

4)What is your main sport? What are the sports you're interesting ?

5)What are the positions and tenures held in the field so far ?

6)How long have you been working or dealing with SL NOC ?

7)How do you know about the program you attended?

8)What kind of new experiences and benefits have you gained from participating in this course?

9)Did you share the knowledge gained through this course with Sri Lankan students? Provide a brief description

10)What difficulties did you face while participating in this course?

11)Have you applied for any other courses through SL NOC ?

12)Did you share the knowledge gained through this course with Sri Lankan students,players or people? Provide a brief description.