



**UNIVERSITY OF PELOPONNESE
FACULTY OF HUMAN MOVEMENT AND
QUALITY OF LIFE SCIENCES
DEPARTMENT OF SPORTS ORGANIZATION
AND MANAGEMENT**

MASTER'S THESIS

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

**Rings of Fire:
The complex relations between
Israel and the Olympic Movement**

Yoav Dubinsky

Supervisor: John Davis
Professor of Sports Marketing

Sparta, June 2011



**UNIVERSITY OF PELOPONNESE
FACULTY OF HUMAN MOVEMENT AND
QUALITY OF LIFE SCIENCES
DEPARTMENT OF SPORTS ORGANIZATION
AND MANAGEMENT**

MASTER'S THESIS

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

**Rings of Fire:
The complex relations between
Israel and the Olympic Movement**

Yoav Dubinsky

Supervisor: John Davis
Professor of Sports Management

It was approved by the Advisory Committee on the 4.6.2011

John Davis
Supervising Professor

Kostas Georgiadis
Professor 1

Jim Parry
Professor 2

Sparta, June, 2011

.....
Yoav Dubinsky
Master's Degree Holder of University of Peloponnese

Table of Content:

Abstract – Page 6

Chapter 1: Introduction, Research Methods and Literature Review – Page 7

Chapter 2: Sports in Israel – Page 13

Chapter 3: The impact of the 1972 Munich Massacre – Page 29

Chapter 4: Discussion: Can Israel host Olympic Games? – Page 35

Chapter 5: Discussion: Olympic Education and Israel – Page 55

Chapter 6: Conclusion – Page 68

Bibliography – Page 72

Abstract

While the Olympic dream strives to create a world clean of Politics where athletes from different places and religious compete to be the best, Politics have been playing a key role in the relations between Israel and the Olympic Movement. Israel has boycotted and been excluded from Olympic Games, suffered from terrorism, caused other countries and athletes to boycott or withdraw from competitions and even missed potential medals because of religious reasons. The Munich Massacre, where 11 Israeli athletes, coaches and referees were murdered during the 1972 Olympic Games in West German, is not only a national trauma for Israelis, but also the blackest stain on the Olympic Movement. The Olympic Movement is perceived in Israel first as a memorial to the athletes and not as a global celebration of humanity.

This thesis paper will analyze the routes of the complex relations and will examine potential solutions for improvement through hosting Olympic Events in Israel or improving their Olympic Education programs. It will go in depth to the complexity of the relations and examine the difficulties and opportunities that Israel and the Olympic Movement have to improve their relations and create a better sports culture in Israel.

Chapter 1: Introduction, research methods and Literature Review

When IOC President visited Israel in October 2010, he talked about the mobility restrictions that Palestinian athletes suffer from because of the Israeli army. He also focused his speeches about the importance to remember the 11 Israeli athletes, coaches and referees that were murdered in a terror attack during the 1972 Munich Olympic Games.

The relationship between Israel and the Olympic Movement always surrounded Politics. Israel has boycotted Games, been excluded, caused other countries to boycott games, missed medals because of religious holidays, suffered from terror and been in situations where other countries and athletes decided to withdraw from competitions because of Political reasons. This thesis paper will try to address the complicated relationship between Israel and the Olympic Movement and try to research and examine potential solutions to improve these complex relations.

Regarding Olympic Education, the literature in Israel suggests that almost every time Olympic Education is mentioned, it is directly or indirectly related to the 1972 Munich Massacre.

The research question for the thesis is: **What are the relations between Israel and the Olympic Movement and how could they be improved?** The relationship is defined by the ability to host Olympic events in Israel and the way that Olympic Education is perceived and used in Israel.

Literature review:

The research tries to tackle two subjects in the relations between Israel and the Olympic Movement: The potential of improving Israel's image by hosting Olympic Games, and the potential of improving the relations between Israel and the Olympic Movement by Olympic Education.

When trying to analyze the importance of global media, one can not disregard the contribution of Marshal McLuhan (1962), who coined the "Global Village" theory. he argued that the development of technology will bind the world together. Not only by the technological possibilities but by the development of the media and the communication possibilities it will also create higher global awareness and will reduce the gap between the western world and rest of the world.

McLuhan also argues that the "Medium is the Message", meaning that by controlling the media and the way the message is given to the masses, one controls the message itself. In political Science and Communication studies, agenda theories, researches look at the media as the place where the struggle for power takes place. Controlling the message on the media, means to be able to control not only what are the messages that are shown, but also what aren't.

Douglas (2006) criticized that theory and argued that although the technology is much more developed than in the 60's, the people in the United States are less concerned about international affairs than in the past. She checked the percentage of foreign news stories in the news broadcasts and found that in 2004, despite the war in Iraq, it was the lowest since 1977. She quotes a survey held by National Geographic from 2002, showing that only 13 percent of young Americans (18-24) could find Iraq on the map and less than half could find France, Japan, The United Kingdom or India. Douglas argues that foreign countries become newsworthy in the United States in tragic events such as wars, terror attacks, natural disasters etc, and the people are often shown from distance in a very negative way.

"... They are furious protestors, masked guerillas, soldiers or grief stricken victims. They are 'tribal', masses of them gather in the streets shaking their fists, screaming and chanting; they chop each others' limbs off; they are mute, poverty stricken victims; they wear too many clothes, or not enough; they are antimodern... There is nothing to understand, much to reject...." (Douglas 2006).

While on one hand technology did make everything accessible, on the other, it also made soft news more attractive to global viewers and made foreign news a more distancing experience. There are some ways to research the ways that countries are perceived by global audiences. Two research areas are Product Country Image (PCI) and Tourism Destination Image (TDI). While PCI focuses on the perceptions of the country regarding its' products and merchandise, TDI refers to the country as a images (Nadeau J, Heslop L, O'reilly N and Luk P, 2008), and both look at the influence of major events on the image of the place as another area of potential touch point. When focusing on developing countries, studies show that developing countries suffer from negative images and people are less willing to purchase products from developing countries or to be associated with them (Heslop, Nadeau and O'Reilly, 2010)

Both of these researches come out from a marketing point of view, examining the image of the country. When looking at marketing and branding, the battle field takes

place in the mind of the consumer. According to Aaker (Seguin 2010) a brand is the name or symbols that identifies one group and differentiate it from its competitions. The assets and liabilities of the brand are the brand equity. According to Keller (Keller, 1993), brand equity is defined in terms of marketing effects uniquely attributable to the brand.

The Nike "V" or the McDonalds "M" immediately gives a message to the one who sees it. Brand equity is the assets and liabilities that come with the brand. What does the "M" represent in the mind of the consumer? McDonalds would like to be associated with good hamburgers and family fun, and not with causing child obesity. The Olympic Movement would like the Five Rings to bring associations of peace, respect and pursuit of excellence, and not of politics, corruption and doping. Like Nike, McDonalds and the IOC, countries and nations seek to have a good image. Countries that enjoy a positive International image could elevate that to reach Political goals, enjoy economic growth, foreign investments, tourism blossom, etc.

The research about the History of Sports in Israel was done mainly in Wingate Institute's Library. Some modern key authors about the development of Sports in Israel are former Israel Olympic Committee Uri Afek, who met with me twice for this research, Professor Rony Lidor (Wingate Institute), Dr Yair Galili (Wingate Institute), Dr Amichai Alperovich (University of Haifa) and Professor Amir Ben Porat (University of Beer Sheva), with all of whom I have been corresponding.

The theories around Olympic Education and the development of the Olympic Movement are based on the book "Olympic Education" (Naul, 2008) and the "Teaching Values: An Olympic Education toolkit" (Binder, 2009). The practice of Sports culture and history implementation was done by interviews and by books and booklets from the Israeli Education Ministry and by official material published by the Israeli Olympic Committee.

Methodology:

The research was a qualitative research based interviews, test cases and historical research (Baumgartner & Hensley 2006). For this research, the data collection was done through meetings, interviews and correspondents with more than 30 Israeli officials, presidents, chairman, press officers, athletes, coaches and journalists. Special meetings were held with: Alex Gilady (IOC Member), Dr Uri Schaeffer (Head of Israel's Sports Administration), Efraim Zinger (Israeli Olympic Committee

CEO), Dr Gili Lustig (Chairman of the Israeli Top Level Unit), Ofir Paz-Pines (Former Israel's Sports Minister), Uri Afek (former Israel's Olympic Committee CEO) Nir Parzelina (President of Israel's Sport Complexes), Edli Marcus (CEO of Israel's Basketball League Administration), Avi Bar (CEO of Israel's Sports Channel), Arik Kaplan (Chairman of Ayelet – non Olympic Sports Organizations), Tami Hay (CEO of the Sports Department of Peres Center for Peace), Shlomit Nemlich (Israeli Museums Archive), Avraham Zuchman (In charge of High School Sports in the Israeli Education Ministry), Ronen Grinfeld (Vice CEO of Israel's Gambling Council), Yoram Cohen & Moshe Koninsky (Israel's high schools sports association), Moti Acksmi (press officer of the Israel Basketball Association), Yaron Michaeli (Press officer of several sports associations in Israel and former Press Officer of Israel's Olympic Committee during the 2004 Athens Olympic Games), Dr Itzim Ram (Wingate Institute), Ron Bolotin (Chairman of Israel's Paralympic Committee). Interviews, correspondents or phone calls were held with: Lior Eliyahu (Maccabi Tel-Aviv Basketball Player), Ouriel Daskal (Sports Editor of the economic paper "Calcalist"), Moran Rabinovich (Assistant coach of Israel's national swimming team), Sharon Druker (Basketball Coach), Erez Bitman (Basketball Coach), Hanan Keren (Head of Basketball coaching program in Wingate Institute), Hagay Segal (Press officer of the Basketball League Administration), Orna Ostfeld (women's Basketball Coach), Omer Benovich (Basketball reporter of Israel's Sports Channel), Shimon Mizrahi (chairman of Maccabi Tel-Aviv basketball club), Gil Levanony (Press Officer of Israel's Football Association), Adva Zinober (National Team Volleyball player), Daniel Roth (Journalist, ex-athlete in shooting), Oren Bukstein (Press Officer of Israel's Athletic association), Rahel Vigdorchik (Olympic finalist, Rhythmic Gymnastics), Maayan Davidovich (Olympic Athlete, sailing), Udi Gal (Olympic Athlete, sailing), Ofer Ronen (Maccabi Tel-Aviv football club press officer) and Bruria Bigman (Israeli Olympic Committee Press Officer).

The conversations and interviews were focused around 2 subjects: The capability to improve Israel's ability to host international sports events and the ability to improve the sports culture in Israel.

Acknowledgments

I would like to thank all of these people for their time and effort to help me with this thesis. I would also like to thank some of my international Olympic friends and

colleges who have helped me to do some comparative research. Julien Buhajezuk (French Olympic Academy), who helped me with the development of the idea and with information from all over Europe and to Karine Teow (French Olympic Academy), Fergus Bisset (British Olympic Academy), who volunteered in the first Youth Olympic Games in Singapore and gave me some of their inputs. I would also like to thank my supervisor John Davis, Dr Bennoit Seguin, Dr Deanna Binder, Professor Jim Parry who was on my advisory committee, Dr Cesar Torres and the Dean of the International Olympic Academy, Dr Kostas Georgiadis, who have been teaching in the 1st Master program of the International Olympic Academy and have been helping on and off this research.

To do this research in the years 2009-2010 I have attended in the years 9 Conferences or Press Conferences held by Israel's sports bodies and more than 20 national and international sports events in Israel including: The 2009 Maccabiah Games, 11 Basketball matches, 2 football matches, 2 handball matches, 1 Rugby match, 3 volleyball matches, 3 athletic competitions, 2 aquatic competitions, the final of the 2009 European Sailing Competition and a few training sessions. I would like to thank all of the sports organizations, associations, clubs and press officers who enabled me to attend these events and the press conferences and to get a better understanding about sports in Israel.

The Structure of the Thesis

The 2nd Chapter of the thesis will focus on the history of sports in Israel and the History of the relations between Israel and the Olympic Movement. The chapter is based over the 2nd module of the Master's Program in The International Olympic Academy, about the modern Olympic Games. I would like to thank Professor Bob Barney, Dr Kostas Georgiadis and Professor Karl Leannartz for their help with that Module.

The 3rd Chapter will focus on the implications of the 1972 Munich Massacre where 11 Israeli athletes, coaches and referees were murdered in the Olympic Village by the "Black September" Terrorist group. The massacre is a defining moment in the Israel collective history that transcends from sports. The Chapter is based on the 5th module of the IOA Master's Program about International Relations and Sports. I would like to thank Professor Dionyssi Gangas for his contribution to the module.

The 4th Chapter is a discussion about the capability of Israel to host Olympic Games. It is based on the last module of the Master's Program, about Olympic Marketing and Branding. I would like to deeply thank my supervisor for the thesis John Davis and Dr Benoit Seguin for their personal and professional help with the module and outside it.

The 5th Chapter will tackle the situation of Olympic Education in Israel. It will be based on the two Olympic Education Modules from the Masters Program. I would like to sincerely thank Dr Deanna Binder for her help in and out the module. Her influence helped me a lot to develop my thesis and to seek for more solutions and possibilities for the development of Olympic Education in Israel.

The 6th and Final Chapter will be a conclusion to the discussion with operative suggestions of what could be done to improve the relations between Israel and the Olympic Movement.

This Master thesis is the final project for the 1st Master thesis Program in the International Olympic Academy and the University of Peloponnese in "Olympic Studies, Olympic Education, Organization and Management of Olympic Events". The paper researches the current situation in all of these aspects regarding Israel and the Olympic Movement. The researched will show the complexity of the history of these relations, and will to see if there are possibilities to improve the relations through preparing an Olympic Bid or through implementation of Olympic Education programs in Israel.

Chapter 2: Sports in Israel

Even before the Declaration of Independence in 1948, Israel was a source of controversy regarding the Olympic Games. While the country of Israel was ruled by the British Mandate, and called Palestine, athletes from this region were invited to participate in the 1936 Olympic Games in Berlin, an invitation that was declined because of the Nazi party and Adolf Hitler (Galili & Zach, 200).

But even since becoming independent, especially in the first 40 years, when talking about the Olympic Games, mostly politics surrounded the Israeli participation. Not Sports. The state of Israel was excluded (London 1948), been boycotted by other countries (Melbourne 1956), boycotted the games (Moscow 1980), and of course suffered from terrorism (Munich 1972).

Politics were around the Israeli sports teams through the 20th and 21st century. It is not a normal situation that a country that is geographically based in Asia and for several years also had Geographic territories in Africa, plays in European competitions. It was even stranger when the same country represented several continents in the same time. However, it is not just politics, wars, violence and boycotts that characterize the Israelis athletes in the Olympic Games. Since 1992, when Yael Arad won the first Israeli medal (silver in Judo), Israel managed to come back from each Summer Games with at least one medal. In Athens 2004, sailor Gal Friedman won the first Israeli gold medal and for the first time "Ha Tikva" (The Hope), the Israeli anthem was played in the Olympic Games.

State of Israel: Short history and demographic facts

In order to understand the controversy around the Israeli participation, one should understand a little about the history of Israel and the routes of the conflicts. The country of Israel is one of the most important lands for Jewish people, Christians and Muslims. It is, according to the Bible (the old testament), Abraham's and Moses' "Promised Land", it is, according to the new testament, where Jesus Christ was born and walked over the water of the Kineret Lake and where, according to Islam, Muhammad flew on his Horse from Jerusalem to the sky.

For centuries different empires ruled the country; The Greeks, the Romans, the Persians, the Turks, Napoleon and others. After the 1st World War the country of

Israel, then called Palestine, was a part of The British Empire that ruled the region through a chancellor. On November 29th 1947, the UN decided that the British Mandate will end and Palestine will be divided to two independent countries: A Jewish one and an Arabic one. On May 14th 1948 Israel declared independence, as a Jewish state.

The capital of Israel is Jerusalem, where all the main governing bodies sit: The Knesset (the Israeli congress), The Supreme Court of Law, The President's House and the House of the Prime Minister. Because of political reasons many countries refer to Tel-Aviv as the capital of Israel and established their embassies near Tel-Aviv and not in Jerusalem.

Israel is located in the Middle-East. Its neighbors are Egypt (south and south-west), Lebanon (north), Syria (north-east) and Jordan (south-east). It is on the shores of the Mediterranean Sea on the west and the Red Sea on the South. On the East of Israel is the Dead Sea and on the north is the Kineret Lake, which is the main resource of water.

Israel is the only Democracy in the Middle-East, where every four years free elections take place. The Prime Minister is the highest elected position in Israel, while the President has mostly a representative position, rather than a political one (although several presidents came to position after being Knesset members, ministers or in the case of the Shimon Peres, even Prime Minister).

According to the Central Bureau of Statistics the population in Israel stands on 7.465,500 million people. 5.6 millions are Jewish (75.5%) and 1.5 millions are Arabs (20.2%), while the rest, 318 thousand people are "others" (4.3%). The area of the state of Israel is 22,000 square Kilometers. The most common languages are Hebrew, Arabic and English.

After declaring independence on May 1948, the independence war began, until truce was made in 1949. Since then, Israel had fought several wars against its neighbors. One of the most significant ones was the Six-Days War in 1967, when Israel occupied new territories. Some of them ere given back as part of a Peace Process (like in the case of Sinay for peace with Egypt in 1979), but some (like the Golan Heights, East-Jerusalem and the territories in Yehuda and Shomron), are still the source of the Arabic-Israeli conflict. Israel has also signed a Peace Agreement with Jordan in 1994.

The Map of Israel:



The Israel Olympic Committee: History and structure

In 1933, 15 years before the state of Israel became independent and while it was under the governance of The British Mandate, The Olympic Association in The Country of Israel, was founded. A year after, in 1934, it was recognized by the International Olympic Committee and the Country of Israel was invited to participate in the 1936 Olympic Games that will be held in Berlin, Germany. Because of Hitler and the Nazi regime, The Olympic Association in The Country of Israel, rejected the invitation. In 1940 and 1944 Olympic Games were not held because of the Second World War. David Ben-Guriyon, the first Israeli prime minister, declared independence on May 14th, 1948, two months before the Opening Ceremony of the Olympic Games in London. The Arabic countries started to put on a lot of pressure on the International Olympic Committee and demanded them to exclude Israel from the Olympic Games. Finally Israel was excluded on the reason that the Country of Israel ceased to exist and that the state of Israel doesn't have a National Olympic Committee that was accepted by the International Olympic Committee.

In 1951 the Israeli Olympic Committee was founded and in 1952 Israel was officially accepted in Lausanne to the Olympic family. The 1952 Summer Games in Helsinki, Finland, were the first Olympic Games that Israel participated in. Since then, Israel participated in all the summer Olympic Games, except from the ones in Moscow in 1980, when Israel joined the United States and boycotted the games.

Before the state of Israel was founded, sport was being organized in centers. The first center was Maccabi, which was founded in 1912. In 1926 Hapoel (The worker) was founded by the workers union after leaving the center of Maccabi and therefore starting a rivalry between the two biggest centers. In 1924 Beitar, a center that is recognized with the right political wing was founded and in 1938 Elizur, a center that is recognized with the religious wing was founded as well. These centers were very connected to the political parties and to the leadership of the Jewish and Zionist community in Israel. These four centers were the biggest and most influential ones, but there were also other centers like ASA (since 1935) which is an Academic Sports Association and Otzma, which is a center for independent clubs and organizations. Each center held its own kind of games. The most famous ones are the Maccabiah Games that are still held in Israel every four years.

In 1948 when Israel became independent two Olympic Committees were founded, one by Maccabi and one by Hapoel. It took three more years, until 1951, that they found a way to unite the Committees into one Israeli Olympic Committee. Although Hapoel was the biggest center, the two centers came to a 50-50 agreement about the Chairmen of the Israeli Olympic Committee, an agreement that held until 1965.

The chairmen of the Israeli Committee since the foundation of the Israeli Olympic Committee were: Aba Hushi (1952), Nachum Chat (1955-1952), Mordechai Jilist (1952-1959), Shalom Zisman (1955-1966), Itzhak Pnai (1959-1964), Yosef Inbar (1964-1977), Itzhak Ofek (1977-1991), Yoram Obrakovich (1991-1997), Zvi Varsheviak (1997-Today). In the recent elections for the Israeli Olympic Committee in 2008, Zvi Varsheviak was elected to serve as the chairman for the fourth time.

The Israeli Olympic Committee is founded by The Sports Administration which is under the Israel Ministry of Culture and Sports and from sponsorships. The position of the minister who is in charge of sports in Israel shifted through the years from the Ministry of Education to the Ministry of Science, Culture and Sports and now to the Ministry of Science is a different one. The main goal of the Israel Olympic Committee is to build and prepare the Israeli Team for the Olympic Games and to

other competitions that are held under the Olympic Movement. It also has a goal to spread the Olympic idea, something that is done by the Olympic Museum that was built in Tel-Aviv and with several educational programs.

The members of the Israeli Olympic Committee include representatives of all the Olympic sport Federations and Associations, sports centers and selected Olympic athletes and public figures. The Key position holders are: The President Zvi Varsheviak, The Secretary General Efraim Zinger, honorary secretary Eitan Rob, honorary treasurer Eitan Rob and the Vice Presidents: Sam Olpiner, Eitan Barak, Yeusha Gora and Avner Kopel. In 1994, Alex Gilady became the first Israeli to be selected as an International Olympic Committee member.

The Sport Centers are less powerful than in the early years of the State of Israel and are less connected to the political parties in Israel, but they still control the Federations and the Associations in Sports. For example, the 50-50 method that was used by Maccabi and Hapoel with the first presidents of the Israeli Olympic Committee is still used in the Football Association. One time Hapoel will send its' candidate to be the Chairman, and he will be succeeded, by a candidate that will be chosen by Maccabi.

The umbrella organization of all the Sports in Israel is the Israeli Olympic Committee. The members of the Israeli Olympic Committee are members of federations and Associations, members of the Athletes Organization, and also public people. The Israeli Olympic Committee is a member in Association of National Olympic Committees (ANOC) and the European Olympic Committees (EOC). The Israeli Olympic Committee is funded by the Council of Gambling in Sports, by the Israeli Government and the Sports Administration and by private sponsors.

One of the major check points in the history of the Israeli Olympic Committee was the creation of The Top Level Sport Unit, in Wingate Institute in 1984. The Unit was created by the Sports Administration, The Israeli Olympic Committee and the Sports Association (which ceased to exist in 1994). The purpose of this unit is to set the criteria and to prepare the athletes in the best professional way for the Olympic Games. The thought behind its creation was that Israel doesn't need only to participate in the Olympic Games, but also to compete with the goals to win medals. And indeed, after 40 years of competitions, since 1992 Israel has won at least one medal in each summer Olympic Games, including one gold medal, won by the surfer Gal Friedman in Athens, in 2004.

Another major changing point was the exclusion from Asia. Israel is Geographically located in Asia and since 1934 Israeli athletes competed in Asian competitions. However, after pressure from Arabic countries, in 1962 Indonesia excluded Israel from the Asian Games that were held in Jakarta (resulting being temporary banned by the International Olympic Committee). Israel returned to participate until 1974, when it was officially excluded from Asian competitions. In the Asian Games, Israeli athletes won 53 medals (18 Gold, 16 Silver and 19 Bronze). This time the International Olympic Committee did not interfere and in 1980 President Juan Antonio Samaranch was quoted saying: "The Olympic Movement Can not force any Continent who to invite to participate in its' Games" (Zimri U, 1994). It took 20 years until in 1994 Israel was officially accepted in another continent – Europe. Israel has never hosted Summer or Winter Olympic Games. Although every four years The Maccabiah Games are held in Israel, with thousands of athletes coming from all around the world, Israel has yet to bid to host Olympic Games, not only because of political and security reasons but also because of the lack of facilities. Usually the Maccabiah Games are a celebration, but in July 1997 it became a tragedy while in the march towards Ramat Gan Stadium, where the Opening Ceremony was held, while the Australian delegation was crossing, the bridge over the Yarkon River collapsed, resulting with four dead Australians.

The only Olympic Event that was held in Israel was the 1968 Paralympics Games that moved from Mexico City to Ramat Gan due to difficulties of the Mexicans. 28 nations took part in these games. In the recent decade Tel-Aviv hosted the Euroleague Final-Four in 2004 (when Maccabi Tel-Aviv beat Skipper Bologna in a one side final 118:74) and the Sailing European Championship in 2009, where Israeli sailor Shachar Zuberi won the gold medal.

Israel in the Olympic Games

In the last 62 years, since Israel became independent, Israel participated in 14 Summer Olympic Games. Table 1 resumes the number of Israeli athletes that compete in each Olympiad and the number of Sports that Israeli athletes took part in.

Table 1: Israel in the Olympic Games

Year	Hosting City	Number of Athletes	Number of Sports	Significant events
1948	London	0	0	Israel was excluded after Arabic pressure
1952	Helsinki	26	4	First Olympics
1956	Melbourne	3	2	Israel sent a small delegation because of the war in Sinay. Egypt, Lebanon and Iraq boycotted the Games
1960	Rome	23	7	
1964	Tokyo	10	3	
1968	Mexico City	31	4	
1972	Munich	14	7	The Israeli delegation left after 11 Israeli athletes, coaches and referees were murdered
1976	Montreal	28	10	Esther Rot Shachamoroved reached the finals in 100m hurdles
1980	Moscow	0	0	Israel boycotted the games
1984	Los Angeles	32	10	
1988	Seoul	19	7	Israeli sailors Yoel Sela and Eldad Amir finished fourth after not competing in the Jewish Holiday Yom Kippur
1992	Barcelona	31	10	First Israeli medalist: Yael Arad won the Silver medal in Judo. Oren Smadja won the bronze medal, also in Judo.
1996	Atlanta	25	10	Gal Friedman (Sailing) – Bronze medal
2000	Sydney	40	9	Michael Kalganov (Kayak) – Bronze Medal
2004	Athens	36	14	First Gold Medal: Gal Friedman (Sailing). Arik Zeevi (Judo) – Bronze medal
2008	Beijing	43	12	Shachar Zuberi (Sailing) – Bronze Medal

As mentioned before, in 1934 The Country of Israel was invited to participate in the Olympic Games that were held in Berlin. The invitation was rejected by The Olympic Association in The Country of Israel. This is not the only time that a non-independent country is invited to participate in the Olympic Games. Since 1948, when Israel declared independence, the state and country of Palestine ceased to exist. However, since the Oslo agreements and the establishment of The Palestinian Authority, Palestine, which is not an independent state, was invited to take part in the Games. The Palestinian Olympic Committee was recognized by the International Olympic Committee in 1995 and since then 2 or 3 athletes competed under the flag of Palestine in the Olympic Games in Atlanta 1996, Sydney 2000, Athens 2004 and Beijing 2008. Israel is independent since May 14th 1948, however it was excluded from the Olympic Games that took in August 1948 in London. The official reason was that The Olympic Association in The Country of Israel, which was recognized by the International Olympic Committee, ceased to exist the moment Israel became independent and an Israeli Olympic Committee was yet to be founded. However, this decision was made after a lot of pressure made by Arabic countries, to exclude Israel from the Olympic Games. Two Israeli athletes were supposed to go to London, but didn't participate because of the exclusion.

The Israeli Olympic Committee was founded in 1951 and in 1952 it was accepted by the International Olympic Committee and Israel received its' first invitation to participate in the 1952 Olympic Games in Helsinki, Finland. In the request of Prime Minister, David Ben-Gurion, the Israeli athletes who had foreign names, had to change their names to Hebrew ones. 25 Israeli athletes competed in Helsinki, representing Israel in Athletics, Swimming, Shooting and Basketball (only in the primarily rounds). The most significant athletes were the diver Yoav Raanan and the sprinter, David Tabak.

The political situation in Israel and the Middle East never stopped to influence the participation in the Olympic Games. The war in Sinay damaged the preparation of the Israeli delegation for the 1956 Olympics and it was decided that only a few Israeli athletes will go to compete in Melbourne. The football and Basketball teams cancelled their participation and only 3 Israeli athletes (swimmer Shoshana Rivner, long jumper David Kushnir and Yoav Raanan in Diving) went to Australia. Iraq, Egypt and Lebanon boycotted the games because of the war in Sinay and the British involvement in the Suez Tunnel.

23 Israeli athletes competed in the 1960 Games in Rome, taking part in 7 events. The achievements of the Israeli athletes were not very high in the first Olympics that the Israeli delegations participated in. In the 1964 Games in Tokyo 10 Israeli athletes competed, but the most recommendable achievement was of the Israeli referee Menachem Ashkenazi, who was selected to be the referee in the finals of the football competition between Hungary and the Czech Republic.

Israel's most popular sport is football. Its' biggest achievement was qualifying for the 1970 World Cup in Mexico. The foundation of that football team could be seen in the 1968 Olympic Games that were held also in Mexico City. It must be taken under consideration that other countries sent amateurs and Israel has send its' best players, but in the 1968 Olympics the Israeli football team reached the Quarter-Finals and after a draw with Bulgaria missed the Semi-final only by a coin toss. Besides the football team, 12 more athletes competed in the Games in Mexico City.

The blackest stain of the Olympic Movement occurred on September 5th 1972, during the Munich Olympic Games. On that night, eight armed gunmen from the Arabic Organization "Black September", sneaked into the Olympic Village, where the Israeli delegation slept, killed two Israeli athletes (Wrestling Coach Moshe Weinberg and Weightlifter Yossef Romano) and kidnapped 9 more. They demanded Israel to release 200 Palestinian prisoners. They also demanded that they will be flown with the hostages to an Arabic country. They were brought to a military airport, where the German authorities tried a failed rescue operation resulting with the nine Israelis dead (and also a German policeman). This tragic incident is known as The Munich Massacre.

The Eleven Munich victims are: David Berger (28, weightlifter), Yosef Gutfreund (40, wrestling referee), Moshe Weinberg (33, wrestling coach), Eliezer Halfin (24, wrestler), Mark Slavin (18, wrestler), Ze'ev Friedman (28, weightlifter), Yossef Romano (32, weightlifter), Kehat Shorr (53, shooting coach), Andre Spitzer (27, fencing coach), Amizur Shapira (40, Athletics coach) and Yakov Springer (50, weightlifting coach).

This is not only the most tragic event in the history of Israeli sports but also in the history of the state of Israel. There are memorial monuments, stadiums and streets in Israel, named after the eleven Israeli athletes, coaches and referees that were murdered in Munich. Every Olympic Games the Israeli delegation respects the victims with a memorial evening with the local Israeli ambassador and of course the

families of the victims. It is customary that an official International Olympic Committee member also arrives to pay respect.

After the massacre, the Olympic Games stopped for one day, but continued straight afterwards. The Israeli delegation, that originally had 14 athletes, left Munich and returned back to Tel-Aviv after attending the official ceremony held by the International Olympic Committee. Several athletes decided to withdraw from the competitions, the Egyptian delegation returned to Egypt fearing from revenge retaliation, but on September 7th the Games continued. There is some irony that in the same Games were Jewish athletes were murdered because of the Israeli-Arabic conflict, the best Jewish athletic sportive achievement was made when the Jewish American Swimmer Mark Spitz won 7 gold medals.

Since the massacre, the security around the Olympic Games is much tighter. The organization committee for the Montreal Games in 1976, needed to put much more emphasize on security. The International Olympic Committee refuses to acknowledge the massacre in an official way during the Games. It also refuses to refer to it officially as a terror act. These are two demands that are made by the Organization of the Victims families and widowers in Israel. The Israeli Olympic Committee does refer to the massacre as a terror act and to the "Black September" Organization as terrorists. The International Olympic Committee does not reject that claim but says that it does not want to interfere and it is not The International Olympic Committee's interest to claim what is terror and who is a terrorist. Although the massacre is not mentioned officially by the International Olympic Committee in the Olympic Games, a replica of the memorial statue that is placed in Tel-Aviv, is presented in the Olympic Museum in Lausanne, Switzerland.

The Munich Massacre affected the security measures in the Montreal 1976 Games. 28 Israeli athletes participated in the Games in Canada, showing that the massacre in Munich will not intimidate them. The only Israeli athlete that participated both in the 1972 Games in Munich and in the 1976 Games in Montreal was the sprinter Ester Rot Shachamorov, who in the opening ceremony carried the Israeli flag that had 11 black ribbons attached to. She also had the best performance in the Games, reaching to the 110m Hurdles finals. She is the only Israeli runner who ever reached this achievement. The Israeli football team repeated the achievement from 1968 by qualifying to the Quarter-Final, but this time lost 1:4 to Brazil.

The only Olympic Games that Israel boycotted was the 1980 Games in Moscow. The Israeli Prime Minister, Menachem Begin, accepted to join the United States and to boycott the Games in Russia under the reason that The Soviet Union invaded Afghanistan in 1979. This decision was made after a direct request of the American President Jimmy Carter.

Israel returned to participate in the 1984 Games that were held in Los Angeles. 33 Israeli athletes took part in the games, competing in 11 events. After the Games in Los Angeles, The Top Level Sport Unit was founded with the goal for Israel not only to participate in the Games but also to gain sportive achievements.

In 1988 in Seoul Israel was close to its' first medal. The sailors Yoel Sela and Eldad Amir finished fourth after missing the second day of sailing because of Yom Kippur, a religious Jewish holiday, that according to the Jewish religion it is forbidden to do any activity and requires fasting. 19 Israeli athletes competed in South Korea in 8 events. Several Israeli athletes did not go to the games after seeing that their competition is scheduled on Yom Kippur.

After 40 years in the Olympic Games, Israel has finally won its' first medals in the 1992 Games held in Barcelona. It was the Israeli Judo fighter, Yael Arad, who reached the final and won the Silver medal. One day afterwards, another Judo fighter, Yoel Smadja, won the bronze medal.

Since the games in Spain, Israel has won at least one medal in each Olympic Games. In Atlanta 1996 it was the sailor Gal Friedman, who continued the winning streak, finishing third in the sailing competition, and winning the Bronze medal (Ben-Melech I. 1997).

The games in Sydney in 2000 were almost a huge disappointment for the Israeli delegation, after Israeli athletes finished in the fourth and fifth places in several events (Davidov H. & Lustig G. 2001). Israeli swimmer, Eitan Orbach, made history when he reached the finals in 100m backstroke. Only on the last day of the competition the Kayaker Michael Kalganov won the Bronze medal, and secured his place on the podium. He was also the flag carried in the closing ceremony.

The 2004 Olympic Games in Athens were undoubtedly the best games for Israeli athletes (Halbovsky. 2005). It was in these games that "Ha Tikva", the Israeli anthem was first played in the Olympic Games, after Gal Friedman won the gold medal in sailing. Friedman became the first Israeli athlete to win a gold medal and the first one to win two Olympic medals (after the bronze medal he won in Atlanta). Friedman's

achievement came after Judo fighter Arik Zeevi won the bronze medal in judo.

One significant political incident occurred in Judo, when Israeli athlete Udi Vax was drawn to compete against an Iranian Judo fighter. The Iranian withdrew and Vax qualified automatically to the next round. It is common that when Iranian athletes are drawn to compete against Israelis they chose not to compete. This happened as well several times in world championships and international tournaments, usually in individually sports.

The significance of the 2008 Games in Beijing (Davidov H. & Lustig G. 2009) was the change of generations. The experienced athletes, like Arik Zeevi (Olympic Medal winner and former 3 times European Champion). Volt Jumper Alex Averbuch (former European Champion) and the Double Tennis players Andy Ram and Jonathan Erlich (Australian Open Champions in 2008), could not reach the level of performance that followed them through their careers. However young athletes like Irina Risenson (finals of Rhythmic Gymnastics), Alex Shatilov (final in Gymnastics) and the Rhythmic Gymnastics National Team (6th in the final, best performance of an Israeli team in the Olympic Games), showed that there is a new generation of athletes that could carry the torch. The Israeli hero in the games was young sailor Shachar Zuberi who won the Bronze medal in sailing, therefore securing an Israeli medal in 5 Olympic Games in a row.

On December 2009, the Israel Olympic Committee held a press conference where it announced the goals for the 2012 Olympic Games that will be held in London. The goals were: 1. To come back once again with medals. 2. To have a woman medal winner. 3. To win a medal in a new sport (not Judo, Sailing or Kayaking, the sports that provided Israel's six Olympic medals). More specific goals and expectations will be given during the next 3 years.

Since 1994 Israel has also participated in each Winter Olympic Games. The Israeli ice-skater Michael Shmerkin was the only Israeli athlete in the Lillehammer Games in 1994 in Norway. The most significant athletes that represented Israel in the Winter Olympics were the figure-skaters Galit Chait and Sergei Sakhonovsky, who competed in three Olympic Games, finishing in the 14th place in Nagano 1998, 6th in Salt Lake City 2002 (Israel's best achievement in The Winter Olympics) and 8th in The Turin Game 2006. While they already retired, Alexandra and Roman Zaretsky, who finished in the 22nd place in Italy, qualified for the 2010 Winter Olympics where they finished in the 10th place.

Table 2: Israel in the Winter Olympic Games

Year	Hosting City	Number of Athletes	Number of Sports	Significant events
1994	Lillehammer	1	1	First Israeli participation in the Olympic Winter Games
1998	Nagano	3	2	
2002	Salt Lake	5	2	Figure-skaters Galit Chait and Sergei Sakhonovsky reached the final and finished in the 6 th place
2006	Turin	5	2	Chait and Sakhonovsky reached the final and finished in the 8 th place
2010	Vancouver	3	2	The Zaretsky brothers finished in the 10 th place

The only time Israel won an Olympic medal by withdrawal of an opponent, was in the first day of the Youth Olympic Games in Singapore, where young Gili Haimovitch won the gold medal after an Iranian athlete announced he was injured and needed to be taken for medical care. The Iranian also didn't come to the medal ceremony where the Israeli national anthem was played, leaving the number 2 place on the podium empty. The first ever Youth Olympic Games were a big success for Israeli athletes, who won 6 medals, including 4 gold ones.

Sports in Israel outside the Olympic Games

To fully understand the Israeli sports, one must understand the connection between the Zionist Movement to the Israel state. As mentioned before, sport was centralized before the establishment of the state of Israel in Centers. Sports clubs were playing under the umbrella of the centers and each center had its' own Games.

The most significant ones are the Maccabiah Games that were held since the 1930's. Every four years Jewish athletes from all over the world came to Israel to compete with each other. In the early days of Israel, the Maccabiah Games functioned more as a Zionist tool to promote "Aliya" (immigration of Jewish people to Israel) to increase the Jewish population in the country, than as a Sports tournament. Because of the Shvut Law and the Citizenship Laws, that grants Jewish people Israeli citizenships, these games functioned for Zionist reasons first. These days, the Maccabiah Games have more Touristic and Economic purposes than sportive ones.

However, the Maccabiah Games had immense influence on Sports in Israel. In 1965 American basketball player Tal Brodi came to participate in The Maccabiah Games. Brodi, who was drafted in the NBA draft in the 12th place by the Baltimore Bullets, decided to come to Israel and to play for Maccabi Tel-Aviv. Brodi is considered as the player who brought professional basketball to Israel and he was the first Maccabi Tel-Aviv captain who lifted the European Cup in 1977 and has lead the Israel national team to the 2nd place in the 1979 European Championship. Other Israeli athletes that made Aliya after the Maccabiah are David Blatt (lead Maccabi Tel Aviv to the Final Four of the Euroleague and won the European Championship as the Coach of Russia's National team), and Willie Sims (Ex-Maccabi Tel Aviv Player).

The most successful athlete who came to compete in the Maccabiah Games was the Jewish American swimmer, Mark Spitz, who won 7 Gold Medals in the 1972 Olympic Games in Munich. In the last Maccabiah Games that were held in 2009 in Ramat Gan, Jason Lezak, who won the Olympic Gold medal in the Beijing Olympics as part of the United States 4X100 freestyle relay competed as well.

Maccabi Tel-Aviv Basketball Club is the only Israeli sports team that is considered as one of the best in Europe. Maccabi Tel Aviv has won 5 European Championships (1977, 1981, 2001, 2004 and 2005) and 8 more times lost in the final. Maccabi Tel-Aviv also won 48 Israeli Championships. The only other basketball team that won a European Cup, was Hapoel Jerusalem, which won the ULEB Cup in 2004. The Israeli Men's Basketball team participated 25 times in the European Championship, 2 times in the World Championship and one time in the Olympic Games.

In women's basketball there were also several achievements when Elektra Ramat Ha Sharon reached the final of the Ronchetti Cup in 1999. The Israeli national team reached the European Championship in 2009.

Although most of the team achievements were in Basketball, the most popular sport in Israel is football. Maccabi Tel Aviv Football Club won the Asian Champions cup in 1969 and 1971, but since Israeli clubs started to play in Europe, only small achievements were made. Maccabi Haifa (2002, 2009) and Maccabi Tel Aviv (2005) reached the Champions League Group Stage and Hapoel Tel-Aviv reached the Quarter-Final of the UEFA Cup in 2001.

The only time the Israeli national football team reached a big tournament was to the 1970 World Cup in Mexico after playing the qualification rounds in Oceania. Israel finished the group stage in Mexico with two draws and one lost, and with one goal,

scored by Mordechai Shpigler against Sweden (1:1). The only football player who participated in the World Cup and in two Olympic Games was Itzhak Shum, who became a very successful football coach. When Israel was playing in Asia, the Israeli football team won the Asian Cup in 1964, however since joining Europe and UEFA, the best achievement that the Israeli national football team had, was reaching the Playoffs for Euro 2000, where it was beaten 0:5 at home and 0:3 away by Denmark. Moving from Asia to Europe exposed the Israeli athletes, who enjoyed success in Asia, to a higher competitive level. In Asia Israel was doing very well, winning medals in each Asian Games, but in Europe it is becoming more and more difficult for Israeli athletes. However, in the past years, even individual athletes gained success in European competitions and in world competitions as well. Most of the gold medals in these championships came from sailing and Judo. Some of the most successful athletes were Arik Zeevi (3 times European Champion in Judo), Yael Arad (1 time European Champion in Judo), Lee Kurzits (world champion in sailing in 2003), Amit Inbar (Two times European Champion) and other Israeli sailors who won World Championships and European Championships. In track and field one of the most important athletes that competed for Israel was Alex Averbuch in Pole Volt. He won 2 gold medals in European Championships and one more in the Indoor European Championship in 2000.

In December 2010 the Arabic Emirate Qatar won the bid to host the 2022 FIFA World Cup. Whenever Israeli athletes came to compete in the Emirates, Visa difficulties and major security issues surrounded their participation. In December 2010 the 10th FINA World Swimming Championship (25m) was held in Dubai. The Israeli delegation was refused in the beginning to compete in the tournament because of political reasons. Only after the interference of Israeli IOC member, Alex Gilady, the delegation was allowed to travel to Dubai and compete in the championship. However, the controversy did not end there; The Israeli flag was not hanged in the pool and in the opening ceremony the organizers referred to Israel as ISR and not as Israel, while other countries were introduced by their whole name. Now that Qatar won the bid for one of the biggest Sports Events in the World, the 2022 FIFA World Cup, the Political situation in the Middle East will be reflected even more through sports.

Conclusion

The involvement of Israel in the Olympic Games has been always mixed with International Politics. Even before the state was independent, the Israeli Association boycotted the games in Berlin. Since the independence, Israel was excluded once from the Games in 1948 and boycotted them once, in 1980, after the American pressure. The political situation in the Middle East affected other countries as well, when in 1956 Egypt, Iraq and Lebanon boycotted the games in Melbourne and Israel sent a very small delegation.

The peak of the tension was of course in 1972, when 11 Israeli athletes, coaches and referees were murdered by armed members of the Arabic Organization "Black September", who used the Olympic stage to make political demands by taking 9 hostages. After that, every Israeli participation in the Olympic Games is combined with a memorial ceremony for the 11 victims. The political tension still remains in the 21st century, when Iranian athletes refuse to compete against Israeli athletes and prefer to forfeit.

Although politically the tension that was around Israel since 1948 remains, when examining the sportive achievements, one can easily separate the Israeli participation into two parts. During the first 40 years of participation, Israeli went to the Olympics with the main goal of the participation itself. Since 1992, in every Olympic Games, at least one Israeli athlete stood on the podium with a medal around his neck. The biggest achievement was in 2004 in Athens, when sailor Gal Friedman won the only Israeli Olympic gold Medal and the Israeli Anthem was played.

The shift for the second period is much because of the creation of the Top Level Sport Unit, which is now under the Israeli Olympic Committee in 1984. This department is the one that is responsible for the development programs of Elite athletes that will represent Israel in the Olympic Games or were singled out as future Olympic prospects.

Chapter 3: The impact of the 1972 Munich Massacre

In ancient Greece, since 776 BC, an Echekeiria was announced before the games began in Olympia. The meaning of the Echekeiria was the sacred truce that informed every city-state that the athletes, coaches, politicians and spectators will be protected while doing their way to Olympia and during the games there. In the 1972 Olympic Games in Munich, Germany, there was no Echekeiria.

In 1936 Germany held the Olympic Games in Berlin. Adolf Hitler and the Nazi Regime used the Games and the global exposure to show the world and to the German people, the strength of Germany under their regime. In 1976 West-Germany tried to show a different image, of a Peace searching, non-militant Germany. The significance of the participation of an Israeli Olympic delegation in Germany, less than 20Km from the Dachau Concentration Camp, where the Nazi regime in late 1930's and early 1940's sent Jewish people from all over Europe to be murdered, was immense. The participation of an Israeli delegation in Olympic Games in Germany was supposed to be a celebration of the victory of the human race over racism and hate (Mandell D. R, 1991).

On the night of September 5th 1972, 8 armed members of the Arabic militant organization "Black September", sneaked into the Olympic Village. They went to the apartments where the Israeli delegation was staying. During the struggle, they killed Israeli wrestling-coach Moshe Weinberg and Israeli weightlifter Moshe Romano and took nine more athletes and coaches as hostages. They demanded that the Israeli government will immediately release 200 Palestinian Prisoners.

The Israeli government refused to negotiate with the kidnappers and the German authorities refused any intervention from any Elite Israeli military Unit. The whole tragic incident was broadcasted live from the Olympic Village to all around the world. The German authorities cancelled a rescue operation after realizing that the kidnappers were watching the preparations live in the Televisions in the rooms, knowing what to expect.

After long hours of negotiations, the kidnappers demanded that they and the hostages will be brought to a military base, where an airplane will be waiting for them to fly them to an Arabic country. In the airport, the Germans tried a failed rescue operation, resulting with the 9 hostages dead, a dead German Policeman (Anton Fliegerbauer), 5

Black September members dead and three members arrested. The three members were released in October 1972, after the West German government gave in to the demands of Black September Organization that had hijacked a Lufthansa Passengers Plane.

After the massacre, the Olympic Games stopped for one day, but continued straight afterwards. The Israeli delegation, that originally had 14 athletes, left Munich and returned back to Tel-Aviv after attending the official ceremony held by the International Olympic Committee. During the ceremony the flags were put down half way. Several athletes decided to withdraw from the competitions and the Egyptian delegation returned to Egypt fearing from revenge retaliation. On September 7th, after 34 hours, the Games continued. This decision was made by the International Olympic Committee president, Avery Brundage saying: "The games must go on!".

An increase in the security budget

The "Black September" attack found the International Olympic Committee and the hosting city unprepared. Germany, who wanted to show the world a new peaceful country, was not ready to face a security threat. There are still lots of criticism from the Israeli side about how armed gunmen easily went into the Olympic Village, how the weapons were brought to Germany by flight, how was one of the "Black September" members be able to go easily to the Village before the games to spy and of course about the negotiations and the "outrageous" rescue attempt (מילר, א. 2002). The involvement of Politics in the Olympic Games did not start in Munich, but in Munich 1972 the world and the Olympic Movement understood that the global stage that the Olympic Games provide, can be used in a violent way to make political demands. It also proved that the athletes themselves need protection.

The decision to continue with the games in Munich was a statement by Brundage not to give in to terror. The Munich Massacre already damaged the peaceful image of the games that the Olympic movement wants to create, and now the challenge was to make them continue regularly.

One of the most significant conclusions was to increase the security level in the games. The organization of the Montreal Olympic Games in 1976 put much more emphasize on security. A few months after the Munich Games, the Organization team of the Montreal Games came back to Canada with a report about the security improvements that need to be taken. As it is written in the Official report of the

Montreal 1976 Olympic Games: "No stone can be left unturned". The unarmed security guides that were put in Munich, were replaced by 17,224 Policemen, members of the military and civilian guards assigned to Olympic security. A department called The Superior Committee of Olympic Safety was in charge of the security of the games.

The security issue is in the responsibility of the hosting country. Since Munich 1972, the Olympic Village became a very secured area with only specially accredited people could have access. This kind of accreditation, which is not given to every accredited Media or worker in the Games, means that the accredited person already passed several security checks and processes.

The security became one of the biggest challenges for the hosting city. In Beijing for example there were 220,000 Job holders in the Olympics (athletes, workers, media, volunteers etc) and half a million spectators. The challenge to check everyone but to still let the traffic flow is not an easy task when taking into count almost a quarter of a million people.

Since Montreal the security issue plays an important part in every bidding city who is applying to host the Olympic Games. Every Olympic Games a new security budget record is being broken. If in Athens 2004 the budget for security was estimated around 780 Million British Pounds, and at the end of 2008 the security cost for the London 2012 Games were estimated in 828 Million British Pounds (Briggs S. 2008). Usually the original estimates of the security budget are not the final ones and sometimes they grow by hundreds of presents.

Remembering the victims

The Munich Massacre is not only the most tragic event in the history of Israeli sports but also in the history of the state of Israel. There are memorial monuments, stadiums and streets in Israel, named after the eleven Israeli athletes, coaches and referees that were murdered in Munich. Every year there is a memorial ceremony in the Yod-Alef Park in Tel-Aviv, which was named after the victims.

Every Olympic Games the Israeli delegation respects the victims with a memorial evening with the local Israeli ambassador and of course the families of the victims. It is customary that an official International Olympic Committee member also arrives to pay respect. During the 2008 Olympic Games, Juan Antonio Samaranch, honorary president of the International Olympic Committee, attended the ceremony along with

Israeli IOC member, Alex Gilady. In 2004 in the Olympic Games in Athens, the acting president, Jacques Rogge, attended the memorial evening.

In 2008 the Olympic Museum was opened in the Israeli Olympic Committee Building in Tel-Aviv. The 11 athletes, coaches and referees that were murdered in Munich are mentioned in the high-tech Olympic Experience movie, called "5 Rings" as one of the five rings. The Olympic Torch from Munich 1972 was donated by Alex Gilady to the museum.

The main demand that the families and widows of the victims have is to be remembered in an official ceremony by the International Olympic Movement in each Olympic Games and to acknowledge the murders as terror acts. Their main request is that in the Opening Ceremony in each Olympic Games, there will be a minute of silence in the memorial of the 11.

Even the Israeli Olympic Committee sees this request is highly unlikely to happen for several reasons: First of all, the Opening Ceremony of the Olympic Games is a celebration and there is no place for involving a minute of silence that will damage the celebration. The second reason is that it raises the question of what is terror and why to remember only the Israeli athletes? By doing a minute of silence the International Olympic Committee will put itself in a danger of Arabic countries that will boycott the opening ceremony. However, the Israeli Olympic Committee does hope that the International Olympic Committee will find a way to organize an official ceremony each Olympic Games that will be optional for each delegation that would like to attend and pay tribute to the victims.

The International Olympic Committee says that they are not the ones who need to define what Terror is and what is not. Although the massacre is not mentioned officially by the International Olympic Committee in the Olympic Games, a replica of the memorial statue that is placed in Tel-Aviv, is presented in the Olympic Museum in Lausanne, Switzerland. However, in the Modern Olympic Museum in Olympia, Greece, the massacre is not mentioned.

The Israeli Olympic Committee does refer to the massacre as a terror act and to the "Black September" Organization as terrorists. The International Olympic Committee does not reject that claim but says that it does not want to interfere and it is not The International Olympic Committee's interest to claim what is terror and who is a terrorist. In the official web site of the Olympic Movement, when reading about the Games in Munich, the members "Black September" are referred several times as

terrorists and the killing as a terror act. The first paragraphs about the Games in Munich are referring to the killing. When mentioning the highlights it is written that "All other details of the Munich Games pale in significance...".

In the summer of 2011 The IOC will select the host of the 2018 Winter Olympic Games. The three finalists are Munich (Germany), Annecy (France) and Pyeongchang (South Korea). If Munich will win the bid, it will become the first city in history to host both the summer and the winter Olympic Games.

After going over the 2018 Munich bid, the massacre of the 1972 Summer Olympic Games was not emphasized. Only after speaking to people who are involved with the bid, the organizing committee replied that they did not emphasize the massacre on the bid however they mentioned that they asked the Israeli Olympic Committee and the families of the victims if they had any concerns and they did not receive any objections. They also mentioned that they will be in contact with the families of the victims for the memorial of the athletes. According to the Israeli Olympic Committee all talks were unofficial and there was no official proposal was made for the memorial of the victims during the 2018 Olympic Games.

Conclusion

The main significance of the 1972 Munich Massacre, where 11 Israeli athletes, coaches and referees and one German policeman were killed by 8 armed members of "The Black September" organization is the raise of security in the Olympic Games. The security became one of the biggest challenges for each hosting city and takes a big part of the budget.

Regarding the question of terrorism and the memorial of the Israeli athletes, there is no official ceremony in the Olympic Games held by the International Olympic Committee, but it is customary that a respected International Olympic Committee member will attend the ceremony that the Israeli Olympic Committee and the local Israeli embassy arranges. The International Olympic Committee describes the massacre as terror in its official website, but does not want to address the question about what is terrorism in the Olympic Games themselves. The Israel Olympic Committee hopes that there will be an official ceremony held by the International Olympic Committee, but as for the request of the families for a minute of silence during the opening ceremony, they also agree that this is something unlikely to happen.

If Munich will win the 2018 it will raise the issue and will continue the discussion around the 11 Israeli athletes, coaches and referees that were murdered in the Olympic Village in 1972. The Olympic Movement is not refraining from addressing that subject, but they do not acknowledge the murder officially as a terror act in the Olympic Games. Having the games back in Munich will raise the subject again and put it on the international agenda. Having a peaceful image of an Israeli flag waving in the Olympic Stadium in Munich might open a discussion that could improve the dialogue and the understanding between Israel and the Olympic Movement.

Chapter 4: Discussion – Can Israel host Olympic Games?

When McLuhan (1962) coined the "Global Village" theory he argued that the development of technology will bind the world together. Not only by the technological possibilities but by the development of the media and the communication possibilities it will also create higher global awareness and will reduce the gap between the western world and rest of the world. The criticism against McLuhan is that the opposite occurred (Douglas, 2006); that instead of caring about other countries, the western world, and especially America is becoming more self obsessed. There is a decrease in the interest in foreign news, a growth in self examining reality shows and whenever foreign countries and foreign people are shown in the news most of the time there are shown in a negative and distancing way. Israel does not enjoy a positive image around the world. Although the United States remains one of Israel's most trusted friends, in the rest of the world and even in North America, most of the images, articles and videos that are broadcasted or published in foreign newspapers give a negative or a distancing impression about Israel. This chapter will try to address the image of Israel through sports. It will review the role that sports has been playing in different countries through out the 20th and 21st Centuries and try to understand what happens in Israel and how can Israel improve it's image through sports and will it be able to go to a serious Olympic Bid.

Nation branding and Sports around the world

The Olympic Games and over Mega Sports Events bring an opportunity to the hosting countries and cities to reposition themselves and the way they are viewed internationally. Developing countries often suffer from distancing media coverage and international reputations, and hosting Olympic Games could serve them to reposition their status.

The first one who truly understood the Political Potential that hosting Olympic Games could have was Adolf Hitler, leader of Nazi Germany (Murray, 2009). If to be more accurate, it was his propaganda minister, Joseph Goebbels, who knew how to maximize the potential of the games to unite the German people behind the National Socialist party through the 1936 Summer Olympic Games in Berlin.

The Games were given to Beijing before the Nazi Party was the biggest one in Germany, but by 1936, Hitler's party was in power. Although officially it was not allowed, the games were used to promote the Nazi propaganda directly and indirectly. Although Nazi propaganda was not allowed to be shown in the stadiums and black and Jewish athletes did compete in the games, Hitler used the games to show a strong and well structured Germany. He used them to unite the German people behind the National Socialist party and to show foreign countries, via their athletes, delegations and spectators, how powerful Germany can be under his governance. Goebbels described the games as "more powerful than three military divisions".

While Germany showed through the Games that they recovered from the 1st World War and they are a highly developed country, Japan used the games in 1964 to show that they recovered from the 2nd World War (Davis, 2008). The 1964 Tokyo games were the first time where satellite broadcast was used, showing Japan as a future technological powerhouse.

In the 1970's, Germany tried to show a new image, a peaceful one, while hosting the games in Munich in 1972. Instead of the armed soldiers that were guarding and patrolling in 1936 in Berlin, Munich was proud of having security guards with whistles. The lack of security resulted with the biggest tragedy of the Olympic Movement, when members of the Arabic terrorist group "Black September" sneaked into the Olympic Village and kidnapped and murdered 11 Israeli athletes, coaches and referees.

In the 1980's the games were used for political reasons by both sides in the cold war. The Americans boycotted the Moscow Games in 1980 and the Soviets retaliated by boycotting the 1984 Games in Los Angeles. However, the games in 1988 in Seoul played a very important phase in the development of South Korea. The country who 20 years before suffered from a civilian war and was considered as a poor undeveloped one and still has problems with North Korea, managed to establish itself as one of the most developed countries in the world and one of the leaders in Asia. Hosting the Olympic Games in 1988 accelerated that. The Games in Seoul also affected the way Korean companies were seen by outsiders, therefore giving local companies an advantage to improve themselves. Nebenzahl and Jaffe (Xing, Church, O'Reilly, Pegoraro, Nadeau, Schweinbenz, Heslop and Seguin, 2008) showed that the 1988 Olympic Games positively affected the perceptions of Korean products and

companies by Israelis.

Maybe the best use of the Olympic Games was done by Barcelona, when the city hosted the games in 1992. Before the games Barcelona was just another city in Europe, ranked 16th as the most popular touristic place. But because of the use of the Games for rebuilding and developing the infrastructure of the city, now Barcelona is ranked 3rd or 4th as the most touristic city in Europe, multiplying its overnight stayers by almost 300% from 3.8 million people to more than 10 millions (Davis J, 2010). The impact of the major sports events continues as well in the 21st century. In 2002 Japan and South Korea have shown how much they have developed and how technologically advanced they are, by hosting the FIFA World Cup. Four years later Germany, who suffered from a militant image in 1936 and from criticism about the lack of security in 1972, showed the world a different, happy, developed and safe Germany during the 2006 FIFA World Cup, making it a celebration in the stadiums, the host cities and all around the country.

China saw the 2008 Beijing Olympic Games as an opportunity to change its international image and did not hesitate to spend money to do so. In an estimated cost of more than 40 billion dollars (Avegerino, 2010), China produced very flashy Olympic Games, showing the power of the country and its people. China successfully managed to produce the Olympic Games in an unprecedented way, and that image was shown in international coverage.

However, that did not necessarily mean that the Games changed the perception that the western world have over China. Problems like human rights violations, political instability, the political situation with Tibet and environment pollution did not change because of the games (Nadeau, O'Reilly, Heslop and Lord, 2008). What did change was the attitude towards cultural aspects of China and towards the Chinese people, who were seen in more positive ways as friendly, likable and with high work ethic. Smaller sports events also play part in nation and city branding. Malaysia is trying to expose itself to the world through an annually Formula 1 race that is held in the country. Dubai and Qatar are trying to get recognition from the western world by hosting Formula 1 races and ATP Tennis tournaments with high money prizes.

The impact on a city or a nation could also happen during a one day or one weekend event. The best example is the Super Bowl, the final match of the American Football season and the most popular sports event in the United States. Hosting the game has a major economic and touristic impact on the city. The impact on a city had reached for

more than 400 million dollars and in 1987 and 1993 (Matheson & Baade, 2006) the Super Bowl in Los Angeles ended with an income of more than 240 million dollars. The half time commercials in the Super Bowl became so prestige, and in 2006 for 30 seconds commercial a company needed to pay ABC 2.5 million dollars (O'Reilly, Lyberger, McCarthy & Nadeau, 2008).

In Europe, the only event that might be compared with the Super Bowl is the UEFA Champions League Final. According to a research done by MasterCard, one of UEFA's sponsors, the Champions League Final in 2010 had a 351 Million Euros impact on the European economy and a 50 Million on Madrid, the hosting city of the final (2010, דסקל). This was an increase comparing to the last 2 years, which was an impact of 45 million on Rome in 2009 and 44.5 million on Moscow, the host city of the 2008 final.

Some cities or countries are so dependent on Sports that even one athlete can make a major influence if he chooses to play in the city. A research held in Illinois University suggested that if LeBron James, the 2009/2010 MVP of the NBA, would choose to join the Chicago Bulls as a free agent, it could have an impact of roughly 3 Billion Dollars on the city of Chicago (Kukec, 2010).

In recent years the Arabic Emirates, Qatar (2.69 Million people), Dubai (2.26 Million), Abu Dhabi (896,751 people) and Bahrain (791,00 people) started to host major sports competitions with the intentions to expose themselves and the Arabic culture to the western world. These are very wealthy Emirates who enjoy lots of natural resources such as oil and are governed by Billionaire Arabic Sheikhs. After hosting annually ATP and WTA Tennis tournaments (Dubai, Qatar, Abu Dhabi), Formula 1 races (Abu Dhabi, Bahrain) the football world cup for clubs (Abu Dhabi) and sponsoring Formula 1 franchises (Bahrain, Abu Dhabi) and the biggest football clubs in Europe (Bahrain, Qatar and Abu Dhabi), Qatar shocked the world by winning the bid for the 2022 FIFA World Cup. The Olympic Movement as well is still being challenged by a bid to host the 2020 Summer Olympic Games.

There is a lot of criticism about FIFA's choice to grant Qatar the opportunity to host the 2022 FIFA World Cup and accusations for corruption in the voting process were made. Qatar is a Muslim country, which is not tolerant to homosexuals, does not allow drinking alcohol and is very conservative regarding code dresses of women. These may cause challenges for the tournament to become a global celebration for tourists from around the world. Moreover, there are security issues regarding Israeli

participation, tourists and journalists who would like to come and cover the games and of course there is a question about the basic necessity of why to host a World Cup and build 9 new stadiums in a country that has less than 2 million inhabitants that already said that the stadiums will be transferred elsewhere.

Hosting sports events in Israel

The biggest and most famous International Sports Event that is happening in Israel is the Maccabiah Games that takes place every four years. These games are considered as "The Jewish Olympic Games", when Jewish people from all around the world come to Israel and compete in several sports events all around the country. Most of the delegations stay during the games in The Maccabiah Village in Ramat-Gan, and get an international experience that could be compared to the experience athletes get when they stay in the Olympic Village during the Olympic Games.

The Maccabiah Games were founded for Zionists reasons before the state of Israel was established. The first games took place in 1932, while Palestine was under British Governance. The 3rd Maccabiah Games in 1950 were the first ones that took place in Israel, after Israel became independent. The importance of the games was to connect the Jewish population from around the world to a common goal – a state for Jewish people in the country of Israel. Even today, sport is not the most important issue regarding the Maccabiah Games. It is more about promoting the state of Israel, tourism, economic and political reasons than to improve the sports in Israel or to create a major sports event.

The Maccabiah Games did have a major impact on the development of sports in Israel. The best example was Tal Brody, a Jewish American Basketball player who was drafted by Baltimore Bullets in the NBA during the 1960's. After participating in the Maccabiah in 1965, Brody decided to make "Alyah" (to immigrate to Israel and get Israel citizenship) and to join Maccabi Tel-Aviv. He is considered as the one who brought professional Basketball to Israel and he was the first Maccabi Captain to lift the European Cup in 1977. He also brought the National Team to the final of the European Championship in 1979. Since then, Maccabi Tel Aviv became one of the best Basketball Clubs in Europe, winning 5 European Cups and 48 national championships.

There were other Jewish athletes who decided to immigrate to Israel and helped the development of sports, but they are a very small percentage of all the people who

compete in the Maccabiah. Some top international athletes come to participate in the Maccabiah to show their supports to Israel. One of them was Mark Spitz, the American swimmer who won 7 gold medals and broke 7 world records in the 1972 Munich Olympic Games.

The budget of the 18th Maccabiah was around 40 Million US Dollars .(דסקל, 2009). According to the Maccabiah Organization and to the Israeli Tourism Ministry in the 18th Maccabiah that took place in 2009 in Ramat Gan, more than 7,000 people competed from 65 countries (2,000 from Israel). According to "Globes", the biggest business newspaper in Israel, 15,000 family members and friends came with the participants, staying in an average of 2 weeks each (פלג-מזרחי, 2009). The TV rights for the games were sold for 500,000 US Dollars to J.L.TV, reaching 20 million families in the USA.

Although there are more participants in the Maccabiah Games than in the Winter Olympics and more sports events than in the summer ones, these games could not be compared with any kind of Olympic Games. The facilities and the conditions that the participants compete in are semi-professional or completely amateurish. Although the games require a professional and experienced organization committee, almost all of the stadiums that are being used are not able to host top level international events. Israel does not have the infrastructure or the facilities to host nor the Summer nor the Winter Olympic Games. The only Olympic Event that Israel has hosted was the 1968 Paralympic Games, after the government of Mexico announced that Mexico City, who hosted the Summer Olympics that year, is not capable and doesn't have the facilities to host the Paralympic Games as well. In Israel Paralympic Sports is being used in the rehabilitation for injured people, including soldiers that were injured on duty. So there were enough facilities to host 1,200 Paralympic athletes from 29 different countries. Israel finished 3rd in the overall medal rankings.

These days any city bidding to host the Olympic Games has to prepare a bid for the Paralympic Games as well in the same facilities. "Today Israel is not capable to host the Paralympic Games", says Ron Bolotin, the head of the Israeli Paralympic Sports, "In the 1960's the Paralympic Games were not developed and Israel was a powerhouse in Paralympic Sports, so we had the basic facilities. Today it is much more difficult to host Paralympic Games than to host the Summer Olympics and Israel doesn't have the stadiums or facilities to do that".

The 1968 Tel-Aviv Paralympic Games also suffered from controversy when Arabic countries decided to boycott the games. Moreover, South Africa, which was excluded from the Summer Olympic Games because of racist Apartheid legislations, did participate in the Paralympic Games in Israel. The Games did not enjoy a huge exposure even in Israeli newspapers. Very few articles were published during the games in November 1968 Haaretz, which is considered as the most liberal daily newspaper in Israel. Ex-Israeli Prime Minister, Igal Alon (then Deputy to Prime-Minister), talked about the political situation and the boycotts during the closing ceremony saying: ***"I hope the athletes that came will go back to their countries around the world as ambassadors and say to Israel's neighbors: You tried them three times in wars, now lets try going to the negotiation table"*** (14.11.1968 ,הארץ).

The most popular sport in Israel is football, but the only stadium that was approved to host Champions League matches was Ramat Gan Stadium, which has the capacity of 50,000 seats. Although it's the national stadium and the biggest one in Israel, it is considered as not modern and does not meet the standards to host the European League Cup Final and of course not the Champions League Final. Israel did try to bid to host the Under 21 European Championship, but was not chosen to do that.

In 2004 the Final Four of the Euroleague, the most important Basketball competition for clubs in Europe, was held in Tel-Aviv. As mentioned before, Maccabi Tel-Aviv enjoys a very good reputation around Europe and has a lot of influence in FIBA and ULEB (Union of European Leagues of Basketball). This event was a big celebration for Basketball fans in Tel-Aviv (Maccabi Tel Aviv won the Cup in its home stadium), but the impact could not be compared to hosting a Super Bowl or the Champions League Final. Most of the tickets in the 11,000 Nokia Arena in Tel-Aviv were sold to Israeli basketball fans, there was not a big impact on tourism, and the costs of the whole weekend were around 1 million Euros. What were significant about the Basketball weekend were the 100,000 people who went to Yarkon Park to celebrate with the players the 40 points victory in the final. That did give a different image of Israel for foreign media who came to cover the matches.

In Israel itself the Final Four played a factor while the final enjoyed a high percentage of 47.1% of ratings (2004 ע. הדיס). It was also the main article on the cover of "Yedioth Achronot", the most popular newspaper in Israel, while on the same day a referendum for the Likud voters happened, regarding the question if Israel should leave Gaza strip or not. That subject caused much controversy inside the Israeli society and especially

inside the hawkish Likud party (which was the governing party under ex prime minister Ariel Sharon). But still, on that controversial day, a basketball match topped the news and enjoyed a very high rating percentage.

However, hosting sports events in Israel do not necessarily bring positive results. The Maccabiah Games suffer for criticism inside the Israeli society for not being relevant, not improving sports and that the money is not spent to renovate old sports facilities or to build new ones. Although the number of participants keeps on rising, there is also a lot of criticism from their part about the low quality of the stadiums and the quality of their accommodation (each international participant in the Maccabiah Games pays more than 2,000 Dollars for participation and accommodation, not including flights).

A big damage for the image of Israel and for the image of the Maccabiah organization happened in the 15th Maccabiah in 1997. In the Parade of Nations during the opening ceremony, while the Australian delegation was crossing the bridge that was leading to Ramat Gan Stadium, the bridge collapsed, resulting with 4 Australians dead and 69 athletes injured.

The security situation also played an important role in the way that Israel is shown when going to host sports events. Since joining Europe in the 1990's, several times Israeli clubs and the Israeli National teams were forced to host their home matches abroad because of the Israeli-Arabic conflict.

Maccabi Haifa was the first Israel team to reach the champions league group stage in 2001, but because of the security situation, UEFA decided not to allow Maccabi Haifa to host the games in Israel, so Cyprus was chosen. In 2002, when Hapoel Tel-Aviv reached the quarter final of the UEFA Cup (after beating top teams like Chelsea from England and Parma from Italy), it was forced to host AC Milan abroad. Both the Israel Basketball team and the Israeli Football teams spent at least one qualification campaign abroad because of decisions from FIBA and UEFA. Some teams decided not to appear for matches in Israel, some put pressure on FIBA, ULEB and UEFA, but the bottom line is that does not help the image of Israel and definitely damages the numbers of sports fans who follow their teams when they come to play in Israel.

Nation Branding, Israel and Sports

If looking at Israel as a brand, regarding sports, the brand equity (Seguin, 2010) of Israel has some assets, but many liabilities. Israel is one of the most sacred places in

the world, being the most sacred place for the Jewish religion, the place where Jesus was born according to Christianity and the place where Mohammad, the Prophet of the Islam, went with his horse to the sky. However, instead of being a positive attraction for people from all over the world, the state suffers from armed conflicts and a negative image.

According to the Central Bureau of Statistics the population in Israel stands on 7.465,500 million people. 5.6 millions are Jewish (75.5%) and 1.5 millions are Arabs (20.2%), while the rest, 318 thousand people are "others" (4.3%). The area of the state of Israel is 22,000 square Kilometers. The most common languages are Hebrew, Arabic and English.

When trying to understand the Israeli brand, regarding sports, politics keeps on coming back. Whether it's the participation in the Olympic Games or hosting international matches, the Israeli-Arabic conflict is there, directly or indirectly. Israel is still not able to change its image through sports. On the contrary, sports became another tool of controversy surrounding Israel.

The Maccabiah Games have a purpose to change the image of Israel and to promote tourism of Jewish people from all over the world and it is pretty successful with that. However, this is concerning almost only the Jewish population around the world, which already has a positive attitude towards Israel. So, the Maccabiah Games play an important part with the connection of Jewish people to the state of Israel, but not with people who are exposed to the country only by the foreign media.

The Maccabiah Games, usually showed that Israel is capable of organizing a complex sports event with thousands of participants. Alex Gilady, the Israeli member of the International Olympic Committee, even said that organizing the Maccabiah is even harder than organizing the Olympic Games because they don't have the same resources.

However, although there are thousands of participants and more than 30 sports events, the quality of the competitors (most of them are amateurs) and the quality of the stadiums (most of them not used for international events), could not be compared with the Olympic Games, where the best athletes in the world come to compete every four years in the most modern sports arenas.

Holding sports events could bring positive media coverage, more tourism and more investments, but Israel has yet to manage to do that. The sports events that Israel has hosted were not attractive enough to bring a significant amount of tourists and foreign

media and it doesn't have enough top level stadiums, at least not now.

There are some projects that were supposed to happen in the ten five years. New Football Stadiums (New National Stadium in Ramat Gan, 33,000 seats in Haifa and 12,000-15,000 seats in Petach-Tikva, Netanya and Beer Sheva), new Basketball Stadiums (5,000-8,000 seats in Jerusalem, 5,000 seats in Holon, 4,000 seats in Netanya, renovating the stadium in Haifa to be 5,000 seats and building a new stadium in Tel-Aviv) and a new 3,000 swimming pool arena. If all these projects will eventually come true, Israel could be a legitimate candidate to host the European Championship in Basketball, the U21 European Championship and the UEFA Cup Final. However, most of these projects are stuck because of various financial or bureaucratic reasons.

Olympic Games serves as an accelerator to finish national or municipal projects, such as building a new airport, renovating roads or building a new Metro in the hosting city. At the end of the 1990's there was a proposal of preparing a bid for Tel-Aviv to host the Olympic Games. Because the political situation escalated since the year 2000, the proposal never became an actual bid. However, some of the plans were around building an Underground Train in Tel-Aviv, a project that is being talked about in the last 3 decades, and cleaning the polluted Yarkon River.

Although the political situation wasn't resolved yet, every few years there are more and more suggestions about a possibility of an Israeli bid. Sometimes it comes from satellite cities of Tel-Aviv to try and promote their own cities, sometimes from private citizens and sometimes from pressure groups, who believe than a joint bid by Tel-Aviv and Gaza, could accelerate a peace process.

Some official meetings were made with International Olympic Committee members and workers, however now the situation is that there is a plan to prepare Tel-Aviv for an Olympic Bid, and only 15 years after a permanent Peace agreement will be signed (2008 ,778).

PEST analysis and Sports in Israel:

In Nation Branding, PEST analysis is used to review the Political, Economical, Societal and Technological aspects of the brand.

Politics: As seen, politics has always and still is playing a major part regarding sports in Israel. In some cases Israel does use the Maccabiah for political reasons to promote the Zionist movement and to encourage more people to come to Israel, however in

most cases the constant connection between international politics and Israel in sports, usually concerns negative aspects such as: boycotts, exclusions, terrorism or violence, which of course damage the image of Israel around the world.

Economy: Israel proved that financially it is capable of hosting a sports event with thousands of participants in around 30 sports events. Israel also proved to be able to host basketball tournaments that could take place in one arena. However, nor the Maccabiah Games, nor the Euroleague Final Four are events that leave a big impact regarding infrastructure. Most of the programs for improvements, building or renovating sports stadiums are somehow stuck or delayed for economical reasons. This doesn't enable Israel to host bigger event that can actually have a bigger economic impact.

Society: Some of the biggest public celebrations in Israel were after Maccabi Tel-Aviv won the European Cup. So the society in Israel has passion for sports and event the media sometimes thinks that sports should be emphasized more than the political situation. In the last two decades, private people and pressure groups started to suggest hosting Olympic Games as a way to accelerate public goods. However, these initiatives are very few and does not represent the common emphasize on hardcore politics and the Israeli-Arabic conflict and the thought of indifference about the way sports can improve the image of a country.

Technology: In the Maccabiah Games, the Euroleague Final Four and the production of Maccabi Haifa's Champions League campaigns in 2001 (when the home games were in Cyprus) and 2009, Israel's authorities, organization committees, and Sports Channel showed that they have the technology and experience to produce international sports events in the highest level to all around the world. High-Tech is a major part of Israel's economy, so the development can be seen in the way sports is covered and broadcasted.

On one hand, some of the Israeli workers in the production companies also do the same in the Olympic Games International Broadcasting Department. Israel has yet to face the challenge of producing simultaneously high level sports events from different places, or to try and compete with the level of production as done in the Super Bowl or the Champions League Final. So, the capability remains a question mark. But regarding infrastructure or sports facilities, Israel is not developed enough to host more than a one day or one weekend sports event.

According to the Israeli financial newspaper "The Calcalist", hosting Olympic Games in Tel-Aviv will cost between 7 to 9 Billion Dollars, around 10% of the country's yearly budget (2010, בן דוד פ. וטייכלר ג.). This will make the Tel-Aviv Olympics one of the most expensive games in History, second only to the 2008 Olympic Games in Beijing, which ended in an estimated cost 44.5 Billions (Avegerinou, 2010) .

Going to an Olympic Bid is a serious decision which itself costs lots of resources and does not guarantee success. Cities like Detroit (7 times bidder), Budapest (5 times bidder), Istanbul (4 times), Chicago (4 times), Madrid (3 times) and more have been bidding for the games over and over again, without any success, which becomes very costly to the local tax payers. However, several cities were refused a couple of times before eventually getting the Games, with Rio de Janeiro being the latest (4th bid). So a country must take into count that there is a high possibility that it won't be chosen on its first try.

Israelis themselves said that they improved their attitude towards Korean products after the 1988 Olympic Games in Seoul. This could bring a potential opportunity for International Israeli Companies, such as the medicine company Teva, the national flying company El-Al or others to become partners or sponsors of the games and improve their reputation and increase their revenues. The Chinese company Lenovo could be seen as a good example of a company who used the 2006 Turin Winter Games and the 2008 Beijing Olympic Games to rebrand themselves as a leading power in the lap-tops market and getting into the top five worldwide. However Lenovo was big enough before the games to buy IBM's computer departments, which is not the case so far regarding Israeli companies. There might be potential benefit to private and public companies by associating and partnering with the event, but that does not mean that Israel's economy could support hosting Olympic Games or even going through a bid process without major cost.

There are opportunities and future possibilities, however now, in all aspects of the PEST analysis, Israel is not capable of going to a serious Olympic Bid or able to use sports to improve the image of the country in a significant way.

SWOT Analysis of Sports in Israel

In September 2009 The Israeli Sports Ministry (Israel Sports & Culture Ministry and Israel Sports Administration, September 2009) presented the current sports situation in Israel and suggested a few reforms for improvement in the next 10 years. During

the presentation a SWOT Analysis was made, presenting Israel's strengths, weaknesses, opportunities and threats.

Strengths:

- * Small Country with short distances
- * High Motivation for achievements
- * Improved facilities (but too few)
- * Rising in public awareness to the importance of practicing physical activity for health
- * Strategic activities for the promotions of women in sports
- * The council of preventing violence in sports was established

Weaknesses:

- * Lack of sportive strategy
- * Limited Collaborations
- * Lack of funds and resources
- * Weaknesses in sports management and in training of coaches and with facilities
- * Lack of openness for knowledge distribution
- * Lack of worthy sports facilities

Opportunities:

- * the Top Level Unit will continue to work for the 2012 Olympic Games
- * Collaborations with sports associations
- * The Sports Administration is open and learning
- * Starting to work with strategic advisors

Threats:

- * The world is getting away from us and the invested resources are limited
- * Computers and internet compete against sports
- * Obesity is a threat
- * The public is asking: "Can the Sports Administration deliver?"
- * Increase in youth violence

The Sports administration is going through several reforms that are supposed to improve the sports in Israel over the next 10 years. However, no intentions were shown to try and prepare any kind of an Olympic Bid.

The creation of the Youth Olympic Games

When Pierre De Coubertin worked on reviving the Olympic Games, he did not only

mean to revive an international competition, but also an idea he named "Olympism". "Olympism is not a system", he argued, "It's a state of mind" (Naul R. 2008). De Coubertin imagined a society built by people that practice in day-today life, this idea that could be built through physical activity and would peak in a global event – The Olympic Games.

De Coubertin meant to create the Religio-Athlete; an athlete that is does not only excel in sports but also in his mind. De Coubertin learned about the Ancient Greek gymnasium, where the ancient Greeks practiced sports and learned philosophy and mathematics. He wanted to re-create this society, a society of people with harmonious balance of body, mind and soul.

When talking about Olympism, De Coubertin was referring to equality in the sense of personal striving for self-perfection. His Moto for the games was "Citius, Altius, Fortius", meaning that each athlete should aim to run faster, be stronger and jump higher.

Winning was not the most important thing by De Coubertin, but the competition. He defined the ways of behavior that are expected from the athletes as chivalry and used the term "Fair Play", to explain it. The term has its roots in the ancient Greek *Arête* and King Arthur's Knights of the Round Table. In a lot of ways it meant respect. Respect the opponents, the referee, the rules, the coaches, the crowd, the competition and also yourself. The opponents were supposed to be regarded as friends, not the enemy. The job of the opponent is to compete at his best to challenge you to be at your best, and if you lose, to go and train harder.

De Coubertin saw the athletes as ambassadors of Peace and Truce. An idea he took from the ancient *Echekeia* (the sacred truce that was announced in Ancient Greece before the games in Olympia). He thought that through the Olympic Games, athletes and countries could develop their relation and that the Olympics could promote mutual respect.

Unlike the modern Olympic Games, in the ancient ones there were cultural competitions as well in the Theatre. De Coubertin wanted to continue with the music, acting, performing, singing and dancing in the modern games as well. When he talked about Olympism he mentioned beauty, meaning poetry and art as elements of the Olympic Celebration. The concept of Olympism that De Coubertin dreamt about is not always the first thing taking into count, when thinking on the modern Olympic Games. Boycotts, exclusion, murders, politics, TV Rights feuds, doping, cheating,

sponsors and racism have stained the pure Olympic idea that De Coubertin had of the Games. Because of the gap between the Olympism ideology and what happens in practice in the Olympic Games, The International Olympic Committee has reacted in several educational ways, in order to promote the idealistic Olympic idea that De Coubertin believed in when reviving the Olympic Movement. The main point behind Olympic Education is to educate not only about dates and facts of the Olympic Games but also to learn about the Olympic ideals. These ideals that could be practiced as well in day-to-day life.

One of the first acts of the International Olympic Committee was to build the International Olympic Academy (IOA), in Olympia, that will centralize the Olympic Education. After forming the IOA, the National Olympic Committees joined, and started building their own local branches of National Olympic Academy, with the idea of spreading the Olympism idea in the best way according to each specific needs and possibilities of the specific country, state or committee.

Since the Australian bid to host the Olympic Games in Sydney in 2000, each bidding city has to show the International Olympic Committee an Olympic Educational program. This is a requirement made by the International Olympic Committee, and without it a city would not be considered as a hosting city.

Because the summer and Winter Games are much more connected to winning than participating, the International Olympic Committee founded the Youth Olympic Games and sees in these games as what De Coubertin meant to happen. The first Youth Olympic Games were held in the summer of 2010 in Singapore. Education and culture were an integral part of the meaning of these games.

The First Youth Olympic Games

The decision to hold Youth Olympic Games were taken in July 2007. 5 cities originally competed to host the first Olympic Games: Athens (Greece), Bangkok (Thailand), Singapore, Moscow (Russia) and Turin (Italy). In January 2008 the choice was narrowed down to Singapore and Moscow and in February 2008 Singapore was chosen to host the games in a majority of 53 to 44. On December 2008 Innsbruck (Austria) was elected to host the first Winter Youth Olympic Games in 2014 and in February 2010 Nanjing (China) was elected to host the 2nd Summer Youth Olympic Games.

The Republic of Singapore is a small independent peninsula in East Asia, spreading

on 660 Square Kilometers. According to the UN the population of Singapore is 4.7 Million people. With GNI of 34,760\$ per capita the life standards in Singapore are considered very high. However, the system of punishment was criticized by the western world about being anti-social, especially the capital punishment for drug offences.

The first Olympic Games took place between August 14th and August 26th 2010. Like in the Summer and Winter Games, also in the Youth Games, there was a torch relay that started in Ancient Olympia in Greece, where the ancient Olympic Games took place. The torch went through the five continents before arriving to Singapore. More than 3,500 athletes between the ages of 14-18 from 204 NOC's competed in 26 sports events that took place in 18 competition venues. 20,000 local and international volunteers helped organizing the games that were covered by 1,750 media representatives. Around 320,000 spectators came to the stadiums during the games.

Table 1: Competition Venues for the 2010 Summer Youth Olympic Games

Name	Capacity	Sports Events	Type
The Float at Marina Bay	25,000	Cycling, Opening & Closing Ceremony	Existing
Bishan Sports Hall	1,920	Artistic Gymnastics, Rhythmic Gymnastics	Existing
Bishan Stadium	4,100	Athletics	Existing
East Coast Park	N/A	Triathlon	Temporary
International Convention Center	1,500	Boxing, Fencing, Handball, Judo, Taekwondo, Wrestling	Temporary
Jalan Besar Stadium	6,000	Football	Existing
Kalland Field	500	Archery	Existing
Kalland Tennis Centre	2,000	Tennis	Existing
Marina Reservoir	1,000	Rowing, Canoe-Kayak	Temporary
National Sailing Centre	N/A	Sailing	Existing
Sengkang Hockey Stadium	1,000	Hockey	Existing
Singapore Indoor Stadium	5,000	Badminton, Table Tennis	Existing
Singapore Sports School	1,800	Aquatics – Swimming, Shooting, Modern Pentathlon	Existing
Singapore Turf Club Riding Centre	1,500	Equestrian	New
Tampines Bike Park	N/A	Cycling BMX, Time Trial and Mountain Bike	Temporary
Toa Payoh Sports Hall	2,000	Weightlifting, Volleyball	Existing
Toa Payoh Swimming complex	800	Aquatics – diving	Existing
Ascape	1,000	Basketball	Temporary

The Youth Olympic Games are associated with the IOC President Jacque Rogge. Although Rogge refused to be called "Father of the YOG", in the Opening Ceremony of the first Olympic Games he did refer to them as a new born baby: ***"I feel like a father waiting in the delivery room for the birth of a bay"*** (Reynolds, 2010).

The YOG were supposed to bring out different sides of the Olympic Movement, emphasizing values and focusing on sports and education. Some unique events were specially created for the YOG, to try and promote values like respect of others or collaboration of different countries. An example of that is the Mixed-Team competition in Judo or the 4 X Mixed Relay Triathlon, where athletes from different countries compete under the same team.

Regarding marketing, the Youth Olympic Games were and still are a risk to the IOC and the Olympic Movement. The original estimation of the games was 30 million USD. Singapore won the bid after saying the games will cost around 75 million USD, however eventually they cost more than 285 millions.

The IOC gets most of its revenues from broadcasting rights. However, the Youth Olympic Games were not broadcasted live in all countries. Every event of the games could be seen live through the web site of the YOG, but lots of countries did not broadcast them on national television and just settled for a daily show or some highlights in their local sports programs. The Olympic Movement is well aware of the concerns regarding the lack of media coverage but they claim to have the patience to learn and improve in future events and the movement sees this one as the first one out of a long legacy. ***"By the next YOG there will be far more media attention"***, claimed President Rogge, ***"We will endeavor to help publicize this event and make it bigger. This is only the first event"*** (The Teamsek Review, 2010).

The Youth Olympic Games were supposed to be the answer to the criticism about the Summer and Winter Games being over commercialized. Originally the games were estimated to cost around 30 million USD, however eventually the actual cost was almost 10 times bigger (around 285 Million USD). According to the IOC, without the Official Partners of the movement, the Games could not happen. In a Press release after IOC said:

"The YOG would not be possible without the help and support of the Worldwide Olympic Partners. By providing operational support and a variety of goods and services, the Worldwide Olympic Partners make an integral contribution to the staging of the Games, while their numerous promotional programs and activities

also help spread the word about the inaugural Youth Olympic Games (YOG) in Singapore'' (Around the rings, 2010).

Although Coca Cola, Visa, Omega and Procter & Gamble (P&G) took part and helped with several of the youth activities, sponsored some athletes and helped with the organization of the games, some of the sponsors themselves felt that they came to the event without the proper marketing strategy that they prepared for the summer or Winter Games. According to the BBC, Marc Pritchard, P&G's branding chief, said that they do not expect a large revenue from the Youth Olympic Games, because they have set no targets.

According to the Singapore Government, in the long term the games will be seen as a success. Vivian Balajarithnan, Singapore's Sports Minister, claims that the Games cost Singapore 285 Million Dollars, however 192 million Dollars were awarded in contracts to Singaporean businesses and \$42 million from tourists was spent during the Games.

“I have no doubt we will recoup our investment, both on the tangible side and intangible side of the ledger. It's really part of our larger game plan of re-positioning Singapore. We now want to be one of the most exciting, happening, dynamic, vibrant places that cater to all needs.” (Around the rings, 2010)

Although the IOC and the Singaporean government try to present a positive result for the first Youth Olympic Games, the Games did not go without controversy. Stadiums were far from being full, transportation in the city was very difficult even for volunteers, most of the media representatives were Asians, protests against the games were not allowed, and there were some sportive like the participation of overage athletes and political issues when Iranian Taekwondo fighter declared he's injured before the Gold Medal match against Gili Haimovitch from Israel.

Israel and the Youth Olympic Games

The Youth Olympic Games were a sportive success for Israeli athletes. 15 Israeli athletes competed in Singapore in Athletics, Triathlon, Judo, Sailing, Rhythmic Gymnastics, Taekwondo, Basketball and Swimming. Israeli athletes won 7 medals (although 2 of them do not count in the official medal count because they were won in Mixed teams competitions).

On the first day of the competition Israeli Taekwondo fighter Gili Haimovitch won the first Gold Medal after the Iranian fighter Mohamad Soleimani announced he was

injured and went to the hospital, missing the final match and the medal ceremony. Iran does not recognize Israel as an official country, so in International Sports Events. Iranian athletes are demanded to claim injuries and not to compete against Israelis. So on the first day, the first Israeli medal was one with a Political Scandal and while "Ha Tikva", the Israeli National Anthem was played for the first time in Singapore, the place for the silver medal winner on the podium was left empty.

The Israeli National Anthem was played two more times during the games after High Jumper Dimitry Kroitor and Mayan Rafic (sailing) won more gold medals. The only Israeli athlete who won two medals was swimmer Yakov Toumarkin who finished 2nd two times and won two silver medals. Fanny Beisaron (Gold in Mixed team Triathlon) and Rotem Shor (Bronze in Mixed team Judo) were the other Israeli medal winners.

There is no doubt that the Stadiums in the Youth Olympic Games are not in the same standard level of the ones in the Summer Olympic Games. If comparing to the existing stadiums and sports facilities and the ones that were planned to be build in the next 20 years (New National Stadium in Ramat Gan, 4-5 new Football Stadiums and 5 new Basketball gymnasiums with a capability of at least 4000 seats), Israel will have the technical capability to host youth games.

However, as seen in Singapore, the political climate is still playing a key part regarding Israeli participation. Moreover, the security problem remains the same. Because of security reasons, the Israeli army denies free mobility to Palestinians, and that includes Palestinian athletes. When IOC President Jacques Rogge visited Israel in 2010, he focused on that problem and talked about the importance of a solution for athletes to be able to move freely. So until these political and security issues will not be solved, Israel will not be able to host any kind of Olympic Games.

Conclusion

Sports can play a positive role, improving a countries image, promoting tourism, bringing economical growth, creating job opportunities or even in accelerating national projects. However, Israel has yet to find a way to benefit from that. The political and security situation usually give a distancing image about Israel, the Maccabiah Games appeal only to Jewish people around the world and the passion for football and basketball is not able to develop to host a European or a world championship because of lack of facilities.

Since the 1990's some small groups or private citizens tried to raise the possibility of hosting Olympic Games in Tel-Aviv and its satellite cities. Although no bid was actually made, people understand the practical potential that hosting the games could have on Israel. However, if a bid for Summer Games depends on a political permanent agreement, it is most likely that it will not happen soon.

In all parts of the PEST analysis, Israel is doing very little in the use of sports for improving the image of the country. So, hosting Summer Olympic Games are an unrealistic goal right now, and hosting Winter Games will not make sense because Israel is not a winter country. Israel did enjoy a relative success in the Youth Olympic Games and if all planned projects will be done, Israel will even have the facilities to host them. However, in all Political and security aspects, the situation remains the same and until a permanent solution will be reached, hosting any kind of Olympic Games will not be realistic.

Chapter 5: Discussion - Olympic Education and Israel

"Be a Champion in Life" (Binder D, 1986) is the main message that Olympic Education argues. The purpose of Olympic Education is to educate people of different ages and different cultures that through Sports and Physical activities and while using the Olympic history and the Olympic Symbols, mascots and music the Olympic Values; Joy of Effort, Respect of Others, Pursuit of Excellence, Balance between Body, Mind and Spirit and Fair-Play could be taught. These values which are part of the inner-morality of Sport could help to create a better peaceful society if used in Day-to-Day life.

There are many problems integrating Olympic Education and not every country and every culture has the same perception of Olympic Education and the Olympic Movement. In Israeli Ethos, for example, when talking about the Olympics, the first thing that comes up is not a global celebration but the 1972 Munich Massacre where 11 Israeli athletes, coaches and referees were murdered during the Olympic Games in West-Germany.

This chapter will try to address the situation in Israel by analyzing the main theories regarding teaching Olympic Education and showing how they are used in a classroom, in an Olympic Pedagogy Module for MA students that Dr Deanna Binder taught in the International Olympic Academy during April 2010 and of examples how Olympic Education was used around the world in cities that hosted Olympic Games. After analyzing the use of Olympic Education, I will analyze the current situation in Israel try to make suggestions how the values could be brought into the education system and how the discussion about the Olympic can be shifted from a tragedy to a positive experience.

Olympic Education Theories

There is a solid theoretical and historical background to the connection between Physical activity and sports and education and curriculum planning. When the French Baron Pierre De Coubertin (Georgiadis K, 2003) dreamt on of reviving the Olympic Games, he did not only mean to revive an international competition, but also to create an educational idea he named "Olympism". "Olympism is not a system", he argued, "It's a state of mind" (Naul R. 2008). De Coubertin imagined a society built by people

that practice physical activity in day-to-day life, this idea that could be built through physical activity and would peak in a global event – The Olympic Games.

De Coubertin meant to create the Religio-Athlete; an athlete that does not only excel in sports but also in his mind. De Coubertin learned about the Ancient Greek Gymnasium, where the ancient Greeks practiced sports and learned philosophy and mathematics (Miller S.G, 2004). He wanted to re-create that society, a society of people with harmonious balance of body, mind and spirit. When talking about Olympism, De Coubertin was referring to equality in the sense of personal striving for self-perfection. His Moto for the games was "Citius, Altius, Fortius", meaning that each athlete should aim to run faster, be stronger and jump higher.

Winning was not the most important thing for De Coubertin, but the practice and the competition. He defined the ways of behavior that are expected from the athletes as chivalry and used the term "Fair Play", to explain it. That term has its roots in the Ancient Greek Arête and King Arthur's Knights of the Round Table. In a lot of ways it meant respect. Respect the opponents, the referee, the rules, the coaches, the crowd, the competition and also yourself. The opponents were supposed to be regarded as friends, not the enemies. The job of the opponent is to compete at his best to challenge you to be at your best, and if you lose, to go and train harder.

Fair-Play is taught, not caught. According to Nel Nodding's "Caring Theory" (Binder, 2010), there are several ways to teach values: Dialogue (talk about Fair-Play), Practice (do the activity), Confirmation (talk, reflect and explain about the moral of the activity) and Modeling (use positive role models to promote values). De Coubertin saw the athletes as ambassadors of Peace and Truce, an idea he took from the ancient Echekeria (the sacred truce that was announced in Ancient Greece before the games in Olympia). He thought that through the Olympic Games, athletes and countries could develop their relation and that the Olympics could promote mutual respect.

Unlike the modern Olympic Games, in the ancient ones there were cultural competitions as well in the Theatre. De Coubertin wanted to continue with the music, acting, performing, singing and dancing in the modern games as well. When he talked about Olympism he mentioned beauty, meaning poetry and art as elements of the Olympic Celebration. Therefore, regarding Olympic Education the package is sometimes equal or even more important than the content. It's more about the "How" than the "Why" or "What."

The concept of Olympism that De Coubertin dreamt about is not always the first thing when thinking on the modern Olympic Games. Boycotts, exclusion, murders, politics, TV Rights feuds, doping, cheating, sponsors and racism have stained the pure Olympic idea that De Coubertin had of the Games. Because of the gap between the Olympism ideology and what happens in practice in the Olympic Games, The International Olympic Committee has reacted in several educational ways to promote the original idealistic Olympic idea. The main point behind Olympic Education is to educate not only about dates and facts of the Olympic Games but also to teach about the Olympic ideals and values.

Naul reviews four teaching approaches regarding Olympic Education: A Knowledge-Based approach, an Experience-Oriented approach, a Physical Achievement Oriented approach and a Lifeworld-Oriented approach.

A knowledge-Based approach will mean to teach in a classroom environment about the history, dates and facts of the Olympic Movement. This approach seeks to explain the Olympic Idea by means of its historical and cultural legacy. To promote this approach, discussions, lectures, text books, posters and brochures are being used.

National Olympic Academies publish books to try and promote this kind of approach. An Experience-Oriented approach is not only about learning the history and the meaning of the symbols but also to simulate Olympic Games, by Olympic days or weeks in Schools and even by Cooperation between several schools to promote a Cultural Olympic Festival. This is a much more active approach, making the children to understand the meaning of values like fair-Play, respect of others and joy of effort by the creation of the festival and the participation.

A Physical Achievement-Oriented approach is being done through physical activity. This education approach teaches the children through the competition itself about the values of Self-Perfection and Pursuit of Excellence, on one hand and Fair-Play, Respect of Others and Joy of Effort.

The fourth approach is a Life-Oriented one. Binder refers to that socio-cultural approach as "Be a Champion in Life", meaning to use the Olympic Values in other spheres in life and not only in sports. For example, to use Fair Play in day-to-day behavior, pursuit of excellence as a way to build self confidence and respect of others as a way to be an open minded person.

To have an affective Olympic Education Program some of these approaches, or even all of them, should be done simultaneously. Each one of these approaches gives a

different angle about the ways values can be taught through sports and Physical activity, if it's in the classroom, by discussions, by reading, by competing in Physical Education classes or by organizing Olympic festivals.

Olympic Education is a cross-curriculum program. It could be taught in history classes, in music and art classes, in citizenship classes, in Physics and of course in Physical Education classes using the Olympic symbols, history or values. Because Olympic Education is not a subject on its' own, it needs to be carefully fitted into a curriculum.

Hans Georg Gadamer (Binder D, November 2007) argues that the preconceptions, prejudices and life-experience of each individual form its own horizon. The curriculum specialist is the mediator who navigates between these horizons and by focusing on the big pictures and by dialogue finds the "Fusions of Horizons", where understanding develops. It is in that place of understanding that the shared values of Olympism are found. So, to relate Olympic Education in schools curriculums, Olympic Education and Fair-Play should connect to that place of "Fusions of Horizons". As mentioned before, emphasis should be on "How" to use Olympic Education inside this curriculum, and not on the "What" and "Why."

When trying to create a curriculum, one must take into count which domain is the most important (Mountakis C, 2007): the cognitive domain, the psychomotor domain or the affective domain. While the cognitive domain comes first in Mathematic and History curriculums and the psychomotor domain comes first in Physical Education curriculum, in Olympic Education the affective domain is the most important one because the Olympic Values are the ones that come first.

Deciding the priority of the domains is important for the choice of the aims and objectives of the curriculum. A Basketball game will be played in different ways depending on whether one puts the objective on winning or on fair-play and not committing fouls. Choosing the aims and objective will determine the content of the curriculum and that affects the teaching methods and the evaluation strategy. In Olympic Education where the aims and objectives are teaching Olympic values, the content might be using Olympic symbols, the teaching method would put emphasize on the process and the evaluation as well.

Olympic Education is about moral and values, meaning that the theories lies in the inner-morality of sports, in the Western Philosophy of Ethics and cultural theories related to the Olympic Games. As mentioned before, Fair-Play was part of the

creation of Sports. The values of Fair-Play and Respect of Others go way back to Ancient Greece, to King Arthur's Court and to the Aristocracy of the 18th and 19th Century, where sports was practiced by the upper class as an amateurish leisure. So there are knightly inner values in the Physical Activity itself.

Regarding Western Philosophy, the Gymnasium in ancient Greece functioned as the place where young Athenians wrestled, learned philosophy and played music, making a living example how body, mind and spirit creates a complete man. Socrates had the idea of virtue, Plato the concept of the right action and Aristotle looked on the practical. Ethical theories were discussed by Kant, Freud and Kohlberg, who helped to develop moral education theories.

Since 1994 it became obligatory for each city who would like to place a bid to host the Olympic Games to have an Olympic Educational Program. Although it became obligatory only in the 90's, several hosting cities already used Olympic Educational Programs even before. The organizing committee of the Los Angeles 1984 Olympic Games had a program that suggested Olympic activities for children, the same goes for Canada who hosted the 1988 Winter Olympics in Calgary. Australia (Sydney 2000), Greece (Athens 2004) and China (Beijing 2008) developed special Olympic educational programs that were emphasizing the Olympic Values and the Olympic experience.

The Activities in the Classroom

In September 2009 the International Olympic Academy in Greece launched it's Master Program focusing in Olympic Studies, Olympic Education and Sports Management. During that program several modules were taught by international professors, were all the approaches were used.

The Knowledge based approach was used in all modules, including Olympic Educations by the use of text books and articles about educational theories, history of the Olympic movements and the development of ethics in the context of sports and teacher oriented lectures with power point presentations.

An Experienced-Oriented approach, was used where the student participated in organizing an Olympic Games Opening Ceremony. Each student drew his/her nation's flag, colored it and learned about it. Some students were in charge of the paper Olympic Torch, some on the Olympic flag, one on saying the oath and Olympic Music was played. After holding the ceremony, each student explained the meaning

of the symbols of their flags. The day after, each one wrote in his diary his feelings about the Ceremony. So there was a reflection as well. That way the students on one hand understood the feeling of the young children that would be having an Olympic Day in their schools, they learned about their own and their friends' cultures and learned how an Opening Ceremony could be organized in classes.

Another Experience-Oriented approach was when the class was divided to groups and each group has drawn a poster that was meant to show the Olympic Values. That way the students learned about the values, about class management, about working in small groups, about presentation and reflection in class and about the importance of appearance and presentation while approaching children.

Physical-Achievement oriented approaches were used during the program when Professors played sports with the students, showing them by example the importance of physical activity. Some games were also used where the students needed to cooperate together in order to achieve a mutual goal.

A Lifeworld-Oriented approach was being used in several ways; On the first days the students were asked to write their own expectations from the module, the paper sheets were hung on the wall during classes and on the last day the class the students tried to address these expectations, each one through their own professions or backgrounds. That way a sense of responsibility was taught, and the students left the class with a positive feeling of reaching their own goals.

There were also mutual learning assignments, were students needed to analyze different chapters the Toolkit (Binder 2009) and then explain it to friends from a different group, thus creating a sense of responsibility for themselves and for their friends and on the way learned more about Olympic Education.

Using music (such as the theme of the 2010 Vancouver Winter Games) and colorful posters helped visualizing and made the activities more enjoyable. One method of focusing on the appearance was to analyze the mascots and symbols of the Olympic Games. For example, a slide with the Symbol of the Calgary 1988 Winter Olympic Games was shown in class and the students learned through it about Canada.

All of the four major methodologies in teaching Fair-Play were as well:

Dialogue: There was a constant discussion in class and not only lectures.

Practice: Active assignment like drawing and coloring posters that reflect the five Olympic Values or doing homework or reading about the approaches and theories of Moral Value Development.

Confirmation: Each exercise was analyzed in class, pointing out the Moral Value and the teaching method that were just taught and reflecting the activity so the student will understand the reason of the outcome.

Modeling: Professors participated actively in some of the activities showing that it is not beneath the teacher's respect to stand hand in hand with the students, therefore becoming positive role-models. Another use of Role Model was in the toolkit (Binder D, 2007, p. 102) where Michel Jordan, the best Basketball player in the history of the game, is quoted saying: "... *I've failed over and over and over again in my life. And this is why I succeed*". This quote was embraced by Nike, one of the most powerful commercial companies in the world in sportswear when it was promoting the Nike-Air Jordan shoes. Showing that with the right people and the right behavior, the Olympic Values can be used even in the most competitive capitalist society.

Olympic Education and Israel

Can Olympic Education work in every culture and in every society? Olympic Education tries to emphasize the importance of balance between body will and mind, Respect of others, pursuit of excellence, Fair-Play and joy of effort. But what if the country or culture does not necessary have good experience with the Olympic Movement, or trying to get over an Olympic trauma?

The first connotation that the Olympic Games have regarding the Israeli heritage is not a celebration but a memorial of the 11 Israeli athletes, coaches and referees that were murdered in Munich during the 1972 Summer Olympic Games. The Israeli Olympic Academy is not very developed. Ephraim Zinger, the Secretary General of the Israel Olympic Committee, also functions as the director of the Israel Olympic Academy which is not very active.

When some activities are done, usually they are directly or indirectly connected to the memorial of the 11 Munich Victims. For example, in an Olympic Day that was held in Amirim School in the city of Binyamina, Nina Takch, sister of Weightlifter Zeev Friedman who was murdered in Munich, was invited specially to light the Olympic Torch in the Opening Ceremony, which included a minute of silence for the memorial of the victims. The families and the widowers of the victims are still requesting the International Olympic Committee to respect the victims with a moment of silence in the opening ceremony in each Olympics. Even the Israeli Olympic Committee sees that as unreasonable.

The memorial of the 11 Munich Victims is also highlighted in the Israeli Olympic Museum which is called "The Olympic Experience". This is not a regular museum but a 360° Multimedia experience which is divided into five rooms (5 rings) about the Ancient Olympic Games, The Modern Olympic Games, The Munich Massacre, Israel's achievements in the Olympic and an interactive room where there are digital trivia questions about the Olympics and all kind of sports activities where the visitors can check their reflexes. So, the experience as well is emphasizing the memorial of the tragic in Munich and even presents the Olympic Torch from the 1972 Games. Before each Olympic Games the Israeli delegation goes together to the Memorial Square of the 11 Munich Victims in Tel-Aviv. During each Olympic Games, the Israeli Olympic Committee and the local Israeli Embassy are holding a memorial evening to the Munich Victims.

In the last 13 years, each year the Israel Olympic Committee organizes a ceremony in a different city calling it "The Israeli Olympic Academy". In 2010 the ceremony will be held in Ramat-Ha'Sharon (Israel Olympic Committee, 2010) where after a short speech from the Secretary General about the Olympic Values, prizes will be given to outstanding athletes. One of the guests of honor for the discussion panel is Anki Spitzer, the widow of Andre Spitzer who was murdered in Munich. So even the few activities that are done are connected strongly to the memorial of Munich.

From the 5th to the 10th grade The Ministry of Education recommends Physical Education teachers to teach their classes about what happened in Munich in 1972. So, the Israeli Olympic Ethos begins in schools. According to the Education Ministry values should be taught in Physical Education classes from the 1st to the 12th grade and the history of the Olympic Games are also ought to be taught in schools in different intensiveness between the 3rd and the 10th grades (משרד החינוך, המזכירות (הפדגוגית, אגף המפמ"רים והפיקוח על החינוך הגופני, 2007). The problem is that in reality that doesn't happen. There are only two hours per week for physical education, the status of the physical education teacher in school is not one of the strongest and usually there is not enough enforcement from the Ministry of Education about teaching values in these classes.

Therefore the discussion in Israel around the Olympics usually is connected somehow to the massacre in Munich that happened 38 years ago. I am not arguing that the 11 Munich victims should not be remembered, but the global celebration and the Olympic Values are not in the first things in the Israeli Olympic Ethos.

Lack of Research Institutions

Olympic Education is far from being developed in Israel and has problems to grow. In the five state Universities in Jerusalem, Tel-Aviv, Haifa, Beer-Sheva and Bar-Ilan, there are no academic departments that are focusing on Olympic Studies or Sports Studies. There are very few academic people who focus about Sports and Social Science in the public Universities. In private colleges the situation is not very different.

In Israel, there is no PhD Programs for researches who would like to focus their research on Olympic Studies or Sports Studies in Israel. Most of the few scholars that are working in the fields of Olympic Studies did their PhD abroad, usually in the United States, The United Kingdom or Germany.

The main institute that is responsible for the education of Physical Education teacher, coaches and instructors of any kind of Olympic Sport is Wingate Institute. Wingate Institute, which is located near Natanya enjoys a very good reputation and is involved in almost any kind of sports that is being practiced in Israel. It is also where The Top Level Sport Department, which is responsible for developing the Olympic athletes, is located and functions.

If one wants to learn about the history of the Olympic Games, the history of Physical Education or the Sportive history of Israel, in any connection, the Wingate Institute Library is the place to search for information. The libraries in the state universities lack of information and sports culture, but the Wingate Institute library, which is almost entirely dedicated to sports and Physical Education has tens of thousands of hard copied books about sports and is also subscribed for digital that has more than a thousand journals.

Wingate is not the only option for someone who wants to be a Physical Education teacher. The most famous establishment for the education of teachers is the Kibbutzim College in Tel-Aviv. One of its departments is Physical Education. There are also extensions of The Kibbutzim College and Wingate Institute all around Israel that are responsible for the education of Physical Education teachers and there are also several more private and public academic institutions where Physical Education teachers are being developed. But the two largest institutions are Wingate Institute and The Kibbutzim College and both aren't Research Oriented Institute where a PhD level research could be done. There are very few scholarships (if any) given by the Israel Sports Ministry or the Israel Olympic Committee to encourage these researches

as well. So culturally there is a problem with the development of research about the Olympic Movement which prevents Olympic Education to spread in Israel.

The Opportunities

However, there are some opportunities that could play in favor of teaching values through Physical Activity and Sports in Israel. Because the discussion in Israel revolves a lot around the Israeli-Palestinian conflict, using physical activity and sports could play a part in peace studies. The Peres Center of Peace has its own Sports Department which promotes physical activity and sports in mixed teams of Israeli and Palestinian Children. The Olympic values of respect of others, joy of effort, fair play, pursuit of excellence and a balance between body, mind a spirit are taught in these programs.

Each year the center organizes a "Mini-Mondial", where each team is playing wearing shirts of a different country, simulating a World Cup. During the summer of 2010 a mixed Israeli-Palestinian team will go to The Football World Cup in South Africa and participate in a friendly international tournament against teams from all over the world.

Regarding the Olympic Movement, there is an opportunity to develop Olympic Education inside the Israeli Olympic Committee because of its attractive location. The Israeli Olympic Committee is located in the North part of Tel-Aviv, where the Hadar Yossef Athletic Stadium (where the Israeli championship of athletics take place) and Indoor Stadium (Where Maccabi Tel-Aviv Volleyball Club and Hapoel Tel-Aviv Basketball Club play their league matches) are located. This gives the Israeli Olympic Committee an opportunity to organize Olympic Days in their own home and to expose more children to the "Olympic Experience", the Israeli Olympic Museum. An Olympic Day could be divided into 5 parts (like the five rings), using the application of all Olympic Values. At 8:30 all classes will arrive to the venue and will have a short lecture about the values and the schedule of the day. This could be valuable for up to 8 classes together. Each class will go through a different part each time (until part 4, when they will regroup together in the Indoor Stadium).

Part 1 - Olympic Experience: All children of the class will go through the Olympic Experience, therefore learn about the History of the Olympic Games, Sports in Israel and the 11 Munich Victims. This is a knowledge based approach, done in an interactive and attractive way.

Part 2 - Drawing: Each class will be divided into sub groups which will be asked to do two tasks: Design a Class Flag and draw a poster that shows the Olympic Values. At the end of the class will democratically vote and decide on the best flag that will represent them. The posters that were drawn will be hanged in a temporary exhibition. This way the children will learn about the values and practice Joy of Effort in an active way.

Part 3 – Physical Activity: The children will practice group games of cooperation in the athletic stadium or the indoor stadium (depending on the weather). It could be very exciting for children to be in a large stadium, watching the big arena from an athlete's point of view. This is the Physical Achievement Oriented Approach, trying to educate children about Respect of Others, Fair-Play, Pursuit of Excellence, Balance between body, will and mind and of course Joy of Effort.

Part 4 – Meeting an Olympic Athlete: All the classes will come together to the Indoor Stadium, where they will meet a top Israeli Athlete. The athlete will talk to the children about his life and goals in and outside sports, demonstrating a "Champion in Life" approach. The class will end when the athlete will serve as a judge, as he will see the posters exhibition and rank the top three. The three groups that were chosen will be asked to come to the podium and will receive from the athlete gold, silver and bronze medals in front of the whole school, and ,The Tikva, the Israeli National anthem will be played. The gold medal poster will be hanged in a permanent exhibition in the Israeli Olympic Academy, with the names of the children, the class and the school.

Part 5 – Holding the Opening Ceremony: The climax of the day. After a short break where children will receive Israeli Olympic Day T-Shirts (each class in different color), and will have a chance to speak with the Olympic Athlete and take pictures and autographs, an opening ceremony will be simulated. Each class, wearing the new shirts and holding their flag will come into the Athletic Stadium (or to the indoor stadium if it will be raining). The principal of the school will say a few words and declare the opening of the games and one child from each class and at least one teacher will take part or carrying the Olympic Flag, saying the Olympic Athletes Oath or with the Torch Relay and the lighting of the Olympic Flame.

This whole day was an Experience Oriented approach and will end in a positive, exciting and fun note. Each child will have a T-Shirt with the 5 rings as a souvenir for a nice day when they learned about the Olympic History (even about the 1972 Munich

Massacre), met an Olympic Athlete, practiced the Olympic Values and had a good experience that was based on a celebration, not on a memorial.

Another window of opportunity that could fit the Israeli ethos is a Paralympics Educational Program. Unlike the Olympic Games where Israel started to win medals only in 1992, in the Paralympics Games Israel has always been putting athletes on the Podium. In 1968 Israel even hosted the Paralympics Games in Ramat-Gan after Mexico City who hosted the Olympic Games, announced that the city is not organized for the Paralympics ones. Israel finished 3rd in the medal rankings, winning 62 medals. That was the only time Israel hosted an official Olympic competition.

Although (or maybe even because) several Paralympics athletes were injured during their military service, there is a consensus about the importance of Sports and Physical activity in the rehabilitation of people. The values of pursuit of excellence and joy of effort get a much more intense meaning regarding the Paralympics. The same goes for Fair Play, respect of other and of course balance between body, mind and spirit.

The Paralympics Sports in Israel suffer from lack of funds, so that would make it harder to establish an educational program that requires further investments. But maybe this shortage could be an opportunity. Because Paralympics Sports is less about winning and more about values and rehabilitation and because there are some Israeli positive role models who have been able to do them both, an educational program could fit in this environment. Paralympics Days and Paralympics Educational programs have been done around the world, and it seems that Israel could also have the basis to hold these days in schools.

The focus could be on the celebration of the games and the human spirit, and not only on the injuries. An Opening Ceremony could be held, Paralympics athletes could let children experience playing Basketball from wheelchairs, classes could be asked to design their own flags, lectures could be made about the connection between sports and the Israeli Society, and other positive activities that on one hand would be educational and on the other fun and light. There is no need to try to forget the Israeli sports heritage. On the contrary, it could be celebrated in positive ways and explained in schools, even the difficult parts, but emphasize should be on the celebration.

"There are many educational values that could be taught by Paralympics", says Ron Bolotin the Head of Israel's Paralympics Team and a Paralympics Medalist,

"How to never give up, to keep on going when it's hard, how to pick yourself up... I

think that we could teach a very educational message to young people and we would be happy if that could happen".

In conclusion, the current situation in Israel is not welcoming Olympic Education like in other places in the world. However there are ways to teach children the Olympic Values by using sports and physical activity as a bridge between different communities in the context of Peace, by holding an Olympic Day in Professional Stadiums and or by promoting the Paralympics athletes and their heroic rehabilitation. These ways the discussion about the Olympics in Israel could be shifted from memorial ceremonies to a celebration of Peace and respect, teaching young children the Olympic Values and giving them a bright, Optimistic and joyful look towards the future.

Chapter 6: Conclusion

The complexity of the relationship between Israel and the Olympic Movement is bounded in History. On one hand, Israel have boycotted Olympic Games before (Berlin 1936) and after (Moscow 1980) becoming independent. On the other hand, the Olympic Movement excluded Israel once (London 1948) because of pressure from Arabic Countries. Israeli athletes have been victims of terror (Munich 1972) and now Israel is been criticized for preventing Palestinian athletes to move freely. Different countries boycotted Olympic Games because of Israeli participation (Melbourne 1956), and some athletes prefer to withdraw from competitions whenever they are drawn to face an Israeli athlete, even if it for a gold medal match (Singapore 2010). The connection between Israel and the Jewish religion also affected the Olympic Movement, when Israeli athletes decided not to compete in religious holidays, therefore missing chances to win Olympic Medals (Seoul 1988).

So the relations between Israel and the Olympic Movement are full with tension. The Munich Massacre in 1972 is part of Israel's collective history and culture and a national trauma. The Olympic Movement sees it as a black stain on the Games. There is much tension about the way the 11 Israeli athletes, coaches and referees should be remembered. While some pressure groups in Israel demand formal recognition in each Olympic Games, the Olympic Movement refuses to do so, not wanting to be involved in any political conflict. However, in each Olympic Games an IOC representative attends the official ceremony that the Israeli delegations hold for the memorial of the victims.

After reviewing the complexity of the relations between Israel and the Olympic Movement, this paper tries to examine a possibility of preparing an Israeli Olympic Bid. Countries (South Korea 1988) and cities (Barcelona 1992) managed to rebrand themselves by hosting Olympic Games, and to become attractive tourist destinations and market leaders. However, it is not the case with Israel. The political situation does not allow any kind of Olympic Bid in the current situation. Israel is also not prepared technologically and economically to host summer Olympic Games. The Youth Olympic Games in Singapore showed that small countries have the capability to host Olympic Events. However, until the political situation in Israel won't be solved with a

permanent agreement, no Olympic Event could take place. According the Israeli IOC member, Alex Gilady, an Olympic Bid could take place 20 years after Peace. The memorial of the 1972 Victims is the first thing that is mentioned whenever Olympic Education and Israel come together. The collective Olympic experience in Israel is first a memorial and not a global celebration. There is no day-to-day functioning Israeli Olympic Academy. The General Secretary of the Israeli Olympic Committee functions as the one who is in charge of the Israeli Olympic Academy, which has very few activities. The Israeli Olympic Committee opened "The 5 Rings – Olympic Experience" – an interactive multimedia experience telling about the history of the Ancient and Modern Olympic Games and of the Israeli participation. The Israeli Olympic Committee hosts national and International guests in the "Olympic Experience", and receives a lot of compliments. However, there is lots of criticism inside Israel about not having one sports museum for Israeli athletes. There are many problems regarding Olympic Education in Israel. The subjects are not taught at schools, although some officially in the curriculum. There are very few research institutions that encourage research on sports in Israel. And Sports Associations and Clubs are reluctant to open Sports Museum, with thoughts that they are not economically profitable or could be a target for vandalism from rival supporting groups.

Suggestions and recommendations for improvement:

- 1. Bid for International Sports Competition:** Israel might not host Olympic Games in the near future, however that does not mean that Israel could not benefit from hosting smaller Sports Competitions that would help accelerating the building of the planned stadiums and sports facilities. Two sports competitions that Israel should aim to host are the UEFA U21 European Championship in football and the FIBA Eurobasket (European Championship in Basketball).
- 2. Building Sports Museums and establishing annually Hall of Fames:** One of the problems is that there is not enough of emphasize on the importance of Sports in Society. Currently, there is the "Olympic Experience" in the Israeli Olympic Committee, a small "Museum for The Jewish Athlete" in Wingate Institute and the "Maccabiah Museum" in the Maccabiah Village. All of them are not very attractive to the public or for daily visits by schools. Museums about Israeli Sports, about Israel

and the Olympics, Football in Israel, Basketball in Israel and a Maccabi Tel-Aviv Museum, might improve the importance of sports in the Israeli collective society.

3. Encourage Research Programs: There are very few research opportunities in Israel regarding sports and the Olympic Movement. The main Universities do not have sports oriented programs, there are very few scholars who specialize in Sports and Society and there are very limited scholarships to practice research in that field in Israel. The cause of that is that the growth of knowledge about Israel and the Olympic Movement is limited. Creating an Olympic Research Program with the collaboration of Israel's Olympic Committee, Israel's Sports Ministry and Wingate Institute, could help building and developing a better sports culture in Israel and a better understanding of the Olympic Movement.

4. Olympic Days: There is not enough emphasize on the importance of the Olympic Movement in Israel. The collective Israeli Olympic experience does not look at Israel as part of a global movement and does not see physical activity and sports as a celebration. The Israeli Olympic Committee could use its' facilities and attractive location (near Hadar Yosef Athletic Stadium and Hadar Yosef National Sports Gymnasium) to create Olympic Days for schools, where children will experience a positive fan day doing physical activities and culturally activities related to the Olympic Movement, and will also meet Israeli athletes and will learn about the History of the Olympics through the "5 rings Olympic Experience".

5. Combining the Paralympics with education: The importance of the Paralympic movement in Israel transcends from Sports. Physical activity is part of the recovery process that injured people go through. Some of the Israeli Paralympic athletes were injured during their military service, while protecting the country. Paralympic athletes have been doing very well in international competitions and come back from each Olympic Games with more medals than Olympic athletes do. Israel has also hosted the 1968 Paralympic Games and finished 3rd in the medal count. However, although the Paralympic athletes bring honor and respect to Israel, Israel does not give them the right treatment. Paralympic athletes could be used to promote the importance of Physical activity in rehabilitation, to become spokespersons for cautious driving and to share their unique and inspirational stories in schools as part of the education system. It is true that seeing injured people could be intimidating for children, but doing it in a tasteful way and having a Paralympic Day, where children experience a basketball game on wheelchairs, could be a fun and enriching experience.

In the first 40 years of independence Israel was struggling to secure its' place in the Olympic Movement. This is not the case any more. Since 1992 Israel have won at least one Olympic Medal in each Summer Olympic Games and since 1994 Israel has been participating in each Winter Olympics. Israel has been doing very well in the Paralympic Games over the years and in the first Youth Olympic Games that took place in the summer of 2010 in Singapore, Israeli athletes won 6 medals, including 4 gold ones.

The relations between Israel and the Olympic Movement have known ups and downs over the years. The first Master Program in the International Olympic Academy and the University of Peloponnese was focused on "Olympic Studies, Olympic Education, Organization and Management of Olympic Events". This research has been examining all of these ingredients, trying to suggest ways that Israel could improve each and every one of them by improving its' Olympic historical heritage and sports culture (Sports Museums), improving the perception of the Olympic movement (Olympic Days) and even though it will be impossible to host Olympic Games until a permanent Peace contract will be signed, improving its' international image through sports (hosting international tournaments).

Most of the recommendations are in the responsibility of Israel however it takes two to Tango. Some help from the Olympic Movement could help and encourage Israel's sports establishments to make a better and more active Israeli Olympic Academy and to found a research program that will enable regular publications about Israel and the Olympic Movement. Israel is not prepared to host Olympic Games and further research should be done on that. However, if the political situation and climate will enable it and a proper economic long term plan will be made, hosting Olympic Games in Tel-Aviv could not only benefit Israel, but could also benefit the Olympic Movement. Having successful Olympic Games in Israel could leave a legacy that will be an ultimate proof that Pierre De Coubertin's Olympic Dream came true; that nations, countries and people, could put all differences a side, respect each other, and compete anywhere in the world, to be Citius, Altius, Fortius. That would be a victory for humanity.

Bibliography:

Afek U. (1994) *Sports: Structure, connections and references to the world*. Wingate Institute Publishing, Israel

Afek U. (2002) *30 years to the murders of the Eleven in Munich*. Ministry of Education Publishing. Jerusalem, Israel

Afek U. (1992) *Five Israeli Olympic Rings*. Aviv-Kipnis. Tel-Aviv, Israel

Around the Rings (28.8.2010). *IOC: YOG Impossible Without Sponsors*. On line article: <http://aroundtherings.com/articles/view.aspx?id=35483>

Baumgartner T. A & Hensley L. D (2006). *Conducting & Reading Research*. The McGraw Hill Companies. New-York, USA

BBC (March 2010). Singapore country profile. On line article: http://news.bbc.co.uk/2/hi/asia-pacific/country_profiles/1143240.stm#facts

Ben-Melech I. (April 1997) *Summery of the 1996 Atlanta Games: The world and Israel*. Top Level Sport. Or Hazahav, Natanya. Israel

Binder D. L, (2007). *Teaching Values: An Olympic Education toolkit*. International Olympic Committee, Lausanne, Switzerland

Binder D. (1986). *Come Together: The Olympics and You*. XV Olympic Winter Games Organizing Committee. Alberta, Canada

Binder D. (2000). *Be a Champion in Life*. A project of the Foundation of Olympic and Sport Education (F.O.S.E). Athens, Greece

Binder D, (November 2007) *Teaching Olympic Values: Theory to Practice*. A

presentation to the 2007 International Olympic Education "Olympics: Education and the All-around Development of People". Beijing, China. Pp 1-14

Binder, D. (2010). Teaching values: Implications of current curriculum theory for the pedagogy of Olympic values education. Presentation.

Briggs S. *Security budget for London 2012 Olympic Games set to break record*. The Telegraph. UK. 4.12.2008

British Columbia – Ministry of Education (2010), *Sharing the dream: Teachable moments for the 2010 classroom*.

Bronikowski M. *Physical Education and Sport*. Vol 50. 2006. pp 108-112

Bronikowski M. Olympic Pedagogy and Olympic Education. Lecture in the International Olympic Academy. Greece. November 2009

Bronikowski M. Achievements in teaching Olympism in Polish Schools. University School of Physical Education, Poznan, Poland

Chappelet J.L. & Kubler-Mabbott B. (2008) *Global Institutions: The International Olympic Committee and The Olympic System*. Routledge, New-York and The University of Manchester U.K

Curriculum Planning and Development Division, Singapore Ministry of Education (2008), *Living Olympism: for secondary schools*. Ministry of Education, Singapore

Davis J (2008). *Chapter 4: The Sports and Politics Cocktail: Drinking from the Olympic Firehouse*. Excerpts from: *The Olympic Effect: How Sports Marketing Builds Strong Brands*. John Wiley & Sons

Davis J (2010) *Global Perspectives in Branding*. Presentations. John Davis 2000-2010

Davidov H & Lustig G. (2001) Sydney 2000 Games: Summery, analysis and results. Top Level Sport. Photoline, Israel

Davidov H. & Lustig G. (2009). Beijing 2008 – Final Report: Summery, Conclusions and Results. Top Level Sport. Super Dfus Publishing, Israel

Department of Education and training New South Wales (2000), *aspire – 2000 Olympic Games Resource for Australian Schools*. University of Wollongong. Published by the Australian Olympic Committee, Australia

Douglas J. S. (2006), *The Turn Within: The Irony of Technology in a Globalized World*. The John Hopkins University Press.

Galili Y, Lidor R & Ben-Porat A. (2009) *The Playing Field: Sport in Society in the Early 21st Century*. The Open University of Israel. The Open University Press. Raanana, Israel.

Galili Y. & Zach I. (2002) *50 years to the Israeli Olympic Committee 1952-2002*. Photoline Publishing, Israel

Georgiadis K (2003). *Olympic revival – The revival of the Olympic Games in Modern Times*. Ekdotike Athenon S. A. Athens, Greece.

Halbovsky E. (April 2005) *Top Level Sport: Summery, analysis and results of the 2004 Athens Games*. Top Level Sport. Israel.

Heslop L. A, Nadeau J and O'Reilly N (2010), China and the Olympics: Views of insiders and outsiders. *International Marketing Review*, Vol. 27. No 4. Emerald group publishing. Pp. 404-433

International Olympic Committee (October 2007), *Olympic Charter*. International Olympic Committee, Lausanne, Switzerland.

Israel Olympic Committee (2010), *Invitation for the 2010 Israel Olympic Academy in*

Ramat Ha'Sharon

Israel Olympic Committee (December 2009). *London is waiting for us. Presentation by the Israeli Olympic Committee.* Israel

Israel Sports & Culture Ministry and Israel Sports Administration (September 2009). *Sports Administration and Strategic Management 2020: From Short Term Management (2010) to Long Term Management (2020).* PPT Presentation

Live view of the world now (2010) *YOG: Opening flame signals that Rogge's new Olympic baby has landed in Singapore. On line article:*

<http://livenowtravel.wordpress.com/2010/08/15/yog-opening-flame-signals-that-rogges-new-olympic-baby-has-landed-in-singapore/>

Mandell D. R. (1991) *The Olympics of 1972: A Munich Diary.* The University of North Carolina Press. USA.

Mcluhan M (1962), *The Gutenberg Galaxy: The Making of Typographic Man.* University of Toronto Press.

Mountakis C (2009). *Curriculum Development in Olympic Education – Part 1.* Sparta, Greece

Mountakis C (2010). *Curriculum Development in Olympic Education – Part 2.* Sparta, Greece

Miller S. G (2004). *Ancient Greek Athletics.* Yale University Press. USA

Montreal 1976 Official report: Volume 1. Organization. COJO. Canada, 1976. pp 556-571

Murray W. J (2009) *France, Coubertin and the Nazi Olympics: The Response.* Article Given by Barney B. during a module about The Modern Olympic Games, International Olympic Academy, Greece.

Naul R (2008). *Olympic Education*. Oxford: Meyer & Meyer Sport. U.K

Nadeau J, Heslop L, O'reilly N and Luk P (2008). *Destination in a Country Image Context*. Annals of Tourism Research. Vol 35. No 1. Pp 84-106

Nadau J, O'Reilly N, Heslop L and Lord D (2008). *China and the Olympic Games: American and Canadian Views in a destination context*. Asian Journal of Tourism and Hospitality Research. Volume 2. Number 2. September 2008

Reeve S. (2000) *One Day in September*. Arcade Publishing, New York. USA.

Reynolds T (14.8.2010). *YOG 2010: Rogge admits he's as nervous as an expectant father*. More than the Games *On line article*:

<http://www.morethanthegames.co.uk/youth-olympics-2010/1412065-yog-2010-rogge-admits-hes-nervous-expectant-father>

Ron-Feder G. (September 1973) *One Year to the Munich Disaster*. Ministry of Education. Israel.

Seguin B (June 2010) *Olympic Brand*. Presentation for the International Olympic Academy Masters Program. Sparta, Greece

Spielberg Steven (December 29 2008/ January 5 2009), #5 Zhang Yimou, *Time*, Vol 172 , p. 70

United States Olympic Committee (1984), *The Olympics: An Educational Opportunity. Enrichments Units, K-6*. United States Olympic Committee

The Organizing Committee for the Olympic Games ATHENS 2004 Ministry of Education and Religious Affairs (2002). *Olympic Games 2004 Activity Book: For 10-12 year olds*. The Athens 2004 Organizing Committee for the Olympic Games. Livanis Publishing, Greece

The Organizing Committee for the Olympic Games ATHENS 2004 & Ministry of Education and Religious Affairs (2002). *Olympic Games 2004 Activity Book: For 6-9 year olds*. The Athens 2004 Organizing Committee for the Olympic Games. Livanis Publishing, Greece

The Atlanta Committee for the Olympic Games (1994), *Olympic Day in the Schools. The Olympic Spirit: A Worldwide connection. Volume 3. A Curriculum Guide for Teachers*. ACOG. USA

The Teamsek Review (27.8.2010). *Jaque Rogge: "There will be more media attention by the next YOG*. On line article: <http://www.temasekreview.com/2010/08/27/jacques-rogge-there-will-be-more-media-attention-by-the-next-yog/>

Wein C. (1980) *The Maccabioth in Eretz Israel*. Wingate Institute and Maccabi World Association. Shamgar Publishing. Israel.

Xinhuanet. (30.8.2010). *IOC President Rogge calls for sustainable YOG*. On line article: http://en.olympic.cn/news/olympic_news/2010-08-30/2064572.html

Zimri U (1994). *100 years to the Olympic Movement*. Wingate Institute and The Ministry of Education. Jerusalem, Israel

משרד החינוך, המזכירות הפדגוגית והפיקוח הארצי על החינוך הגופני (2001). *הגינות בספורט "ספורט נטו"*. משרד החינוך, מחלקת הפרסומים. ירושלים, ישראל

משרד החינוך, המזכירות הפדגוגית, אגף המפמ"רים והפיקוח על החינוך הגופני (2007). *הוראת ידע והכנה בחינוך גפני – חוברת עזר למורים ליישום תכנית הלימודים בחינוך הגופני*. משרד החינוך, מחלקת הפרסומים. ירושלים, ישראל

רם י. לא על התנועה לבדה. מתוך: החינוך הגופני והספורט. גיליון מספר 3. פברואר 2003. ישראל. עמ"

39-41

מילר א. הכתם על מצח הוועד האולימפי הבין לאומי. מאמר אלקטרוני. מכון וינגייט. 2002
<http://www.wingate.org.il/Index.asp?ArticleID=937&CategoryID=267>

דסקל א. (10.6.2009). יו"ר המכבייה ה-18 צמא לחסריות: "לא היתה צמיחה, היתה נסיגה משמעותית".
כלכליסט. *On line version*.

<http://www.calcalist.co.il/sport/articles/0,7340,L-3302348,00.html>

דסקל א. (22.5.2010). אינטר ובאיירן בקרב על 120 מיליון יורו. כלכליסט. *On-line version*.

<http://www.calcalist.co.il/sport/articles/0,7340,L-3405325,00.html>

הארץ (14.11.1968). ננעלה אולימפיאדת הנכים. הארץ. עמ' 6

הדס ע. (2.5.2004). כל המדינה צפתה. ידיעות אחרונות. עמ' 4

ענבר א. (15.12.2010). מגרש המשחקים החדש של העולם. "הארץ", מוסף הספורט. עמ' 6-7

פלג-מזרחי א (24.7.2009) מצב התיירות הנכנסת: פחות אבל כואב. גלובס. *On-Line Version*.

<http://www.globes.co.il/news/article.aspx?did=1000483644>

אדרי נ. א. (2008). החזון האולימפי במטרופולין תל אביב. מכתב ממושרד הפנים למר שורצבין סטניסלב,
רכז מ.מ.י. ותכנון אגף התקציבים במשרד האוצר

Official Web Sites:

Israel Paralympics Committee: <http://www.israelparalympics.org/>

Singapore 2010 Youth Olympic Games: www.singapore2010.sg

The International Olympic Academy: www.ioa.org.gr

The Peres Center for Peace Sport Department: www.peres-center.org/Sport.html

The Israel Olympic Committee: www.olympic.one.il

Vancouver 2010 Olympic Games: www.vancouver2010.com

Wingate Institute: www.wingate.org.il

The Official Olympic web site: www.olympic.org.il

Central Bureau of Statistics: <http://www.cbs.gov.il/reader/>

The Israeli Olympic Committee: <http://www.olympic.one.co.il/>

The Munich Games in the Olympic Website:

<http://www.olympic.org/en/content/Olympic-Games/All-Past-Olympic-Games/Summer/Munich-1972/>

The Official Maccabiah web site: www.Maccabiah.com

Central Bureau of Statistics: <http://www.cbs.gov.il/reader/>

Munich 2018 candidate city for 2018 Olympic Games website:

<http://www.muenchen2018.org/en>

Interviews:

Afek U, Former General Secretary of Israel's Olympic Committee (December 2009)

Bolotin R, Head of the Israeli Paralympics Team (March 2010)

Gilady A, International Olympic Committee member (January 2010)

Lustig G, Director of Top Level Sport Department (January 2010)

Paz-Pines O, Former Israeli Sports and Culture Minister (April 2010)

Schaefer U, Head of Israel's Sports Administration (March 2010)

Zinger E, – General Secretary of the Israel Olympic Committee (February 2010)

