

# Contents

<i>List of Tables</i>	xiii
<i>List of Abbreviations</i>	xiv
<i>Preface</i>	xvii
<b>Introduction</b>	<b>1</b>
The parameters of the book	3
Academic perspectives	4
Modes of investigation	6
Overview	9
<b>Part I Themes in Olympic Diplomacy</b>	<b>15</b>
<b>Chapter 1 International Diplomacy and the Olympic Movement</b>	<b>17</b>
1.1 Introduction	17
1.2 The idea of diplomacy	17
1.2.1 Diplomacy and International Relations	20
1.2.2 Literature on diplomacy	21
1.3 New perspectives on diplomacy	22
1.3.1 The idea of 'public diplomacy'	24
1.3.2 The diffusion of diplomatic discourse	26
1.4 The modern Olympic Movement: Key elements	28
1.4.1 The historical narrative	28
1.4.2 A consideration of Olympic sport	31
1.5 The Olympic Movement – Political and diplomatic discourse	33
1.5.1 The Olympic Games, prestige and state politics	35
1.5.2 Conceptualizing 'Olympic diplomacy'	36
1.6 Concluding thoughts	39
<b>Chapter 2 Olympic Diplomacy: The IOC as Diplomatic Actor</b>	<b>40</b>
2.1 Introduction	40
2.2 The IOC and international relations: The formative years	40
2.2.1 Characteristics of the IOC	41
2.2.2 The IOC, Eurocentricity and challenges to international legitimation	43
2.3 The IOC as diplomatic actor	45
2.3.1 Diplomatic aspirations and the development of the organization	45

	2.3.2	The IOC and the diplomacy of recognition	47
	2.3.3	Challenges to the IOC: A diplomatic response	51
	2.4	The IOC and the diplomacy of sustainability	52
	2.4.1	The diplomacy of education: The IOC and Olympism	53
	2.4.2	The Legacy agenda: Constructing a sustainable Olympic Movement	55
	2.5	The IOC and development diplomacy	56
	2.5.1	Diplomacy and international development	57
	2.5.2	Olympic Solidarity and the development agenda	58
	2.6	The IOC and diplomacy – Future considerations	61
<b>Chapter 3</b>		<b>Mediation through Impairment – Diplomacy and Paralympism</b>	<b>63</b>
	3.1	Introduction	63
	3.2	Disability sport and Paralympism: Contextual considerations	66
	3.2.1	Changing perceptions of disability	67
	3.2.2	Diplomatic lobbying and disability rights	68
	3.3	The Paralympic Movement: International perspectives	69
	3.3.1	The politics and administration of international disability sport	69
	3.3.2	Paralympic sport: Contemporary political considerations	71
	3.4	Diplomacy and the Paralympic Movement	73
	3.4.1	Diplomacy, the state and the Paralympic Games	74
	3.4.2	Diplomatic discourse and the Paralympic Games: Beyond the state	76
	3.5	Case study, British state diplomacy and Paralympic sport	79
	3.5.1	Support diplomacy and the Paralympics: A historical perspective	80
	3.5.2	Diplomatic discourse relating to the 2012 Paralympic Games	82
	3.6	Conclusion	83
<b>Chapter 4</b>		<b>Diplomacy and the Olympic Bid</b>	<b>86</b>
	4.1	Introduction	86
	4.2	The development of the bidding process	86

	4.2.1	Historical perspectives on the bid	87
	4.2.2	The Salt Lake City crisis – Implications for the bid process	94
	4.3	Diplomacy and the bid	95
	4.3.1	Assessing the trajectory of bid diplomacy	96
	4.3.2	Multi-Stakeholder Diplomacy and the bid	99
	4.4	Case study – British bids for the Olympic Games	100
	4.4.1	The diplomacy of bidding: The Manchester experience	102
	4.4.2	Bidding for 2012	107
	4.5	Bidding beyond 2012: A diplomatic perspective	109
<b>Chapter 5</b>		<b>Diplomacy and the Olympic Boycott</b>	<b>113</b>
	5.1	Introduction	113
	5.2	The Olympic boycott: Conceptual and contextual considerations	114
	5.2.1	The boycott as a diplomatic tool	114
	5.2.2	Olympic boycotts: Historical context	115
	5.3	Case study one: The 1936 boycott debate	118
	5.3.1	Arguments for a boycott of the 1936 Berlin Olympic Games	119
	5.3.2	Perspectives on British appeasement and the Berlin Olympics	121
	5.4	Case study two: The 1980 Moscow Olympics boycott	124
	5.4.1	The British diplomatic agenda and the Moscow Games	126
	5.4.2	'Open diplomacy': Activities of the UK Foreign Affairs Committee	130
	5.5	Mapping the changing contours of the Olympic boycott	135
<b>Part II</b>		<b>Olympic Diplomacy – Historical Experiences and Case Study</b>	<b>139</b>
<b>Chapter 6</b>		<b>From Athens to Melbourne: British Olympic Diplomacy during the Formative Years</b>	<b>141</b>
	6.1	Introduction	141
	6.2	British state diplomacy and the Olympics: The formative years	142
	6.2.1	British state diplomacy and the pre-war Games	142
	6.2.2	British state diplomacy and the inter-war period	145

	6.2.3	State diplomacy and commerce: The early Games	148
	6.3	British diplomacy and the Olympic Games: Shifting post-war focus	149
	6.3.1	New priorities: Diplomacy and hosting the 1948 Olympic Games	151
	6.3.2	Post-war Olympic diplomacy: The development of state–non-state relations	155
	6.4	The diplomacy of support: Continuity and change	157
	6.4.1	Controlling travel: Passports, visas and Olympic Games	159
	6.4.2	Diplomatic protocol: Enduring concerns	161
	6.5	Conclusion	162
<b>Chapter 7</b>		<b>From Rome to Athens: British Foreign Relations and Developments in Olympic Diplomacy</b>	<b>164</b>
	7.1	Introduction	164
	7.2	Olympic diplomacy: Old concerns and new priorities	165
	7.2.1	British diplomacy during the Cold-War years	166
	7.2.2	British diplomatic considerations beyond the Cold War context	169
	7.2.3	British diplomatic discourse, the Olympics and the retreat from empire	172
	7.3	Actors in Olympic diplomacy: Patterns of change	175
	7.3.1	Developments in commercial diplomacy	175
	7.3.2	Olympic diplomacy and regional actors: The UK ‘home nations’	178
	7.4	Diplomatic and consular support during the Games: A changing agenda?	179
	7.4.1	The Olympic attaché: An evolving role	179
	7.4.2	British diplomacy: Practical support	182
	7.5	Conclusion	185
<b>Chapter 8</b>		<b>Re-aligning Power Relations: Beijing 2008 and Olympic Diplomacy</b>	<b>187</b>
	8.1	Introduction	187
	8.2	China and the Olympic Movement – Strange bedfellows	187
	8.2.1	International perspectives on the bid for the 2000 Games	188
	8.2.2	New perspectives on public diplomacy and the Games	189

8.3	Diplomacy and the Beijing bid for the 2008 Games	190
8.3.1	The bid and foreign relations	191
8.3.2	The IOC and the Beijing bid	192
8.4	Diplomacy and the build up to the Games	193
8.4.1	Journalism, ediplomacy and the approaching Olympic Games	194
8.4.2	The diplomacy of acceptance: China, the Olympic Games and the international community	196
8.5	State and non-state perspectives on the Beijing Games	200
8.5.1	Bi-lateral diplomatic relations and the Beijing Games	201
8.5.2	IOC – UN perspectives on the Beijing Games	202
8.6	Concluding thoughts: Diplomacy beyond the Games	204
<b>Chapter 9</b>	<b>New Challenges for Olympic Diplomacy: Diplomatic Discourse and the 2012 Games</b>	<b>206</b>
9.1	Introduction	206
9.2	Public diplomacy and the bid for the 2012 Olympic Games	207
9.2.1	Public diplomacy, the bid and the domestic agenda – Countering negativity at home	208
9.2.2	Public diplomacy, the Olympic bid and the wider foreign policy frame	209
9.3	Diplomatic discourse and the build up to 2012	212
9.3.1	London 2012 – The diplomacy of transition: From applicant to host	219
9.3.2	High politics and 2012: Foreign and security policy in the diplomatic frame	222
9.4	Cultural diplomacy and London 2012	227
9.4.1	Keeping Britain on message: The Cultural Olympiad	227
9.4.2	International education as cultural diplomacy	229
9.5	Conclusion	233
<b>Chapter 10</b>	<b>Perspectives on the Future of Olympic and Paralympic Diplomacy</b>	<b>235</b>
10.1	Introduction	235
10.2	State diplomacy and the Olympic Games – Present and future	236

10.2.1	State diplomacy: Continuity and change	237
10.2.2	Support diplomacy – Present and future	241
10.3	Diplomacy and the Olympics – Beyond the state	243
10.3.1	The diplomacy of Olympism – Changing perspectives	244
10.3.2	Multi-Stakeholder Diplomacy and the Olympic Games	245
10.4	Diplomacy and the Legacy agenda: 2012 and beyond	248
10.4.1	Diplomacy, legacy and the trajectory of sub-state interests	249
10.4.2	Legacy, sub-state interests and Pre-Games Training Camps	250
10.5	Concluding thoughts	252
<b>Appendices</b>		
Appendix 1	Commonwealth Statement on Apartheid in Sport	257
Appendix 2	Games of the Modern Olympic Movement	258
Appendix 3	Extracts from Report by the IOC 2000 Commission to the 110 <sup>th</sup> IOC Session	259
Appendix 4	Recommendations of UK Foreign Affairs Committee Report Relating to Proposed Boycott of 1980 Moscow Olympic Games	263
Appendix 5	Dates When Former Colonies and Dominions of Great Britain Gained Independence and Dates When They Formed Their Own National Olympic Committees	264
<b>Annex</b>	'The Reichsminister Dr. Goebbels extends his greeting to the Olympic guests' (from Berlin Olympics Organising Committee (1936) <i>Die Reichshauptftadt, Weekly Programme 28 July–3 August</i> )	266
<b>Notes</b>		267
<b>Bibliography</b>		294
<b>Index</b>		303

# List of Tables

1.1	Discontinued summer Olympic sports	30
1.2	Major international sports not included in the Olympic Games	31
1.3	Institutionalization of Olympic sports currently included in the summer Olympic Games	32
1.4	Conceptualizing Olympic diplomacy	36
2.1	Regional origins of IOC members	44
2.2	Comparative summer Olympics medal rankings	60
3.1	Scale of the Paralympic Summer Games	64
3.2	IPC development partnerships	77
4.1	Historical record of bidding cities	89
7.1	The increasing scale of the Olympic Games	165
9.1	Key stakeholders engaged in preparation for London 2012	213
10.1	Developmental phases of the Olympic Games	253