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The Perception of Olympic Agenda 2020 Recommendations of College Student Athletes in Taiwan: A Cross-sectional Study on the Implementation of the Agenda in 2021

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Introduction

In December 2014, the International Olympic Committee (IOC) has officially approved the Olympic Agenda 2020 at the 127th IOC Session. The strategic roadmap, consisting of 40 recommendations, was built on the three pillars of Credibility, Sustainability and Youth. Since the release of the document, it served as a guide for countries around the globe to commit to reform, promote and implement accordingly. Six years after the adoption of the Agenda at the 137th IOC Session on the 10th of March 2021, the Executive Board agreed the closing report of this Olympic Agenda 2020 unanimously. Hence, it is also of great importance to understand how college student athletes in Taiwan perceive the Agenda after its implementation period.

Methods

The objective of this work is to carry out a survey through purposive sampling to understand how college student athletes in Taiwan who had at least participated in one sports event at a national level think about the Olympic Agenda 2020 after its implementation period. The athletes were surveyed at the competition venues during the game periods of the national intercollegiate sports events. A total of 528 questionnaires were given out with 446 valid ones collected. The data were then analyzed through the methods of descriptive analysis, paired sample t-test, Pearson correlation analysis and importance-performance analysis.

Results

Among all the surveyors, average 20.9 years old, the highest level they had competed in was mostly intercollegiate level. By analyzing the data of how important and satisfactory athletes felt about the execution of the three pillars of the Agenda with paired sample t-test, significant differences were noticed. Based on IPA, none of the 40 recommendations fell under quadrant B (Concentrate Here) with 29 of them in quadrant A (Keep Up the Good Work), ten in C (Low Priority) and one in D (Possible Overkill).

Discussion

Five years after the adoption of the Agenda, it was still noteworthy that athletes put great emphasis on the recommendations, which corresponded to the research outcomes from Chen, B. I., Chen, M. Y. and Yang, Y. J. (2020) in 2018. Hence, government sectors and related associations should take this into account. Furthermore, in terms of the satisfaction level of the respective aspects of the Agenda, the results revealed an approving tendency, which was different from the outcomes in 2018 when students were not satisfied with the performances in all three priorities. Consequently, it proved that the recommendations were developing in an optimistic direction. When applying IPA, none of the recommendations was in the second quadrant. This finding contrasted with the outcome in 2018 when many of the recommendations were located in quadrant B. Overall, comparing with 2018, this study demonstrated that a progress was made in how athletes perceive the reform and that the efforts made by the government sectors and relevant authorities spoke for themselves.

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