

## **Perception and Application of Olympic Values Among Multi-Level Athletes in Sri Lanka**

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The ‘Olympic Values’ reflects the core essence of ‘Olympism’, the philosophical base of the Olympic Movement and acts as an integral component to discover and practice the holistic nature of developing humankind. The study is aimed to discover the perception and application of three Core Olympic Values: Respect, Excellence and Friendship among multi-level athletes in Sri Lanka. Further, the study highlights the most practicing Olympic values among each level and focused on the challenges of practicing and application of Core Olympic values in Sri Lanka. An extensive literature review assessment was carried out to build up the conceptual framework for the study. A qualitative research design with semi-structured in-depth interviews was conducted to examine the perception and application of Core Olympic values. The study population was identified from Olympic, National, University and School level athletes in Sri Lanka. Ten athletes were selected from each level (N=40) by using purposive sampling method. In addition, biographical narrative research method was used to highlight the athlete’s personal observation towards the practice of values. The conclusion revealed that the most perceptive and applicable value practiced by those athletes is Friendship. Though they practice Friendship, Excellence and Respect, most athletes didn’t know these values as Olympic values. Most of them have little knowledge about the values. Specially, the school level athletes did not know these values. The recommendation of the study is to hold more programmes, workshops and activities about Olympic values for the Athletes, Coaches, and other relevant staff. It is recommended to start this educational programme from the school level to obtain better results.

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