

Olympism, Eurocentricity and Transcultural Virtues

In this article I discuss the principles of Olympism with particular reference to what might be called their ethical or moral content. In the IOC's own documentation, Olympism is said to rest on "universal fundamental ethical principles". I offer a brief and critical survey of the idea of Olympism and challenge a common criticism which claims that it is Eurocentric. In contrast, I argue that this position is an example of the genetic fallacy. Finally, in contrast to the idea that "fundamental universal principles" are what underwrite the morality of Olympism, I explore the nature and varieties of virtues that might better instantiate the ethical content of the concept.