

УДК 796.032.2

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OLYMPIC LEGACY: THE IMPACT OF THE GAMES ON OLYMPIC HOST CITIES

The article deals with the concept of Olympic legacy. It analyzes Olympic Games' impact (positive as well as negative) on the host city and country's economics. Great attention is paid to the influence of the Olympic Games celebration on the host cities of Athens 2004 and London 2012 Olympic Games.

Key words: *Olympic Games, host city, sport, legacy, impact.*

Introduction. The Olympic Games are the most important sporting event which attract huge worldwide interest. It is, at the same time, a major development opportunity for the city, region and country which host the Games.

The Olympic Games can bring vitality to a community. There may be considerable economic benefits from visitor spending, increased community profile, and job creation [7; 8]. A community may also benefit from capital development where there are new and upgraded athletic facilities, as well as any improvements to roads or parks as part of hosting an event. Gratton and Taylor [8] also noted the social benefits to a community of such capital development associated with an event. They further suggested that social benefits, or what Crompton [3] referred to as “psychic income”, may be accrued through improved community self-image. Olympic Games can provide a venue for the expression of community pride, and can be a rallying point for the community to celebrate. Giving these potential benefits, many ‘leaders’ have subscribed to the notion that Olympic Games can be a catalyst for urban growth and realized that scale and size of the Olympic Games can be used to showcase their hosting cities to investors, tourists, etc. [14].

Whether the Games will result in a positive legacy for the host country, depends strongly on the objectives set, the planning promoted, and the administrative processes established. The marathon of Olympic

Games staging starts from the day of the host city's election by the IOC and the successive steps for their organization cover the putting together of the bid file, preliminary preparation for the event, the more intensive final arrangements, the period of test events and the celebration of the sports event, followed by the post-Olympic of the venues and facilities. A critical guideline is that the planning for the Olympic Games should not only refer to the 16 days of the Games, but should be linked to the development needs of the host country for the period after the Games [1; 3].

Aim of the research. The questions that we would like to answer in this article are:

What is the Olympic Games legacy?

Are all Olympic Games legacies positive?

What is the legacy of the Olympic Games for host cities?

Research methods. In order to answer the questions mentioned above the following research methods were used: the analysis of the literature on Olympic Legacy; analysis of information on the Internet.

Results of the research. Before we start to talk about the Olympic legacy, it would be logical to define what Olympic legacy is. Unfortunately, it seems that there is no one definition of Olympic legacy.

The roots of the concept of legacy can be traced down to the philosophical underpinnings of Olympism and its practical manifestation, the Olympic Games. The Olympic Games and the philosophical anthropology, on which they are premised been conceived and promoted as a developmental project. This project is based on normative ideas about what constitutes the ideal citizen, calls for creating the instructions designed to promote it, and prescribes the main instruments for achieving its ideals [5]. The growing popularity of the Olympic Games and the role of sport as an effective means of educating, training people, entertaining people, have been recognized by political regimes from all persuasions — from capitalists to dictatorships and communists — who have tried to appropriate the Olympic ideology in order to advance their visions of the world and particular forms of citizenship [9; 16].

However, over the past 25 years, five principal interrelated events were largely responsible for the evolution of the legacy concept within the Olympic Movement: the development of the concept of sustainable development by the United Nations in 1987 and the related Human Development Index; the Rio Earth Summit in 1992, which adopted the Agenda 21 sustainable policy and the resultant Olympic Movement Agenda 21 in 1992; the environmental disaster produced by the 1992 Albertville Winter Olympic Games; the moral crisis of the IOC in 1999, which led to developing a code of ethics and

a drastic revision of the games bidding process; and, in the global context, the redefinition of the role of the local welfare state with its emphasis on place marketing and a move from collective or social consumption to urban grows and urban regimes, which become the main driving force behind cities vying to host the Olympic Games [5; 6].

The evolution of the legacy thinking suggested that legacy is not a retrospective concept, but a prospective one concerned with shaping the future. Legacy is anything that can be derived from the Olympic Movement that assist with the development of a peaceful society and its environment. It is also the impact on lives of people following an Olympic Games and the development of human beings and their culture following any IOC event [5; 10].

There are many ways that the modern Games celebrate and remember the legacy of the Olympic Games. These may be embodied in song, a symbol, or a ceremony. The symbols that identify the Olympic Games both celebrate and commemorate the history of the Games and create new legacies and memories for future generations.

The IOC defines the Olympic legacy in more specific way “The Olympic Games have the power to deliver lasting benefits which can considerably change a community, its image and its infrastructure. As one of the world’s largest sporting events, the Games can be a tremendous catalyst for change in a host city with the potential to create far more than just good memories once the final medals have been awarded. Each edition of the Olympic Games also provides significant legacies for the Olympic Movement as a whole, helping to spread the Olympic values around the world. Each host city creates exciting new chapters in the history of the Olympic Movement by playing host to unforgettable sporting moments and giving birth to new champions, generating powerful memories that will live on forever.” [11].

The IOC divides Olympic Legacy into five categories: sporting, social, urban, environmental and economic.

It is important to distinguish three major dimensions of legacy with regard to their material, territorial and sporting nature.

First of all, there are tangible and intangible legacies. In the same vein, certain authors speak of hard and soft legacies, or of physical and spiritual legacies. A new conference facility built for a mega event, such as the one hosting the International Broadcast Centre in Vancouver during the 2010 Olympic Winter Games, is a tangible legacy. The 2012 Olympic Park is a tangible legacy which will transform the heart of East of London but also an intangible legacy as it should be a blueprint for sustainable living [2].

We can then make a distinction between territorial and personal legacies. There are legacies that are attached to the territory that has organized the mega event and others that belong to those who have experienced it but can easily leave the said territory [2].

Naturally, there are also legacies that are directly related to sport, such as a facility built specifically for the mega event or on the contrary that are completely unrelated to sport, such as a highway to improve transport in the city. The 1998 Commonwealth Games in Kuala Lumpur left first-class sport facilities, which are clearly a sport-related legacy for the city. Surprisingly many mega sporting events have little (intangible) legacy in terms of sport participation [17].

Olympic legacies have been variously conceptualized [2; 5; 6; 13; 15]. It is important to say that most of authors agree that apart from the positive energy, creativity and long-term infrastructural improvements which the Olympics can bring to the host city and country, the Games serve as a source of negative development as well [5].

The taxpayers of Quebec paid off the huge deficit from the 1976 Montreal Games over thirty years. As soon as the said deficit was known, the IOC saw the number of candidatures to host the Games dwindle, to the point that only a single city (Los Angeles) was prepared to organize the 1984 Games. From the point of view of the people of Montreal and the IOC members, the financial legacy of the Montreal Games is thus rather negative. From the point of view of the local political and economic elite, it is more positive since it made it possible to regenerate the eastern part of the city, and to create more balance with respect to the Anglophone part of the city in the West [2].

The 1984 Los Angeles Games in Los Angeles left only a limited tangible legacy behind in southern California, since virtually no facilities were built specifically for them. They did, however, provide new impetus for Olympic candidatures — something essential for the survival of the IOC — thanks to the considerable financial profit achieved from the Games [2].

A legacy may, in fact, be either positive or negative depending on the point of view or on (subjective) personal opinion. According to its Charter (11), the IOC wishes to favor a “positive legacy” (Rule 1.14). Certain facilities relating to mega events have nevertheless become somewhat cumbersome legacies (the so-called “white elephants”) that are expensive to maintain: examples here are most bobsleigh runs for the Winter Games or the artificial white water canoeing parks for the Summer Games. Most of the sports facilities for the 1968 Winter Games in Grenoble, France, were demolished after the Games rather than assuming their maintenance costs. Several

stadiums built on the former Athens airport for the 2004 Games have been abandoned. Some host cities have founded ad hoc organizations and, thanks to the operating profits from the Games, have created legacy funds to ensure that the sports venues built for the Games can continue to be used. This was the case after the Winter Olympics in Calgary (Canada), Salt Lake City (USA) and Turin (Italy).

In order to answer the last research question about the legacy of the Olympic Games for the host cities, we would like to use the examples of Athens Olympic Games in 2004 and London Olympic Games in 2012.

In a city where the investments had stopped since the 80s, it was obvious that the Olympic Games were an opportunity to invest in infrastructure and Athens' renewal. Because of the Olympic Games, more than 40 projects were initiated for building new roads and railway lines, which were completed in a short period of time. 37 new sport facilities, IBC, MIIC, 2 logistics centers, Olympic Village, the port and airport and 7 media villages have created the conditions to make city more functional and attractive. The Athens Olympic Sports Complex is included among these projects [4].

Together with the new Athens Airport public transport can be considered as the most important legacy for Athens. Furthermore, a series of other transport infrastructures such as new multilevel interchanges, have reduced the traffic congestion that existed before the Games [4].

Special attention is being given to Olympia, the birthplace of the Olympic Games in ancient times. One hundred million euros have been allocated to such projects as the unification of the archaeological site, the renovation of the existing Museum, the development of a new Museum hosting a special exhibition for the history of the Olympic Games, and the construction of a ring road [1].

A special Olympic education programme was designed in 2001 and implemented in all 5,000 schools of the country. For the needs of the programme, 2,000 new teachers were hired and trained accordingly. Students were taught the history of the ancient and modern Olympic Games, and are educated about the Olympic ideals, the Olympic sports and their rules. The programme started in January 2001 and lasted until June 2004.

From an economic point of view, the 2004 Olympic Games have sustained the economic growth rate at four per cent (the highest in the European Union); resulted in an increase in Gross Domestic Product (GDP) by 0.5 per cent in 2003 (expected to rise to one per cent by 2004); improved the ratio of GDP to the national debt; reduced the unemployment rate by two per cent by providing, so far, 85,000 new employment opportunities; and boosted the tourism industry with new investments in Athens [1].

The impact of the successful staging of the Olympic Games was mainly left in the tourist sector. Athens acquired a competitive advantage through the promotion of the city's image. The increase in tourist arrivals was accompanied by a corresponding increase in revenues. Because of the Olympic Games, businessmen from the tourist sector invested a total of € 900 million until 2003. By promoting an improved tourist product and combining it with a safe destination, Greece was able to overcome a period of stagnation and decrease in tourist arrivals (1990–2000). Despite the downward trend during the pre-Olympic period and even during the year of the Games, already from the following year tourist movement showed signs of recovery [4].

The 2012 Olympic Games were held in London. It was the first time one city had held the Olympic Games three times. A central plank of the London 2012 bid was that the Games will be used to promote sport participation across the country and for all groups. Both the bid committee and the UK government, as a major stakeholder in this project, promised to use the Games to inspire the country's people to become more physically active [4]. Locally the Games promised urban regeneration, sustainability, an investment in elite sport and to engage youth through Olympic Education. Globally the Games promised to inspire a generation.

Parts of the east London were in desperate need of regeneration prior to the Games. The average life expectancy decreased by one year for every tube stop on the way to Stratford. The Olympic Games have completely changed the landscape of the area, challenges of gentrification of the borough provide ongoing debates for the local community.

The Olympic Park Legacy Company was formed during the Games and is responsible for ensuring use of all facilities at mass participation to the elite level, ensuring they never go to waste.

70,000 volunteer "Games Maker" were involved during the Games, their contribution was recognized as a positive contribution to the Games environment.

The London Games were the catalyst for a significant investment in sport for the United Kingdom with the Team GB finishing third on the medal table. The investment in elite sport has been increased for the 2016 Rio Olympic Games.

The domestic Olympic Education program engaged over 52,000 teachers from 26,500 schools across the country. The program has been handed from the organizing committee to the National Olympic Committee for ongoing implementation. The international Olympic Education program "International Inspiration" has also had a great impact on children in twenty

countries across the globe. The program has not finished with the conclusion of the Games, but will continue to add value and develop sport in countries with need.

Conclusions. This paper argued that Olympic Legacy can be Games specific, country specific, time specific and global. It can be interpreted in many ways. Legacy can be both tangible and intangible, concrete and abstract. It is not just defined by history or infrastructure, but how you use such elements and interpret them to create and influence the future. Legacy can be both positive and negative. It is often measured quantitatively but less often qualitatively and even more relevantly, longitudinally.

This paper has also argued that Olympic Legacy is very important for the host cities. Hosting of the Olympic Games is the great opportunity to invest into the new infrastructure and to renew the existing infrastructure of the city (e.g. a highway to improve transport in the city). The Olympic Games are the catalyst for a significant investment into elite sport. High-class sport facilities that were built or renewed for Olympic Games can be used by national teams and various sport clubs. Staging of the Olympic Games contributes to the development of the Olympic Education programs, which contribute to spreading of the Olympic values all over the world. The successful staging of the Olympic Games has great impact on the tourist sector, which can bring revenues to the host city and country in general.

What makes it uniquely Olympic Legacy is that it is derived from the celebration of the Olympic Games with the common goal of achieving Pierre de Coubertin's vision of building peace and human understanding.

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У статті розглянуто поняття спадщини Олімпійських ігор. Проаналізовано випадки їх впливу (як позитивного, так і негативного) на економіку міста та країни організатора. Особливу увагу зосереджено на тому, як вплинуло проведення Олімпійських ігор 2004 та 2012 років на країни-організатори.

Ключові слова: Олімпійські ігри, місто-організатор, спорт, спадщина.

В статье рассмотрено понятие наследия Олимпийских игр. Проанализированы случаи их влияния (как положительного, так и отрицательного) на экономику города и страны организатора. Особое внимание сосредоточено на том, как повлияло проведение Олимпийских игр 2004 и 2012 годов на страны-организаторы.

Ключевые слова: Олимпийские игры, город-организатор, спорт, наследие.