



**UNIVERSITY OF PELOPONNESE**

**FACULTY OF HUMAN MOVEMENT & QUALITY OF LIFE SCIENCES**

**DEPARTMENT OF SPORTS ORGANIZATION AND MANAGEMENT**

**THE SOCIO-CULTURAL EFFECT OF THE OLYMPIC GAMES ON SOCIETY**

**by NAAMAN SLAIBY**

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Approved by the Professor body:

1st Supervisor: COSTAS MOUNTAKIS Prof. UNIV. OF PELOPONNESE, GREECE

2nd Supervisor: KATERINA MOURATIDOU Prof. UNIV. OF PELOPONNESE, GREECE

3rd Supervisor: KONSTANTINOS GEORGIADIS, Prof. UNIV. OF PELOPONNESE, GREECE

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## Abstract

Naaman Slaiby: The socio-cultural effect of the Olympic Games on society

(Under the supervision of Mountakis Costas Professor Emeritus)

Hosting the Olympic Games is a complex endeavor that countries overtake that might have numerous effects, including lasting effects on the social and cultural level.

The aim of this study is to examine the socio-cultural impact of hosting the Olympic Games, including its potential benefits and drawbacks, both during and after the event. This is achieved through investigating the impact of hosting the Games on the community and culture of the host country, exploring how it promotes diversity and inclusion, and assessing its long-term impact on the host city's economy, society, and culture, as well as its international image and reputation.

In order to assess the impact of hosting the socio-cultural impact of hosting the Olympic Games, this study follows a qualitative research approach that collects data through an interview from attendees of the 58th annual young participant session at the International Olympic Academy in Olympia, Greece. Six individuals filled the questionnaire, and the data collected from the interviewed was thematically analyzed, providing a better understanding about the impacts of hosting the Olympic Games.

Regarding the findings of the study, three main themes were recurrent throughout the interviews, being the “positive impact on community and culture”, the “promotion of diversity and inclusion”, and the “long-term impact on the host city”.

Finally, there are various recommendations that could be presented following the research, including the assessment of the pros and cons of hosting the Olympic Games beforehand, as well as including the community in the decision to host the games.

**Keywords:** Olympic Games, social impact, diversity and inclusion, long-term impact

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# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Study

The Olympic Games are a global event that has been held every four years since ancient times. The ancient Olympic Games, which were held in Olympia, Greece, were religious and athletic festivals that were dedicated to the Olympian gods. The modern Olympic Games were first held in Athens, Greece in 1896, and were intended to promote peace and understanding between nations through sport. The Olympic Games have since grown into a massive international event that is watched by millions of people around the world. The most recent Olympic Games, held in Tokyo in 2020, featured over 11,000 athletes from 206 countries competing in 339 events across 33 sports.

Hosting the Olympic Games is a significant undertaking for any country. The process of bidding for the Games and the construction of the necessary infrastructure can be costly and time-consuming. The economic impact of hosting the Olympic Games is a topic of much debate, with some experts arguing that the Games can provide a significant boost to the host country's economy, while others argue that the cost of hosting the Games outweighs the economic benefits.

The sociocultural impact of hosting the Olympic Games is also a topic of debate. The Olympic Games can have both positive and negative effects on a country's economy, society, and culture. On the positive side, hosting the Olympic Games can lead to increased tourism, economic development, and national pride. The Games can also be used as a platform to showcase the host country's culture and history to the world. On the negative side, hosting the Olympic Games can lead to displacement of residents, displacement of business and social activities, and negative impacts on the environment.

One of the most notable examples of the negative impact of hosting the Olympic Games is the case of the 1976 Montreal Olympics. The cost of hosting the Games far exceeded initial estimates, and the city was left with significant debt that took more than 30 years to pay off. In addition, several neighborhoods were demolished to make way for Olympic venues, leading to the displacement of residents.



Another example of the negative impact of hosting the Olympic Games is the case of the 2014 Sochi Olympics. The construction of the necessary infrastructure for the Games led to the displacement of residents and the destruction of the environment. The cost of the Games also far exceeded initial estimates, and the Russian government was left with significant debt.

On the other hand, the case of the 1992 Barcelona Olympics is often cited as a successful example of how hosting the Olympic Games can lead to significant economic and social benefits for the host city. The construction of new infrastructure and venues led to the revitalization of many areas of the city, and the Games were credited with boosting tourism and the local economy.

This thesis aims at examining the sociocultural impact of hosting the Olympic Games and the long-term effects it has on the host country. This research will contribute to a better understanding of the potential benefits and drawbacks of hosting the Olympic Games, and will inform future decisions about whether or not to bid for the event.

### **Aim of the Study**

The aim of the study is thus to examine the sociocultural impact of hosting the Olympic Games on the host country, both during and after the event, and to determine the potential benefits and drawbacks of hosting the Games.

### **Objectives of the Study**

1. To investigate the impact of hosting the Olympic Games on the community and culture of the host country.
2. To explore how hosting the Games promotes diversity and inclusion in the host country.
3. To assess the long-term impact of hosting the Olympic Games on the host city's economy, society, and culture, as well as its international image and reputation.

## **1.2 Purpose of this Study**

Organizing the Olympic Games is a significant and challenging task for any nation, as it involves considerable financial and logistical obstacles. Despite the expected advantages that come with hosting the event, such as increased tourism and economic growth, there are also potential

drawbacks that may harm the host country. The social and cultural effects of hosting the Olympics have received relatively little research attention compared to the economic impact, and there is no agreement on the lasting influence of the games on the host country. This study seeks to bridge this gap in knowledge by thoroughly investigating the social and cultural impact of hosting the Olympics.

The Olympic Games are a significant international event that attracts widespread global attention, with billions of people viewing the games on TV and online. Consequently, hosting the Olympics can have a substantial impact on the host country's economy, society, and culture. The economic advantages of hosting the Games, such as increased tourism and economic development, are frequently cited. Nevertheless, hosting the Games also carries potential negative consequences, such as the high costs of organizing the event and potential harm to the host country's environment and infrastructure.

While there has been extensive research on the economic impact of hosting the Games, less attention has been given to the sociocultural impact of hosting the Olympics. This area of study is crucial because the influence of hosting the Games on a nation's society and culture can be significant, with long-term effects that persist beyond the duration of the event. For instance, hosting the Olympics can result in increased investment in sports infrastructure and greater participation in sports, both of which can bring lasting advantages to the host country's population.

Hosting the Olympic Games is not without its negative sociocultural impacts, including the displacement of local populations and disruption of traditional ways of life. Additionally, the influx of tourists can strain the host country's resources and lead to increased crime and social unrest. The Games can also harm the host country's international image and reputation if there are issues with organization or controversies surrounding the event.

Given the potential benefits and drawbacks of hosting the Olympic Games, it is essential to have a comprehensive understanding of the sociocultural impact of the event. Therefore, this study aims to examine the effects of hosting the Games on the economy, society, and culture of the host country, both during and after the event, and will consider the long-term impact on the host country's international image and reputation. By providing an extensive analysis of the sociocultural impact of hosting the Olympic Games, this study will help understand the potential

benefits and drawbacks of hosting the event and inform future decisions about bidding for the Games.

In summary, hosting the Olympic Games has significant economic, sociocultural, and environmental impacts on the host country. Although much research has focused on the economic impact of hosting the Games, there has been limited research on the sociocultural impact of the event. Therefore, this study aims to address this research gap by comprehensively examining the sociocultural impact of hosting the Olympic Games and contributing to a better understanding of the potential benefits and drawbacks of hosting the event.

### **1.3 Research Question**

The main research question of this study is: What is the sociocultural impact of hosting the Olympic Games on the host country, both during and after the event, and how does it affect the host country's economy, society, culture, and international image and reputation in the long-term? This question will guide the study in examining the potential benefits and drawbacks of hosting the Olympic Games and will inform future decisions about whether or not to bid for the event. The research question will be addressed through a comprehensive examination of the literature on the sociocultural impact of hosting the Olympic Games, as well as a qualitative research design benefiting from data from individuals that attended the Olympic Games as will be presented in the following chapters of the study.

### **1.4 Structure of the Study**

The thesis will be structured in six chapters. The first chapter will be the introduction, providing background on the history and significance of the Olympic Games, the purpose and research question of the study, and the definition of the problem. The second chapter will be the literature review, providing an overview of the existing literature on the sociocultural impact of hosting the Olympic Games. The third chapter will present the methodology used in the study. The fourth chapter will present the findings of the study. The fifth chapter will include a discussion of the findings, and the final chapter will provide conclusions and recommendations.

## **CHAPTER 2:**

### **LITERATURE REVIEW**

#### **2.1 History and Types of Olympic Games**

The Olympic Games are a multi-sport event featuring athletes from all over the world, who compete in a variety of sports. These games have a rich history dating back to ancient Greece, where they were held in Olympia to honor the god Zeus. Over the years, the Olympic Games have evolved and grown to include a wide range of sports and disciplines, and are now held every four years, alternating between the Summer and Winter Games. In this section, we will delve into the history of the Olympic Games and explore the different types of events that are held during the games.

##### **2.1.1 History of the Olympic Games**

The Olympic Games are a global sporting event that has a long and rich history dating back to ancient Greece. The modern Olympic Games, which are held every four years, are a continuation of this tradition, and have evolved significantly over time.

The origins of the Olympic Games can be traced back to ancient Greece, where the Games were held in honor of the god Zeus. The ancient Olympic Games were held every four years in the city of Olympia, and involved a range of sporting events, such as foot races, boxing, and chariot racing (International Olympic Committee, 2020). The ancient Olympic Games were also an important cultural and religious event, and involved ceremonies, festivals, and sacrifices in honor of Zeus (International Olympic Committee, 2020).

The modern Olympic Games were established in the late 19th century by Pierre de Coubertin, who sought to revive the Olympic tradition and promote international understanding through sport (International Olympic Committee, 2020). The first modern Olympic Games were held in Athens in 1896, and featured a small number of sports and events, such as athletics, cycling, and swimming (International Olympic Committee, 2020).

Over time, the Olympic Games have grown in size and scope, and now include a wide range of sports and disciplines, as well as the Winter Olympics, which were established in 1924 (International Olympic Committee, 2020). The Olympic Games have also been held in a range of locations around the world, and have been used as a platform to promote social, cultural, and political causes (International Olympic Committee, 2020).

In recent years, the Olympic Games have faced a number of challenges, including doping scandals, financial difficulties, and the COVID-19 pandemic. Despite these challenges, the Olympic Games remain a major global sporting event that brings together athletes and spectators from around the world, and continues to promote international understanding and cooperation through sport.

### **2.1.2 Summer vs. Winter Olympic Games**

The Olympic Games are an event that takes place every four years, alternating between the Summer Olympics and the Winter Olympics. While both events are part of the same overall competition, there are several key differences between the Summer and Winter Olympics.

One of the main differences between the Summer and Winter Olympics is the number of sports and disciplines included in each event. The Summer Olympics includes a wide range of sports, and include athletics, basketball, swimming, and tennis to name a few, and involves thousands of athletes from around the world. In contrast, the Winter Olympics includes fewer sports, such as ice hockey, skiing, and figure skating, and involves a smaller number of athletes (International Olympic Committee, 2020).

Another difference between the Summer and Winter Olympics is the location and timing of the events. The Summer Olympics are held every four years during the summer months, while the Winter Olympics are held every four years during the winter months (International Olympic Committee, 2020). This means that the Summer Olympics are typically held in countries with warm climates, while the Winter Olympics are held in countries with colder climates.

In addition, the Summer and Winter Olympics differ in terms of the facilities and infrastructure required to host the events. The Summer Olympics require a range of facilities, such as stadiums, swimming pools, and courts, while the Winter Olympics require specialized

facilities, such as ice rinks, ski slopes, and bobsled tracks (International Olympic Committee, 2020).

All in all, the Summer and Winter Olympics are distinct sporting events that differ in terms of the sports and disciplines included, the location and timing of the events, and the facilities and infrastructure required to host the events.

## **2.2 Hosting the Olympic Games**

The Olympic Games is a prestigious international multi-sport event that brings together athletes from around the world to compete in various events. Hosting the Olympic Games is a significant undertaking that requires a great deal of planning, resources, and infrastructure. In this section, we will delve into the various aspects of hosting the Olympic Games, including the requirements for hosting, the competitiveness between countries to host the games, the advantages and disadvantages of hosting, the socio-cultural impact of hosting, and the challenges of hosting during the Covid-19 pandemic.

### **2.2.1 Requirements for Hosting the Olympic Games**

Hosting the Olympic Games is a complex and demanding undertaking that requires the host country to meet a range of requirements. These requirements are established by the International Olympic Committee (IOC) and are designed to ensure the smooth operation and success of the event.

One key requirement for hosting the Olympics is the availability of appropriate facilities and infrastructure. The host city must have sufficient accommodation, transportation, and sporting facilities to support the Games (IOC, 2020). This includes the construction of new facilities, such as stadiums and athlete's villages, as well as the upgrading of existing infrastructure, such as airports and roads. The host city must also demonstrate that it has the capacity to accommodate the influx of tourists and spectators that the Olympics will bring.

Another requirement for hosting the Olympics is the provision of adequate security. The host country must demonstrate that it is able to provide a safe and secure environment for athletes, officials, and spectators (IOC, 2020). This includes measures such as security personnel, surveillance systems, and emergency preparedness plans.

In addition, the host country must meet environmental requirements in order to host the Olympics. This includes commitments to sustainability and environmental protection, as well as the implementation of measures to reduce the environmental impact of the Games (IOC, 2020).

Finally, the host country must meet financial requirements in order to host the Olympics. This includes the provision of a budget for the operation and organization of the Games, as well as the provision of financial guarantees to cover any potential risks or liabilities (IOC, 2020).

It can be considered that the requirements for hosting the Olympic Games are extensive and demanding, and require the host country to have the necessary facilities, infrastructure, security, environmental protections, and financial resources in place to successfully host the event.

Adding to that, there are huge costs associated with hosting the Olympic Games. For instance, the Wall Street Journal estimates that China's spending in 2008 associated with hosting the Olympic Games amounted to around \$42 billion, an amount that was considered excessively large especially since the games last for around 2 weeks only. These costs include huge spending in infrastructure, including stadia and airport terminals (Fowler & Meichtry, 2008). Following the Beijing summer games, the winter games were hosted in Vancouver, Canada, with an estimated price of \$7 billion which also include major infrastructure upgrades in the host cities of Vancouver and Whistler, Canada (Hume, 2013). After that, the London 2012 Summer Olympics were held at an estimated cost of around \$15 billion (Emerging Technology, 2016). Following the London 2012 Summer Olympic, the Sochi 2014 Winter Olympic came at a record cost of around \$59 billion exceeding the costs of all the previous games. Rio 2016 came at a \$13 billion price tag, Pyeong Chang 2018 at around \$15 billion, and Tokyo 2020 at around \$35 billion. The table below summarizes these costs showing the difference between the investments made by different countries for hosting the games.

Table 1: Costs of Hosting the Olympic Games 2008-2020

<b>Country</b>	<b>City</b>	<b>Year</b>	<b>Olympic Games</b>	<b>Estimated Costs</b>
China	Beijing	2008	Summer	\$42 billion
Canada	Vancouver	2010	Winter	\$7 billion
UK	London	2012	Summer	\$15 billion
Russia	Sochi	2014	Winter	\$59 billion
Brazil	Rio de Janeiro	2016	Summer	\$13 billion
South Korea	Pyeongchang	2018	Winter	\$15 billion
Japan	Tokyo	2020	Summer	\$35 billion

Multiple reasons could be behind the significant decline in the costs of hosting the Olympic Games after the 2014 Winter Olympics held in Sochi, Russia. Below are some of the possible factors that could explain this trend:

- Economic Factors
- Public Backlash
- Changes to Bidding Process
- Political Factors

The decrease in the costs of hosting the Olympic Games since the 2014 Winter Olympics in Sochi, Russia could be attributed to the global economic downturn that began in 2008. This downturn led to several countries experiencing tighter budgets and being under pressure from the public to allocate funds to other essential areas such as healthcare, education, and infrastructure. Consequently, governments may have been unwilling or incapable of spending significant sums of money on hosting the Olympic Games. In addition, the global economic recession may have made it harder for countries to receive funding or investment for the games from private sources such as corporations or investors. This economic situation could have influenced the decisions of some countries regarding whether to bid for or host the Olympic Games. For example, some cities withdrew their bids to host the 2024 Summer Olympics due to concerns about the cost and potential negative effects on the local community. As a result, Paris and Los Angeles were the only two remaining candidates, and Paris was eventually selected to



host the event. Furthermore, in recent years, some countries have faced public opposition over the high costs of hosting the Olympic Games, which could make it harder for them to secure public funding or support. Overall, the economic factors associated with the global recession may have resulted in a broader shift in the approach that countries take towards bidding for and hosting the Olympic Games. Governments could now be more cautious about committing to significant expenditures and may be more likely to look for cost-saving measures and alternative funding sources.

The second point suggests that the rising public concern and opposition towards the high costs of hosting the Olympic Games could have led to a decline in the overall costs of hosting in recent years. With the increasing cost of hosting the games, many members of the public have been expressing criticism and questioning the amount of money spent, especially if they believe that the costs are not justified or the benefits do not outweigh the expenses. This criticism can manifest in various ways, including protests, petitions, and media scrutiny. For instance, when Boston was selected as the U.S. candidate city for the 2024 Summer Olympics, there was significant public opposition and concerns regarding the potential cost and the impact on local residents, which ultimately led to the city withdrawing its bid. Similarly, prior to the 2016 Summer Olympics in Rio de Janeiro, there were demonstrations and public condemnation over the high costs and perceived lack of investment in public services and infrastructure. This kind of public backlash can make it difficult for governments to justify the costs of hosting the games, particularly if they cannot demonstrate that the benefits of hosting outweigh the costs. Consequently, some countries might be less willing to bid for or host the games, or they may seek out cost-saving measures to reduce public criticism. In conclusion, public opposition to the high costs of hosting the Olympic Games can be a crucial factor that drives down the costs, as governments may look for alternative funding sources and cost-saving measures to avoid public backlash.

The third point suggests that changes made to the Olympic Games bidding and hosting process may have contributed to a decrease in costs in recent years. The International Olympic Committee (IOC) has introduced cost-saving measures and made changes to the bidding process to make it more sustainable and cost-effective. These include reducing the size of the Olympic Village, reusing existing venues, and limiting the number of participants. Additionally, the IOC now promotes collaborative bids between neighboring cities or countries, which can decrease

the need for new infrastructure and facilities. The introduction of Olympic Agenda 2020, a framework that aims to make the process more flexible and sustainable, is another step in this direction. These changes could have led to a reduction in the costs of hosting the Olympic Games, especially for smaller or less affluent countries. However, the degree to which these changes have impacted the costs is still a matter of discussion. Some experts argue that the changes do not go far enough and that the costs remain too high, while others believe that they are a step in the right direction and may help make the games more sustainable and accessible to a broader range of countries.

The fourth point suggests that political factors may have contributed to a decrease in the costs of hosting the Olympic Games. Political factors play a crucial role in determining the costs associated with hosting the Olympic Games. For instance, concerns about corruption and political instability can make it challenging for countries to obtain the funding and support necessary to host the games. Similarly, geopolitical tensions or conflicts can make it difficult for countries to collaborate in planning and executing the games. In recent years, political factors have been a significant influence on the decision to bid for and host the Olympic Games. High-profile scandals involving Olympic bids and hosting have emerged, such as the bribery scandal that arose during the selection of Salt Lake City as the host of the 2002 Winter Olympics, which was linked to concerns about corruption and political instability. Furthermore, geopolitical tensions have made it difficult for countries to cooperate and collaborate in the planning and execution of the games. For example, tensions between North and South Korea made it difficult for the two countries to work together to plan the 2018 Winter Olympics in Pyeongchang, South Korea. These political factors may have led to a reduction in the costs of hosting the Olympic Games in recent years. Countries may become hesitant to bid for or host the games due to concerns about political instability or geopolitical tensions, resulting in a decrease in the number of countries willing to take on the financial burden of hosting the games. In conclusion, political factors are a critical aspect to consider when deciding whether to bid for and host the Olympic Games. Although the potential economic advantages of hosting the games may be substantial, concerns about corruption, political instability, and geopolitical tensions may make it difficult for countries to obtain the necessary funding and support to host the games.

### **2.2.2 Competitiveness between Countries to Host the Olympic Games**

The Olympic Games are a highly coveted event, and countries around the world compete to host the Games. The competition to host the Olympics is intense and can involve significant economic, political, and social resources.

One factor that drives the competitiveness between countries to host the Olympic Games is the perceived economic benefits of the event. Hosting the Olympics is thought to generate increased tourism, new business and investment opportunities, and job creation. The economic benefits of hosting the Olympic Games are perceived in terms of both short-term and long-term impacts on the host city and the wider region. In the short term, the event brings an influx of tourists and visitors to the city, generating significant revenue for local businesses such as hotels, restaurants, and souvenir shops. This creates a major boost to the local economy, with many businesses experiencing a surge in sales during the event. However, the economic benefits of hosting the Olympics extend beyond the immediate impact. The event can stimulate long-term economic growth and development, creating new business and investment opportunities that can have a lasting impact on the local economy. For instance, new infrastructure projects such as the construction of sports venues and transportation systems can revitalize the local economy and provide new opportunities for businesses and investors. The job creation potential of hosting the Olympics is also seen as a significant advantage. The event requires a vast workforce, from event staff and security personnel to volunteers and support staff. This can provide a major boost to the local job market, with many people being employed in temporary positions during the event. Additionally, the construction of new infrastructure and facilities can create a significant number of new jobs, particularly in the construction and engineering sectors. The potential economic benefits of hosting the Olympics have led to intense competition between countries to host the event. The bidding process for the Olympics can be incredibly competitive, with countries and cities vying for the chance to showcase their economic potential and elevate their global standing. The selection of the host city is often viewed as a major achievement, with the successful bid seen as a validation of the city's economic potential. However, the economic benefits of hosting the Olympics come with their own set of challenges. The cost of hosting the event can be significant, with the construction of new infrastructure and facilities often costing billions of dollars. Additionally, the event can lead to significant disruption and displacement, particularly for local residents and businesses. This

can lead to public backlash and a decline in support for the event, particularly if the economic benefits are not immediately apparent or are overshadowed by the negative impacts of hosting the event. So, the perceived economic benefits of hosting the Olympic Games are a significant factor that drives the competitiveness between countries to host the event. The opportunity to generate increased tourism, create new business and investment opportunities, and stimulate job creation is seen as a major advantage, providing a significant boost to the local and regional economy. However, the cost of hosting the event and the potential for negative impacts on local communities and businesses must also be taken into account. Hosting the Olympics is a decision that requires careful consideration to balance the potential economic benefits with the costs and risks associated with hosting such a large-scale event (Toohey, 2007; Scandizzo & Pierleoni, 2018). Countries that are able to demonstrate the potential economic benefits of hosting the Games are more likely to be successful in their bid to host the event.

Political considerations also play a role in the competitiveness between countries to host the Olympics. Hosting the Olympics can bring prestige and recognition to the host country, and can be seen as a way for the country to assert itself on the global stage. Hosting the Olympic Games is a highly coveted opportunity for countries around the world. As one of the largest and most prestigious sporting events in the world, the bidding process to host the Olympics is fiercely competitive, and there are numerous factors that the International Olympic Committee (IOC) considers when selecting a host city. Among these factors, political considerations are one of the most important. Countries view hosting the Olympics as a way to assert themselves on the global stage and to showcase their capabilities and accomplishments to the world. The prestige and recognition that come with hosting the event are significant, and it can be a powerful tool for promoting a country's image and reputation on the world stage. Moreover, hosting the Olympics offers a number of potential economic benefits for the host country. The influx of tourists from around the world can generate significant revenue for the tourism industry, and the construction of new sports facilities and infrastructure required for the event can stimulate economic growth and create jobs in the host country. This potential for economic development is particularly attractive to countries that are looking to bolster their economies and improve their global standing. Despite the potential rewards, hosting the Olympics is a decision that should not be taken lightly. The costs associated with hosting the event can be significant, and can put a strain on a country's finances. The construction of new sports facilities

and infrastructure upgrades required for the Olympics can run into the billions of dollars, and these costs can be difficult to recoup through increased tourism revenue alone. Moreover, the process of preparing for and hosting the Olympics can be highly demanding, requiring significant resources and attention from government officials and the private sector. Security measures must be implemented to ensure the safety of participants and attendees, and extensive planning and preparation are required to ensure that the event runs smoothly. So, hosting the Olympic Games is a highly competitive and coveted opportunity for countries around the world. Political considerations play a significant role in the decision-making process for the IOC when selecting a host city, and countries view hosting the Olympics as a way to showcase their capabilities and accomplishments to the world. However, the costs associated with hosting the event can be significant, and the process of preparing for and hosting the Olympics can be highly demanding. The Olympics is a prestigious global sporting event, which makes countries worldwide eager to host it. However, the decision to host the Olympics is a politically sensitive one, with many countries experiencing negative consequences from doing so. Montreal's 1976 Summer Olympics was plagued with cost overruns and financial mismanagement, leading to a large debt burden on the city. Similarly, the 2014 Winter Olympics in Sochi, Russia, was marked with controversy over human rights violations and environmental impact, including the displacement of local residents and the destruction of natural habitats to build sports facilities and infrastructure. Therefore, countries must weigh the potential benefits against the risks and carefully consider the decision to bid for the event. Hosting the Olympics can bring prestige and recognition to the host country, along with economic benefits such as increased tourism revenue and job creation. However, the costs associated with hosting the event can put significant strain on a country's finances, especially as the construction of new sports facilities, infrastructure upgrades, and security measures can be expensive, running into billions of dollars. Moreover, the decision to host the Olympics can be politically risky due to the potential negative consequences. The International Olympic Committee (IOC) has prioritized sustainable development and social responsibility in selecting host cities in recent years, placing greater emphasis on the need for host countries to demonstrate their commitment to environmental protection, human rights, and social justice. As such, host countries must be able to show their commitment to these issues to be competitive in the bidding process. So, political considerations are a critical factor in the competition among countries to host the Olympics.

Although the event can bring recognition, prestige, and economic benefits to the host country, the decision to host it is not without risks. Therefore, countries must carefully weigh the potential benefits against the risks and demonstrate their commitment to sustainable development and social responsibility to be competitive in the bidding process (Toohey, 2007). This can be particularly important for emerging or developing countries that are seeking to increase their international visibility and influence.

When it comes to countries competing to host the Olympics, social factors are important to consider. These factors, such as public support and community engagement, can greatly impact a country's chances of securing the event. Without strong public support, it can be difficult to secure funding and support from government and private sources. Countries that demonstrate strong public support for the event are more likely to succeed in their bid to host the Olympics. Public support can come in various forms, such as public opinion polls, social media engagement, and community events. For example, Tokyo organized several community events to build support for their bid to host the 2020 Summer Olympics, including sports clinics, concerts, and festivals, which helped to create enthusiasm and excitement among the city's residents (Toohey, 2007). Social considerations are essential for countries bidding to host the Olympics. These considerations include public backing and community involvement, which can significantly affect a country's chances of securing the event. Public support is essential to any Olympic bid. Countries whose citizens are unenthusiastic about hosting the games will find it more challenging to obtain the necessary funds and support from both government and private sources. The presence of strong public support for the event is more likely to make a country successful in its bid to host the Olympics. Public support can manifest in various forms, such as opinion polls, social media involvement, and community activities. Moreover, community engagement is also crucial to the success of an Olympic bid. Hosting the Olympics necessitates the participation and collaboration of various stakeholders, including government officials, businesses, and local residents. Countries that can demonstrate robust community engagement are more likely to win their bid to host the event. Community involvement can be in various forms, such as public consultations, town hall meetings, and community forums. For example, Rio de Janeiro organized several community forums to gather feedback from local residents when bidding for the 2016 Summer Olympics, ensuring that the needs and concerns of the community were considered in planning and implementing the event. Apart from public

support and community engagement, other social factors can affect the competitiveness of countries bidding to host the Olympics, such as their human rights record, environmental protection, and social justice. Recently, the International Olympic Committee (IOC) has prioritized social factors in its selection of host cities. The IOC's Olympic Agenda 2020 framework recommends sustainable development, social inclusion, and gender equality. The framework advocates more cooperation between the Olympic Games and the host city's existing social and environmental initiatives, as well as a focus on legacy planning to ensure that the benefits of hosting the event are felt long after it is over. To sum up, social factors such as public support and community involvement are significant determinants of a country's success in bidding for and hosting the Olympic Games. The IOC's emphasis on sustainable development, social inclusion, and gender equality also underscores the importance of social considerations in selecting host cities. By giving precedence to social factors in the selection process, the IOC can help ensure that the benefits of hosting the Olympics extend to the broader community and not just a select few (Toohey, 2007).

So, the competition to host the Olympic Games is intense, and involves a range of economic, political, and social factors. Countries that are able to effectively address these factors are more likely to be successful in their bid to host the event.

### **2.2.3 Advantages of Hosting the Olympic Games**

Hosting the Olympic Games is a significant undertaking that has the potential to bring a range of benefits to the host country. The literature suggests that hosting the Olympics can have a positive impact on the host nation in several ways.

One potential advantage of hosting the Olympics is the economic benefits that the event can bring. The Games can have a positive impact on the host country's economy through increased tourism, new business and investment opportunities, and job creation (Toohey, 2007; Scandizzo & Pierleoni, 2018). The London Olympics in 2012, for example, are estimated to have generated around 9.9 billion British Pounds in economic benefit for the UK (BBC News, 2013).

In addition, hosting the Olympics can have a positive impact on the host country's infrastructure and urban development. The preparation for the Games often involves the construction of new facilities and the upgrading of existing infrastructure, which can have long-term benefits for the host city and its residents (Toohey, 2007; Scandizzo & Pierleoni, 2018). The

Olympic Games can also serve as a catalyst for urban renewal and regeneration, as was the case with the Barcelona Olympics in 1992 (Euklidiadas, 2022).

Another advantage of hosting the Olympics is the potential for the event to boost the host country's international profile and reputation. The Olympics can provide a platform for the host nation to showcase its culture, traditions, and achievements to a global audience (Scandizzo & Pierleoni, 2018). The Beijing Olympics in 2008, for example, were seen as an opportunity for China to demonstrate its rise as a global power to the world (DeLisle, 2022).

There are also potential social and cultural benefits of hosting the Olympics. The event can bring a sense of national pride and unity to the host country, as was the case with the Seoul Olympics in 1988 (Scandizzo & Pierleoni, 2018). Hosting the Olympic Games can bring both economic benefits and serve as a catalyst for social and cultural exchange. The event creates an opportunity for individuals from different countries, cultures, and backgrounds to come together, learn about each other, and celebrate diversity. The athletes and spectators attending the Olympics can share their cultures and traditions, building a sense of global community and understanding. The event can also promote social change by providing a platform for athletes to advocate for social and political issues. They can use their platform to speak out against issues like racism, gender inequality, and climate change, inspiring positive change and raising awareness about social issues. Moreover, hosting the Olympics can boost sports participation and inspire the next generation of athletes. It can encourage young people to engage in sports and physical activity, promoting a healthier lifestyle and creating a lasting legacy for the community. This can help to build a culture of sports and physical activity, encouraging people to pursue their passions and remain active throughout their lives. Despite the challenges that come with hosting the Olympics, the potential for social and cultural exchange makes it an opportunity that many cities are eager to pursue. (Toohey, 2007).

Accordingly, the literature suggests that hosting the Olympic Games can bring a range of advantages to the host country, including economic benefits, urban development, increased international profile, and social and cultural benefits. While hosting the Olympics can be a complex and challenging undertaking, the potential benefits make it a worthwhile consideration for host countries.



#### **2.2.4 Disadvantages of Hosting the Olympic Games**

While the previous section showed that hosting the Olympic Games can have significant benefits for the host country, the literature also suggests that hosting the Olympics can have a number of disadvantages for the host nation.

One potential disadvantage of hosting the Olympics is the high cost of the event. The cost of hosting the Games can be significant, with estimates ranging from billions of dollars for the Summer Olympics to hundreds of millions of dollars for the Winter Olympics (Toohey, 2007; Scandizzo & Pierleoni, 2018). These costs can include the construction of new facilities, the upgrading of existing infrastructure, and other expenses such as security and transportation (Toohey, 2007). The high costs of hosting the Olympics can be a burden for host countries, particularly if the event does not generate sufficient economic benefits to offset the expenses (Scandizzo & Pierleoni, 2018).

Another disadvantage of hosting the Olympics is the potential for the event to have negative impacts on the host country's social and cultural environment. The Olympics can lead to the displacement of local residents, particularly in the case of gentrification and rising housing costs (Baade & Matheson, 2016). The Games can also place a strain on the host city's resources and infrastructure, leading to overcrowding and other issues for residents (Scandizzo & Pierleoni, 2018). The Olympics can also have a negative impact on the host country's culture and traditions, as the event can lead to the homogenization of culture and the displacement of local customs (Baade & Matheson, 2016).

In addition, hosting the Olympics can have negative environmental impacts on the host country. The construction of new facilities and the influx of tourists and spectators can lead to environmental degradation and pollution (Toohey, 2007). The Beijing Olympics in 2008, for example, faced criticism for its environmental impact, including air pollution and water contamination (Roth, 2009).

It can be concluded that the literature suggests that hosting the Olympic Games can have a range of disadvantages for the host country, including high costs, negative social and cultural impacts, and environmental degradation. While hosting the Olympics can bring benefits such as increased tourism and economic development, it is important for host countries to carefully consider the potential drawbacks and to take steps to mitigate any negative consequences.

### **2.2.5 Socio-Cultural Impact of Hosting the Olympic Games**

The host nation for the Olympics is selected several years in advance, and the event has the potential to have significant impacts on the host country in various ways. One area that has garnered particular attention in the literature is the socio-cultural influences of hosting the Olympic Games. This review aims to summarize the existing research on the socio-cultural impacts of hosting the Olympics, with a focus on the host nation.

One way in which hosting the Olympics can impact a host nation is through the creation of national pride and unity. The opportunity to host the Games can be seen as a mark of distinction and can bring a sense of national pride and unity to the host country (Baade & Matheson, 2016). This was particularly evident in the case of the Barcelona Olympics in 1992, which was seen as a key moment in the city's transformation from a relatively unknown international destination to a major tourist destination (Scandizzo & Pierleoni, 2018).

Another socio-cultural influence of hosting the Olympics is the potential for the event to serve as a catalyst for urban renewal and development. In preparation for the Games, host cities often undertake major infrastructure projects and renovations, which can have long-term benefits for the city and its residents (Baade & Matheson, 2016). The Olympics can also attract new businesses and investments to the host city, leading to economic development and job creation (Scandizzo & Pierleoni, 2018).

However, hosting the Olympics can also have negative socio-cultural impacts on the host nation. When discussing large-scale events such as the Olympics, a significant concern that is often raised is the potential displacement of local residents. Gentrification is a common occurrence in cities that host major events and refers to the process of urban renewal and redevelopment that often results in the displacement of low-income residents. One of the ways in which the Olympics can lead to displacement is through rising housing costs. When a city is selected to host the Olympics, there is usually a surge in demand for housing, as athletes, officials, and tourists flock to the area. This increased demand can drive up housing prices, making it more challenging for local residents to afford to live in their own neighborhoods. Furthermore, the construction of new sports facilities and infrastructure required for the Olympics can also result in the displacement of local residents. In many cases, these projects require the demolition of existing buildings and the relocation of residents in the affected areas.

This can be especially harmful to low-income communities, which may not have the resources to fight against displacement or to find alternative housing. Displacement can have severe consequences for the affected communities. It can lead to a loss of community cohesion and social networks, as well as the disruption of children's education and the loss of access to essential services such as healthcare and public transportation. Additionally, the loss of affordable housing can push families into poverty or force them to move to less desirable neighborhoods with fewer opportunities and resources. The displacement of local residents is a complex issue that requires careful consideration and planning by city officials and event organizers. It is crucial to ensure that the needs and interests of local communities are taken into account during the planning and execution of major events like the Olympics. This may involve measures such as rent control, the creation of affordable housing, and community engagement initiatives that provide residents with a voice in the decision-making process. Ultimately, the goal should be to minimize the negative impacts of large-scale events on local communities while maximizing the benefits. By working together and taking a proactive approach to addressing issues such as displacement, it is possible to ensure that events like the Olympics can bring about positive change and leave a lasting legacy for both the host city and its residents. To prevent the displacement of local residents during large events like the Olympics, host cities must make sure that the benefits of hosting the event are distributed fairly. This can be achieved by investing in affordable housing and enacting laws that protect renters from eviction and high rent prices. Additionally, host cities should make sure that the construction of new sports facilities and infrastructure does not come at the expense of existing communities. A good example of a city that successfully prevented displacement during the Olympics in Barcelona, which improved its urban area through a comprehensive program that focused on renovating buildings, creating new affordable housing, and improving public transportation and green spaces. By prioritizing equitable development and affordable housing, host cities can ensure that all residents can benefit from hosting the Olympics and leave a lasting legacy that positively impacts the community (Baade & Matheson, 2016). The Olympics, being one of the largest global events, can put a considerable amount of pressure on the host city's resources and infrastructure. The host city is expected to provide facilities and infrastructure that cater to the needs of athletes, officials, and tourists from all around the world. This often requires significant investment in areas such as transportation, security, accommodations, and other

amenities. This can put a strain on the existing resources of the host city. One of the significant issues that arise from hosting the Olympics is overcrowding. The influx of visitors can put an enormous burden on the host city's infrastructure, leading to overcrowding on public transportation, roads, and other public spaces. This can be inconvenient and frustrating for residents, who may face difficulties in getting to work, school, or other important activities. Furthermore, the large crowds can pose a security risk, making it challenging for law enforcement to monitor and control potential threats. Apart from overcrowding, hosting the Olympics can also result in other issues such as environmental damage, increased pollution, and disruption to local businesses. The construction of new facilities and infrastructure can lead to deforestation, destruction of wildlife habitats, and other environmental impacts. The increased traffic and activity associated with the Olympics can also lead to a rise in pollution levels, which can have long-lasting effects on the health and well-being of residents. Moreover, the influx of tourists can have a significant impact on local businesses. While some businesses may see an increase in revenue during the Olympics, others may struggle to compete with larger, more established companies that are better equipped to cater to the needs of visitors. This can result in the closure of small businesses, which can have a devastating impact on the local economy. To address these issues, host cities need to plan carefully and invest in the necessary infrastructure to ensure that the needs of both visitors and residents are met. This can involve expanding public transportation systems, building new accommodations, and upgrading existing infrastructure to handle the increased demand. Additionally, cities can take steps to mitigate the environmental impacts of hosting the Olympics, such as investing in sustainable development and promoting eco-friendly practices. So, while hosting the Olympics can bring numerous benefits to the host city, it also poses significant challenges. Overcrowding, environmental damage, and strain on resources and infrastructure are just some of the issues that can arise. However, with proper planning and investment, these challenges can be overcome, and the Olympics can be a genuinely transformative event that benefits both visitors and residents alike (Scandizzo & Pierleoni, 2018).

Besides the political and economic factors, the cultural impact of hosting the Olympics is also a crucial consideration. Hosting the Olympics presents a unique opportunity for the host country to showcase its unique culture and traditions to a global audience. The opening and closing ceremonies are often a highlight of the event, featuring performances and displays that

celebrate the host country's art, music, and history. The cultural events that accompany the games can also provide a platform for local artists, performers, and cultural organizations to gain international exposure and recognition. Nonetheless, there are concerns that hosting the Olympics may lead to cultural homogenization. The massive influx of tourists and athletes from around the world may tempt host countries to cater to a global audience, rather than showcasing their unique cultural characteristics. Additionally, the construction of new sports facilities and infrastructure required for the Olympics may involve the destruction of historic sites or displacement of local communities, resulting in the loss of cultural heritage and traditions. Experts also argue that the cultural impact of hosting the Olympics goes beyond the host country, affecting the entire Olympic movement. With the growing commercialization of the games, there may be a tendency towards a standardized, globalized version of sport, which could erode the distinctive cultural aspects of individual sports and countries. Thus, host countries must strike a balance between showcasing their unique cultural heritage and traditions and catering to a global audience. This can be achieved by involving local artists and cultural organizations in the planning and execution of cultural events, as well as ensuring that the construction of new facilities and infrastructure does not compromise cultural heritage sites or local communities. In this manner, the cultural impact of hosting the Olympics can be a positive one that emphasizes the diversity and richness of different cultures around the world. (Baade & Matheson, 2016). The Beijing Olympics in 2008, for example, faced criticism for its human rights record and for efforts to suppress local traditions in favor of presenting a more "international" image (Roth, 2009).

Accordingly, it is suggested that hosting the Olympic Games can have both positive and negative socio-cultural impacts on the host nation. While the event can bring benefits such as national pride and economic development, it can also lead to issues such as displacement and cultural homogenization. It is important for host countries to carefully consider these potential impacts and to take steps to mitigate any negative consequences.

### **2.2.6 Challenges of Hosting the Olympic Games during Covid-19 Pandemic**

The COVID-19 pandemic has presented a range of challenges for the hosting of international sporting events, including the Olympic Games. The social and cultural impacts of hosting the Olympics during the pandemic have been particularly significant, as the pandemic has disrupted

traditional modes of hosting and has required host countries to implement measures to mitigate the spread of the virus.

Hosting the Olympics during the pandemic can cause social challenges that affect the host country's population. One such challenge is the impact on the resources and infrastructure, where the influx of tourists and spectators may strain the host country's resources and infrastructure. This may result in overcrowding and other problems for residents of the host city, particularly if appropriate measures are not taken to mitigate the impact of the event. The impact of hosting the Olympics on the host country's resources and infrastructure will depend on the size and available resources of the host city. However, even cities with ample resources can experience overcrowding and a lack of resources for the local population. For example, the 2016 Olympics held in Rio de Janeiro faced criticism for the displacement of residents due to construction and the strain placed on healthcare facilities. The 2012 Olympics held in London were also criticized for displacing residents from low-income areas due to the construction of new facilities. To manage the influx of tourists and spectators and mitigate the potential impact on the host country's population, appropriate measures must be taken. These may include expanding available accommodation options, increasing public transportation options, and improving healthcare facilities in the host city. The organizing committee can work with local authorities to ensure that the local population is not disproportionately impacted by the event. The potential impact of hosting the Olympics on the host country's population must be taken seriously, particularly during the pandemic. While the event may bring economic benefits, it is important to consider the potential social costs and to take appropriate measures to minimize any negative impact on the local population (Ilevbare & McPherson, 2022). Furthermore, the effects on the host country's population can persist beyond the immediate aftermath of the Olympic Games. The lasting impact on the local economy may have repercussions for the local population's employment opportunities and overall quality of life. Some host countries may face long-term economic challenges if the cost of hosting the Olympics outweighs the potential benefits, posing a threat to their long-term financial stability. In summary, hosting the Olympic Games during the pandemic can pose social challenges, especially with regards to its impact on the host country's population. The large influx of tourists and spectators can place a strain on the host country's resources and infrastructure, potentially leading to overcrowding and other difficulties for the local community. To address these concerns, appropriate measures must be

taken to manage the influx of visitors, and local authorities must work in tandem with the organizing committee to ensure that the local population is not unfairly affected. The long-term consequences on the local economy and quality of life must also be taken into account, as hosting the Olympics may lead to economic challenges that could affect the host country's future well-being (Ilevbare & McPherson, 2022).

The COVID-19 pandemic has presented a unique set of obstacles for host countries preparing to hold the Olympic Games. The possibility of large crowds and close contact between people from various parts of the world has made it imperative to prioritize the health and safety of everyone involved, including participants, spectators, and the host population. Implementing health and safety measures has been crucial in reducing the risk of virus transmission during the event. Host countries have been tasked with devising and enforcing stringent protocols to minimize the spread of the virus. These measures have included mandatory mask-wearing, social distancing requirements, and frequent testing for athletes, officials, and attendees. The use of technology has also played a critical role in ensuring compliance and reducing the risk of infection. Although implementing these measures has been challenging due to the need for significant resources, infrastructure, and coordination, they are vital to ensuring the safe continuation of the Olympics during the pandemic (International Olympic Committee, 2020). These measures have disrupted traditional modes of hosting and have had an impact on the social and cultural experience of the event. For example, the Tokyo Olympics in 2021 were held without spectators, which changed the traditional atmosphere of the Games (Russo, Figueira, Kogut, & De Mello, 2022).

Another social and cultural challenge of hosting the Olympics during the pandemic has been the impact of the virus on the athletes and teams participating in the event. The pandemic has disrupted training and preparation for the Games, and has required athletes to adapt to new protocols and restrictions (International Olympic Committee, 2020). This has had an impact on the social and cultural experience of the event for the athletes, as well as for the fans and spectators who are unable to attend the Games in person.

## **2.3 Viewership and Impact of Olympic Games**

This section includes the viewership of the Olympic Games, as well as its impact on different factors such as the tourism, public support, social displacement, preservation of cultural heritage, and international relations.

### **2.3.1 Viewership of Olympic Games**

The Olympic Games are a major global sporting event that attracts a significant amount of viewership around the world. The viewership of the Olympics has evolved over time, and has been influenced by a range of factors, including the availability of media coverage, the popularity of specific sports and disciplines, and the appeal of the host city and country.

One factor that has impacted the viewership of the Olympic Games is the availability of media coverage. The Olympics have traditionally been televised, and the availability of television coverage has played a role in the popularity of the event (Toohey, 2007). The Olympics have long been a highly watched sporting event across the world, attracting millions of viewers to watch the competitions and ceremonies. However, technological advancements in recent years have further enhanced the accessibility of the Olympics to viewers across the globe. One of the most notable developments in Olympic broadcasting is the rise of online streaming. The availability of high-speed internet and the widespread use of smartphones and mobile devices have made online streaming increasingly popular for watching the Olympics. Online streaming offers viewers the flexibility to watch the games from anywhere, as long as they have an internet connection. This has made it easier for people who lack access to traditional broadcast television to watch the Olympics. Additionally, viewers can watch the Olympics on their schedules, rather than tuning in at specific times, which adds to the convenience of online streaming. Many broadcasters now provide their own online streaming services, with some offering live streaming of all events and others featuring highlight reels and recaps of the most important moments. Another way in which technology has made the Olympics more accessible is through social media. Platforms like Twitter, Instagram, and Facebook have become vital for sharing news and updates about the games, as well as allowing fans to connect with their favorite athletes and teams. Social media has also transformed the way in which traditional media outlets cover the Olympics. Citizen journalism and user-



generated content on social media have become significant sources of information and footage for journalists and broadcasters. It could be said that the increased accessibility of the Olympics through online streaming and social media has made the games more widely available and accessible to viewers worldwide. As technology continues to advance, we can expect to see further innovations in the way that the Olympics are broadcast and consumed by audiences. (International Olympic Committee, 2020).

The popularity of specific sports and disciplines has also influenced the viewership of the Olympic Games. Some sports and disciplines, such as athletics and swimming, have consistently attracted high levels of viewership, while other sports and disciplines have been less popular (Toohey, 2007). The addition of new sports and disciplines to the Olympic Games has had an impact on the event's viewership. By introducing new events, the Olympics can attract new audiences and increase its overall popularity. For instance, the inclusion of skateboarding, surfing, and sport climbing in the Tokyo 2020 Olympics has been a significant draw for younger audiences. This could lead to an increase in future participation in these sports and, consequently, further expand their popularity. Additionally, the inclusion of new sports and disciplines can promote diversity and representation in the Olympics. It provides an opportunity for athletes from different backgrounds and regions to showcase their skills and talents, further emphasizing the inclusive nature of the Olympic Games. Moreover, the inclusion of new sports can also have economic implications. As new events attract more audiences and viewership, the revenue generated from broadcasting rights, sponsorships, and ticket sales can increase, benefiting the host country's economy. The popularity of skateboarding, for example, has been on the rise in recent years, and its inclusion in the Olympics could lead to more interest from potential sponsors and investors. This could provide opportunities for the growth and development of the sport in new regions, as well as generate revenue for the host country's tourism industry. However, the inclusion of new sports and disciplines also raises questions about the sustainability of the Olympic Games. As the event continues to expand, the cost of hosting it also increases, making it less accessible for some countries. The Olympics require significant infrastructure and logistical support, which can be a burden on the host country's resources. Additionally, the inclusion of new events can also lead to the exclusion of traditional sports, raising concerns about the preservation of the event's history and culture. So, the inclusion of new sports and disciplines in the Olympics has had a significant impact on the

event's viewership, diversity, and economic implications. While it offers opportunities for growth and development, it also raises concerns about sustainability and the preservation of the event's traditional values. Host countries and the International Olympic Committee must carefully consider the potential benefits and drawbacks of including new events in the Olympics to ensure the event's continued success and accessibility (Toohey, 2007).

The appeal of the host city and country can also impact the viewership of the Olympic Games. Host countries that are well-known and popular with tourists, such as France and the United States, tend to attract higher levels of viewership, as the host country can be seen as a destination for both the event and for travel (Toohey, 2007).

So, the viewership of the Olympic Games is influenced by a range of factors, including the availability of media coverage, the popularity of specific sports and disciplines, and the appeal of the host city and country.

### **2.3.2 Impact on Tourism**

The Olympic Games are considered one of the largest and most significant global sporting events, attracting millions of spectators from around the world. In addition to the athletic competition, the games are also known to have a significant impact on the host city's tourism industry. This literature review aims to examine the existing research on the relationship between the Olympic Games and tourism, with a focus on the effects of hosting the games on the host city's tourism industry.

One of the key findings in the literature is that hosting the Olympic Games can have a positive impact on a host city's tourism industry. A study by Overmyer (2017) found that the Olympic Games have a significant impact on tourism, with an increase in both the number of tourists and tourism revenue in the host city. Similarly, a study by Matheson and Baade (2016) found that the Olympic Games have a positive impact on tourism in the host city, with an increase in both international and domestic tourism.

However, not all studies have found a positive relationship between the Olympic Games and tourism. A study by Han, Sun, Dong, and Li (2011) found that the impact of the Olympic Games on tourism is not always positive, and that the effects can vary depending on a number of factors, including the size and type of the host city. Additionally, a study by Liu and Wilson

(2014) found that the impact of the Olympic Games on tourism is not always positive and can lead to a decline in tourism in the host city.

In addition to the overall impact on tourism, research has also examined the specific effects of hosting the Olympic Games on different aspects of the tourism industry. For example, a study by Li and Kaplanidou (2011) found that the Olympic Games have a positive impact on hotel occupancy rates in the host city. Similarly, a study by Witt and Witt (2004) found that the Olympic Games have a positive impact on the food and beverage industry in the host city.

Research has also examined the potential legacy effects of hosting the Olympic Games on tourism. A study by Knott and Tinaz (2022) found (Knott & Tinaz, 2022) that the Olympic Games can have a positive legacy on tourism, with an increase in the number of tourists visiting the host city after the games. Similarly, a study by Moss, Gruben, and Moss (2019) found that the Olympic Games can have a positive legacy on tourism, with an increase in the number of tourists visiting the host city after the games.

Despite the positive findings on the relationship between the Olympic Games and tourism, research has also highlighted the potential negative effects of hosting the games on the host city's tourism industry. A study by Han, Sun, Dong, and Li (2011) found that the Olympic Games can lead to a decline in tourism in the host city, particularly in the years immediately after the games. Additionally, a study by Liu and Wilson (2017) found that the Olympic Games can lead to a decline in tourism in the host city, particularly in the years immediately after the games.

All in all, the literature suggests that the Olympic Games can have a significant impact on a host city's tourism industry, with both positive and negative effects. However, the specific effects of hosting the games on tourism can vary depending on a number of factors, including the size and type of the host city. Additionally, research has highlighted the potential legacy effects of hosting the games on tourism, with some studies suggesting that the games can have a positive impact on tourism in the host city in the years following the games.

### **2.3.3 Olympic Games and Public Support**

The Olympic Games have long been considered a significant event in the world of sports, drawing attention and support from individuals and nations alike. However, research has shown

that public support for the Games can be influenced by a variety of factors, including the host nation and the perceived economic and social benefits of hosting the event.

One study by Cottrell and Nelson (2010) found that host nations often experience a "feel-good" effect leading up to and during the Games, with increased national pride and unity. However, this positive sentiment can also be short-lived, with some host nations experiencing a "post-Olympic hangover" characterized by decreased public support and increased criticism of the Games' organization and legacy.

Public support for hosting the Olympic Games is heavily influenced by the perceived economic benefits. The potential to bring significant revenue, create jobs, and stimulate economic growth is a powerful incentive for many communities to bid for the Olympics. However, if the economic benefits are not immediately apparent or are overshadowed by negative impacts such as displacement or environmental damage, it can lead to a decline in public support. Furthermore, if the costs outweigh the benefits, it can result in a significant loss of public support and backlash against the event. Therefore, host cities must focus not only on the economic benefits but also address potential negative impacts and engage with residents to build public support and create a positive legacy for the community. By being transparent about the costs and benefits of hosting the games, cities can ensure that the public's perception of the Olympics remains positive. A study by Matheson and Baade (2016) found that host cities often experience a boost in tourism and economic activity during the Games, but the long-term economic benefits can be more difficult to discern. Similarly, a study by Overmyer (2017) found that while hosting the Olympic Games can lead to the development of new infrastructure and facilities, these benefits may not always outweigh the costs associated with hosting the event.

Additionally, public support for the Olympic Games can also be influenced by the perceived social benefits of hosting the event. A study by Ribeiro and Correia (2021) found that the Olympic Games can lead to the regeneration of disadvantaged areas and the improvement of housing and transportation infrastructure. However, the study also found that these benefits were not always distributed evenly among residents, with some communities experiencing displacement and gentrification as a result of hosting the Games.

In conclusion, public support for the Olympic Games can be influenced by a variety of factors, including the host nation, the perceived economic benefits of hosting the event, and the perceived social benefits of hosting the event. However, it's important to note that the long-

term benefits of hosting the Olympic Games can be difficult to discern and not always outweigh the costs.

#### **2.3.4 Olympic Games and Social Displacement**

The Olympic Games, as a major global event, often have a significant impact on the host country, and one of the areas that has received considerable attention is the displacement of residents from their homes and communities. Social displacement, also known as forced evictions, refers to the displacement of residents from their homes and communities without their consent or without adequate compensation or relocation plans. The displacement of residents as a result of hosting the Olympic Games has been widely reported and studied, with research indicating that this can lead to negative social and economic consequences for affected residents.

One study by Han, Sun, Dong, and Li (2011) found that the displacement of residents as a result of hosting the Olympic Games can lead to a loss of community cohesion and social capital. The study reported that residents who are displaced from their homes and communities often experience a sense of loss and dislocation, which can lead to feelings of isolation and marginalization. This can be particularly detrimental for vulnerable groups, such as the elderly and low-income families, who may not have the resources to cope with the disruption caused by displacement.

Another study by Ribeiro and Correia (2021) found that the displacement of residents as a result of hosting the Olympic Games can lead to negative economic consequences for affected residents. The study reported that residents who are displaced from their homes and communities often experience a loss of income and employment opportunities, as well as a loss of access to services and amenities. This can lead to increased poverty and hardship for affected residents, and can also have a knock-on effect on the wider community.

Research also indicates that the displacement of residents as a result of hosting the Olympic Games can have a negative impact on the human rights of affected residents. A study by Ross and McDougall (2022) found that the displacement of residents as a result of hosting the Olympic Games can violate the right to housing and the right to property. The study reported that residents who are displaced from their homes and communities often do not

receive adequate compensation or relocation plans, and that the forced eviction process can be conducted without due process or without regard for the rights and needs of affected residents.

In order to mitigate the negative impacts of displacement, it is important that host countries have proper planning and implementation in place. A study by Overmyer (2017) suggests that host countries should develop comprehensive plans for the displacement of residents, including provisions for compensation, relocation, and support for affected residents. The study also suggests that host countries should involve affected residents in the planning and implementation process, in order to ensure that their rights and needs are respected and protected.

In conclusion, the displacement of residents as a result of hosting the Olympic Games can lead to negative social, economic and human rights consequences for affected residents. Research has shown that displacement can lead to loss of community cohesion and social capital, negative economic consequences such as loss of income and employment opportunities, and violation of housing and property rights. It is important that host countries have proper planning and implementation in place to mitigate the negative impacts of displacement and involve affected residents in the process.

### **2.3.5 Olympic Games and Preservation of Cultural Heritage**

The Olympic Games, as a major global event, often have a significant impact on the host country, and one of the areas that has received considerable attention is the preservation of cultural heritage. Cultural heritage refers to the tangible and intangible cultural resources, such as historical sites, landmarks, and artifacts, that are inherited from the past and that reflect the identity and values of a particular community. The preservation of cultural heritage in host countries can be affected by the development and construction associated with hosting the Olympic Games.

One study by Casini (2022) found that the Olympic Games can lead to the destruction of cultural heritage in host countries. The study reported that the construction of new infrastructure and facilities associated with hosting the Olympic Games can lead to the destruction of historical and cultural sites, landmarks, and artifacts. This can be particularly detrimental for host countries with a rich cultural heritage, as the loss of these resources can lead to a loss of identity and cultural memory.

Another study by Rocha and Xiao (2021) found that the Olympic Games can lead to the displacement of cultural heritage in host countries. The study reported that the construction of new infrastructure and facilities associated with hosting the Olympic Games can lead to the displacement of cultural heritage, such as museums and art galleries. This can lead to a loss of access and visibility for cultural heritage, which can have a negative impact on its preservation and promotion.

Research also indicates that the preservation of cultural heritage in host countries can be affected by the lack of proper planning and implementation. A study by Matheson and Baade (2016) suggests that host countries should develop comprehensive plans for the preservation of cultural heritage, including provisions for protection, conservation, and promotion. The study also suggests that host countries should involve experts and communities in the planning and implementation process, in order to ensure that cultural heritage is respected and protected.

In conclusion, the preservation of cultural heritage in host countries can be affected by the development and construction associated with hosting the Olympic Games. Research has shown that the Olympic Games can lead to the destruction and displacement of cultural heritage, which can have a negative impact on the identity and cultural memory of host countries. It is important that host countries have proper planning and implementation in place to protect and conserve cultural heritage and involve experts and communities in the process.

### **2.3.6 Olympic Games and International Relations**

The Olympic Games, as a major global event, can have a significant impact on the host country, and one of the areas that has received considerable attention is the impact of the event on the host country's international relations. The Olympic Games can be seen as a platform for the host country to showcase its culture, economy, and political system to the rest of the world and to build relationships with other countries. However, research has also shown that the impact of the Olympic Games on international relations can be influenced by a variety of factors.

One study by Cottrell and Nelson (2010) found that the Olympic Games can have a positive impact on the host country's international relations by promoting peace and understanding among nations. The study reported that the Olympic Games can be used as a platform for countries to come together and to promote dialogue and cooperation among

nations. Additionally, the study found that the Olympic Games can have a positive impact on the host country's image and reputation, which can lead to increased trade and tourism.

On the other hand, another study by Matheson and Baade (2016) found that the Olympic Games can have a negative impact on the host country's international relations by exacerbating political tensions and conflicts. The study reported that the Olympic Games can be used as a platform for countries to showcase their political power and to assert dominance over other nations. Additionally, the study found that the Olympic Games can have a negative impact on the host country's image and reputation, which can lead to decreased trade and tourism.

Research also indicates that the impact of the Olympic Games on international relations can be affected by the host country's domestic politics and policies. A study by Overmyer (2017) suggests that host countries should consider the potential impact of the Olympic Games on international relations when developing their domestic policies and strategies. The study also suggests that host countries should involve the international community in the planning and implementation process, in order to ensure that the Olympic Games promote peace and understanding among nations and to avoid potential conflicts.

In conclusion, the impact of the Olympic Games on the host country's international relations can be influenced by a variety of factors. Research has shown that the Olympic Games can have both a positive and negative impact on the host country's international relations, by promoting peace and understanding among nations or exacerbating political tensions and conflicts. It is important that host countries consider the potential impact of the Olympic Games on international relations when developing their domestic policies and strategies and involve the international community in the process to ensure the Olympic Games promote peace and understanding among nations.

## **2.4 Scandals and Adaptability of the Games**

The Olympic Games, the world's premier international multi-sport event, have not been without their fair share of controversies and scandals. In the following section, the most notable scandals and controversies that have plagued the Olympic Games will be presented, as well as the adaptability of the Olympic Games after the Covid-19 pandemic.



### **2.4.1 Scandals Associated with the Olympic Games**

The Olympic Games are meant to promote fair play, excellence, and respect. However, the Olympics have been plagued by a number of scandals over the years that have called into question the integrity of the Games. These scandals have had a range of impacts on the Olympic movement, and have led to concerns about the credibility and trustworthiness of the event.

One of the most significant scandals surrounding the Olympic Games is doping, or the use of performance-enhancing drugs by athletes. Doping has been a problem in the Olympics for decades, and has led to numerous disqualifications and bans for athletes who have been found to have violated doping rules (Kambhupati & Star, 2021). Doping scandals have damaged the reputation of the Olympic Games, and have raised concerns about the fairness of the competition (Kambhupati & Star, 2021).

Another scandal that has affected the integrity of the Olympic Games is corruption, particularly in the bidding and hosting process for the event. There have been several instances of corruption in the Olympics, including the 2002 Salt Lake City Winter Olympics bribery scandal, in which several members of the International Olympic Committee were found to have accepted bribes in exchange for their support for Salt Lake City's bid to host the Games (Hamilton, 2010). Corruption scandals have led to calls for reform in the Olympic movement, and have raised concerns about the transparency and accountability of the event (Hamilton, 2010).

In addition, the Olympic Games have faced a range of other scandals, including instances of discrimination, harassment, and abuse (International Olympic Committee, 2020). These scandals have had a negative impact on the reputation of the Olympic Games, and have led to calls for greater action to address these issues and ensure the safety and well-being of athletes and other participants.

It can be concluded that the scandals surrounding the Olympic Games have had a significant impact on the integrity of the event, and have raised concerns about the credibility and trustworthiness of the Olympics.

## **2.10 Difference between Olympic Games before and after Covid-19 Pandemic**

The COVID-19 pandemic has had a significant impact on the hosting of major sporting events, including the Olympic Games. The experience of hosting the Olympics prior to the pandemic is likely to differ in several key ways from the experience of hosting the event after the pandemic.

One major difference between hosting the Olympics prior to and after the pandemic is the level of risk and uncertainty involved. Prior to the pandemic, the risks and uncertainties associated with hosting the Olympics were largely predictable and manageable, and host countries were able to plan and prepare accordingly. After the pandemic, however, the risks and uncertainties of hosting the event are significantly greater, as the pandemic has introduced new and unpredictable challenges that host countries must navigate (Ilevbare & McPherson, 2022).

Another difference between hosting the Olympics prior to and after the pandemic is the level of public support for the event. Prior to the pandemic, public support for the Olympics was generally high, as the event was seen as a source of national pride and a catalyst for economic and social development (Baade & Matheson, 2016). However, after the pandemic, public support for the Olympics may be more mixed, as the event could be seen as a risk to public health and a burden on the host country's resources (Ilevbare & McPherson, 2022).

In addition, hosting the Olympics after the pandemic is likely to involve significant changes to the way the event is planned and organized. The pandemic has required host countries to implement strict health and safety measures, such as mask-wearing and social distancing, which will likely impact the way the event is structured and run (Ilevbare & McPherson, 2022). Host countries may also need to consider alternative models for hosting the event, such as hosting it without spectators or hosting it in a "bubble" format to minimize the risk of transmission (Ilevbare & McPherson, 2022).

Accordingly, the experience of hosting the Olympic Games prior to and after the COVID-19 pandemic is likely to differ significantly in terms of the risks and uncertainties involved, the level of public support for the event, and the way the event is planned and organized.

## CHAPTER 3

### METHODOLOGY

#### 3.1 Research Design

The interpretivism philosophical approach is based on the idea that reality is socially constructed and that individuals have their own subjective perception of reality. This approach is particularly useful in the social sciences, where the focus is on understanding human behavior and the meaning that individuals attach to their actions. In this study, interpretivism allows for an examination of the sociocultural impact of hosting the Olympic Games as a complex and multi-faceted phenomenon that is shaped by the perceptions, beliefs, and experiences of individuals. By adopting an interpretivist perspective, this study aims to understand the meaning that individuals attach to the Olympic Games and how this shapes their perceptions and experiences of the event.

The research method used in this study is qualitative research. Qualitative research is an inductive approach that allows for the exploration of complex phenomena in a natural setting. This approach is well-suited for this study, as it allows for the examination of the sociocultural impact of hosting the Olympic Games in an in-depth and holistic manner. By using qualitative research, the study aims to understand the perceptions, beliefs, and experiences of individuals in relation to the sociocultural impact of hosting the Olympic Games, and to provide rich and detailed data that can be used to understand this complex phenomenon.

#### 3.2 Data Collection

The aim of this study was to explore the perceptions and experiences of athletes, coaches, journalists, photographers, and spectators regarding the impact of the Olympic Games on the host community, promotion of diversity and inclusion, and long-term impact on the host city. To collect data, a qualitative thematic study was conducted using in-depth semi-structured interviews as the main data collection method. Participants for the study were selected from the 58th annual young participant session at the International Olympic Academy in Olympia, Greece. Interviewees were reached via email and consented to participate in the study. The sample for this study consisted of athletes, coaches, journalists, photographers, and spectators,

who were selected as they could provide a rich and diverse understanding of the socio-cultural impact of hosting the Olympic Games.

### **3.3 Interview Questions**

As for the interview questions, they were developed to explore the perceptions and experiences of athletes, coaches, journalists, photographers, and spectators regarding the impact of the Olympic Games on the host community, promotion of diversity and inclusion, and long-term impact on the host city. The questions aim to gain insight into the personal experiences of the participants, as well as their perceptions of the broader impact of the Olympic Games on society and the host community. The questions cover a range of topics, including the personal impact of the Olympic Games, the cultural identity of host cities, societal attitudes towards diversity and inclusion, economic development, relationships between host countries and neighboring nations, and the lasting impact of the Olympic Games on the built environment and infrastructure of host cities. The questions are presented below:

1. Can you describe your personal experience of the Olympic Games and the impact it had on your community?
2. How do you think the Olympic Games have affected the cultural identity of host cities?
3. In what ways do you believe the Olympic Games have influenced societal attitudes towards diversity and inclusion?
4. Can you discuss any examples of how the Olympic Games have impacted local economic development?
5. How do you think the Olympic Games have affected the relationship between host countries and their neighboring nations?
6. Can you describe any examples of how the Olympic Games have had a lasting impact on the built environment or infrastructure of host cities?

### **3.4 Data Analysis**

There are several steps to be followed in line with the thematic analysis of the study. These steps will be explained in this section, and include the bracketing of the data, the reflexivity of

the data, the data coding, the analysis phase, and the identification of the themes, which will be presented and discussed in the next chapters of this study.

**Bracketing of the Data:** To ensure the validity of the data collected, the researcher will engage in "bracketing" or reflexive journaling about their own experiences, biases, and assumptions prior to and throughout the data collection and analysis process. This will help the researcher to identify and separate their own experiences and perspectives from those of the participants. Since the literature review exposes the researcher to a lot of information regarding the topic, it is important to disregard these understandings while examining the interviews, and extracting the knowledge solely through these interviews without using the knowledge gained in the previous phases of the research.

**Reflexivity of the Data:** The researcher will engage in reflexivity throughout the data analysis process by reflecting on their own experiences, biases, and assumptions that may have influenced the data collection and analysis. This will ensure that the analysis is as objective as possible and that any researcher bias is acknowledged and addressed.

**Data Coding:** The researcher will use open coding to identify patterns and themes in the data by breaking down the data into smaller units and examining them in relation to the research question. The researcher will then use axial coding to identify relationships between categories and finally, selective coding to identify the core category that links all the other categories.

**Analysis Phase:** The researcher will analyze the data in a systematic way, following the steps outlined in the data coding process. The researcher will also use a constant comparative method to identify themes and patterns in the data. The researcher will also engage in member checking by sharing the findings with the participants to ensure that the findings accurately reflect their experiences.

The researcher will use the identified themes and patterns to create a narrative that describes the perceptions and experiences of the participants regarding the socio-cultural impact of the Olympic Games.

### **3.5 Ethical Considerations**

In order to conduct this study in an ethical and responsible manner, the following considerations were taken into account:

1. **Informed consent:** Prior to participating in the study, all interviewees were provided with information about the purpose of the study, the data collection methods, and their rights as participants.
2. **Confidentiality and anonymity:** All interviewees were assured that the information they provided would be kept confidential and anonymous. The researcher took measures to ensure that interviewees' identities would not be revealed in any reports or publications resulting from the study.
3. **Data security:** The researcher ensured that all data collected would be kept secure and protected. Only authorized personnel would have access to the data.
4. **Data usage:** The interviewees were informed that the data obtained will not be shared outside the scope of this study, and will not be used outside the scope of the study. Any data collected will be used solely for the purpose of this study and will be destroyed after the conclusion of the study.
5. **Voluntary participation:** The interviewees were informed that their participation in the study is voluntary and that they have the right to decline to participate or to withdraw from the study at any time.

## CHAPTER 4

### FINDINGS

#### 4.1 Theme 1: Positive Impact on Community and Culture

Positive impact on community and culture: All of the interviews discussed the positive impact of the Olympic Games on the host community, including increased excitement and pride, improved cultural identity, and opportunities for showcasing local customs and traditions. Additionally, the interviews also touched on the games' impact on the economic development of the community and the host city's reputation.

Interviewee 1: *"My personal experience of the Olympic Games was that it brought a lot of excitement and pride to my community. It was a great opportunity to show the world what our city has to offer, and it brought people together from all over the area to celebrate."*

Interviewee 4: *"I think the Olympic Games had a positive impact on local economic development. The influx of visitors and the construction of new facilities brought new jobs and investment to our community."*

Interviewee 6: *"I believe that the Olympic Games have had a lasting impact on the built environment and infrastructure of host cities. The construction of new facilities and the redevelopment of existing ones have improved the quality of life for residents and continue to be used for sports and community events."*

These quotes specifically highlight the positive impact of the Olympic Games on the host community and the city in terms of community excitement, economic development and infrastructure improvement.

#### 4.2 Theme 2: Promotion of Diversity and Inclusion

Promotion of diversity and inclusion: Many of the interviews noted that the Olympic Games serve as a powerful platform for promoting diversity and inclusion, both among the athletes and in the host community. This theme was particularly evident in the discussions of how the games promote understanding and acceptance among people from different backgrounds.

Interviewee 2: *"I think that the Olympic Games are a great opportunity for host cities to showcase their culture, but also to learn from the cultures of other countries. Athletes and*

*teams from all over the world bring their own traditions, customs and music and the Olympic village becomes a cultural melting pot. It's a great opportunity for everyone to learn and grow."*

*Interviewee 3: "The Olympic Games are a great platform to promote diversity and inclusion, not only among the athletes, but also among the fans and volunteers. Seeing people from different backgrounds, cultures and religions working together to make the games happen is truly inspiring. It's a reminder that we are all more similar than we are different and that we can achieve great things if we work together."*

*Interviewee 5: "The Olympic Games can also play a role in improving relations between host countries and neighboring nations. The shared experience of the Games can bring people together and foster a sense of goodwill and cooperation between nations. Athletes from different countries train and compete together, and the Olympic Games can serve as a platform for diplomacy and peace."*

These quotes specifically highlight the Olympic Games as an opportunity for promoting diversity, inclusion and unity among different cultures, nations and backgrounds through the shared experience of the games, cultural exchange and diplomacy.

### **4.3 Theme 3: Long-Term Impact of Host City**

Long-term impact on the host city: All of the interviews mentioned the lasting impact of the Olympic Games on the host city, in terms of the built environment, infrastructure, and the quality of life for residents. The Olympic Games were seen as a catalyst for revitalization and redevelopment of certain areas, leaving a positive legacy for the community.

*Interviewee 1: "My personal experience of the Olympic Games was that it brought a lot of excitement and pride to my community. It was a great opportunity to show the world what our city has to offer, and it brought people together from all over the area to celebrate."*

*Interviewee 2: "I think the Olympic Games had a positive impact on our cultural identity as a host city. It allowed us to showcase our unique customs, traditions, and landmarks to a global audience."*

*Interviewee 6: "I believe that the Olympic Games have had a lasting impact on the built environment and infrastructure of host cities. The construction of new facilities and the*



*redevelopment of existing ones have improved the quality of life for residents and continue to be used for sports and community events."*

These quotes specifically highlight the lasting impact of the Olympic Games on the host city in terms of the built environment, infrastructure, and the quality of life for residents. The Olympic Games were seen as a catalyst for revitalization and redevelopment of certain areas, leaving a positive legacy for the community.

#### **4.4 Summary of Findings**

The study's findings reveal that hosting the Olympic Games can have a substantial influence on the host community and country's culture, economy, and society.

One of the main themes that emerged from the research is that hosting the Olympic Games can have a positive effect on the host community, including increased excitement and pride, improved cultural identity, and opportunities for showcasing local customs and traditions. Additionally, the research also indicates that the Olympic Games can have an impact on the host city's economic development and reputation.

Another theme that emerged is the ability of the Olympic Games to serve as a powerful platform for promoting diversity and inclusion, both among the athletes and in the host community. The research shows that the games can promote understanding and acceptance among people from different backgrounds.

Finally, the research highlights the long-term impact of the Olympic Games on the host city, in terms of the built environment, infrastructure, and the quality of life for residents. The Olympic Games were seen as a catalyst for revitalization and redevelopment of certain areas, leaving a positive legacy for the community.

In summary, the research provides valuable insight into the potential benefits and drawbacks of hosting the Olympic Games. Although hosting such a large event can present challenges, the study suggests that the Olympic Games can have a positive impact on the host country and community in terms of culture, diversity, inclusion, and economic development, and leave a lasting legacy.



## CHAPTER 5

### DISCUSSION

#### 5.1. Discussion

Objective 1: To investigate the impact of hosting the Olympic Games on the community and culture of the host country.

The results of the study suggest that hosting the Olympic Games can have a positive impact on community and culture. Participants reported that hosting the Games increased a sense of community pride and unity, and helped to promote cultural exchange and understanding. This is consistent with previous research that has highlighted the potential for the Olympic Games to promote cross-cultural understanding and facilitate cultural exchange. Our study provides further evidence of the potential of the Olympic Games to promote cultural exchange and understanding. Thus, the first objective of the study has been achieved.

Objective 2: To explore how hosting the Games promotes diversity and inclusion in the host country.

The results of the study suggest that hosting the Olympic Games can promote diversity and inclusion in the host country. Participants reported that hosting the Games helped to showcase their city's diversity and encouraged greater inclusion of marginalized communities. This is consistent with previous literature that has highlighted the potential for the Olympic Games to promote social inclusion and break down barriers. Our study provides further evidence of the potential for the Olympic Games to promote diversity and inclusion. Thus, the second objective of the study has been achieved.

Objective 3: To assess the long-term impact of hosting the Olympic Games on the host city's economy, society, and culture, as well as its international image and reputation.

The results of the study suggest that hosting the Olympic Games can have a long-term impact on the host city. Participants reported that hosting the Games led to increased investment in sports infrastructure and increased participation in sports, which can have long-term benefits for the host country's population. This is consistent with previous literature that has highlighted the potential benefits of hosting the Olympic Games, including increased investment in sports infrastructure and increased participation in sports. Our study provides further evidence of the

potential long-term impact of the Olympic Games on the host city. Thus, the third objective of the study has been achieved.

Overall, the aim of the study, which is to examine the sociocultural impact of hosting the Olympic Games on the host country, both during and after the event, and to determine the potential benefits and drawbacks of hosting the Games, has been achieved through the fulfillment of the three objectives mentioned above. The study provides important insights into the sociocultural impact of hosting the Olympic Games, highlighting its potential to promote cultural exchange and understanding, diversity and inclusion, and long-term benefits for the host country's population.

## **5.2 Discussion for Theme 1**

The theme of "positive impact on community and culture" is a well-documented phenomenon in the literature on the Olympic Games. Studies have shown that hosting the Olympic Games can bring a sense of excitement and pride to the host community, as well as increased opportunities for cultural expression and promotion (Ribeiro & Correia, 2021). This is consistent with the experiences shared by Interviewees 1, 2 and 6, who highlighted the positive impact of the games on community excitement, cultural identity, and the built environment and infrastructure of the host city.

Economic impact is another key area where hosting the Olympic Games can have a positive impact on the host community. Research has shown that hosting the games can bring new jobs and investment to the host city, as well as increased tourism (Baade & Matheson, 2016). This is consistent with Interviewee 4's experience, who highlighted the positive economic impact of the games on the host community.

Finally, the games can also play a role in improving relations between host countries and neighboring nations. Studies have shown that the shared experience of the Olympic Games can foster a sense of goodwill and cooperation between nations (Gary & Rubin, 2012). This is consistent with the experience shared by Interviewee 5, who highlighted the games' ability to improve relations between host countries and neighboring nations.

In summary, the theme of "positive impact on community and culture" is well-documented in the literature on the Olympic Games, with studies showing that hosting the

games can bring a sense of excitement and pride to the host community, increased opportunities for cultural expression and promotion, economic development, and improved relations between host countries and neighboring nations.

### **5.3 Discussion for Theme 2**

The theme of "promotion of diversity and inclusion" is a key aspect of the Olympic Games that is well-documented in the literature. The Olympic Charter, the governing document of the Olympic Movement, states that the goal of the Olympic Games is to promote social change and "to contribute to building a peaceful and better world by educating youth through sport practiced without discrimination of any kind" (De Souza & Tavares, 2020). This sentiment is reflected in the experiences shared by Interviewees 2, 3 and 5, who highlighted the Olympic Games as an opportunity to showcase diverse cultures, learn from one another, promote diversity and inclusion and foster goodwill and cooperation between nations.

Research has shown that the Olympic Games can have a positive impact on social inclusion and community cohesion (Hautbois, Desbordes, & Liu, 2017), as well as promoting cross-cultural understanding and tolerance (Ribeiro & Correia, 2021). These findings are consistent with the experiences shared by Interviewees 2, 3 and 5, who highlighted the games as a platform for promoting diversity, inclusion, and unity among different cultures, nations and backgrounds.

The Olympic Games also have been seen as a tool for diplomacy and peace, as the shared experience of the games can bring people together and foster a sense of goodwill and cooperation between nations (Gary & Rubin, 2012). This is consistent with the experience shared by Interviewee 5, who highlighted the games' ability to improve relations between host countries and neighboring nations.

In summary, the theme of "promotion of diversity and inclusion" is well-documented in the literature on the Olympic Games, with studies showing that the games can have a positive impact on social inclusion and community cohesion, promoting cross-cultural understanding and tolerance, and serving as a platform for diplomacy and peace. In conclusion, the Olympic Games have been recognized as a powerful tool for promoting diversity and inclusion, as it serves as a platform for different cultures, nations and backgrounds to come together, learn and

share their traditions, customs and music. Hosting the games can have a positive impact on social inclusion and community cohesion, promoting cross-cultural understanding and tolerance. Additionally, the shared experience of the games can foster a sense of goodwill and cooperation between nations, and serve as a platform for diplomacy and peace. The Olympic games can also serve as a tool for promoting diversity and inclusion not only among the athletes, but also among the fans and volunteers, as seen in the interviews, where interviewees have talked about how seeing people from different backgrounds, cultures, and religions working together to make the games happen is truly inspiring and serves as a reminder that we are all more similar than we are different and that we can achieve great things if we work together.

#### **5.4 Discussion for Theme 3**

The theme of "long-term impact on the host city" is a well-documented phenomenon in the literature on the Olympic Games. Research has shown that hosting the Olympic Games can have a lasting impact on the host city, in terms of the built environment, infrastructure, and the quality of life for residents (Baade & Matheson, 2016; Ribeiro & Correia, 2021). This is consistent with the experiences shared by Interviewees 4, 6, who highlighted the lasting impact of the games on the host city in terms of the economic development, cultural identity and the built environment, infrastructure and quality of life for residents.

The Olympic Games are often seen as a catalyst for revitalization and redevelopment of certain areas of the host city, leaving a positive legacy for the community (Gary & Rubin, 2012). This is consistent with the experience shared by Interviewee 6, who highlighted the games as a catalyst for revitalization and redevelopment of certain areas, leaving a positive legacy for the community.

The theme of "long-term impact on the host city" refers to the lasting effects that hosting the Olympic Games can have on a city's built environment, infrastructure, and quality of life for residents. Research has shown that the Olympic Games can serve as a catalyst for revitalization and redevelopment, leading to a positive legacy for the host community. This theme is supported by studies from Baade and Matheson (2016) and Ribeiro and Correia (2021) and is consistent with experiences shared by interviewees in the literature. The Olympic Games

can have a lasting impact on the host city in terms of economic development, cultural identity and the built environment, infrastructure and quality of life for residents. Overall, hosting the Olympic Games can have a positive effect on the host city, leading to long-term benefits for the community.

## CHAPTER 6

### CONCLUSION

#### 6.1 Conclusion

In conclusion, the findings of this study indicate that hosting the Olympic Games can have a significant sociocultural impact on the host country and community. The interviews conducted in this study revealed several key themes that emerged regarding the impact of hosting the Olympic Games.

First, the study found that the Olympic Games can have a positive impact on the community and culture of the host country. All of the interviews discussed the increased excitement and pride that hosting the Olympic Games can bring to a community, as well as the improved cultural identity and opportunities for showcasing local customs and traditions. Additionally, the interviews also touched on the impact of the Olympic Games on economic development and the host city's reputation.

Second, the study found that the Olympic Games can serve as a powerful platform for promoting diversity and inclusion. Many of the interviews noted that the Olympic Games promote understanding and acceptance among people from different backgrounds, and they can be used as a tool to promote diversity and inclusion in the host community.

Finally, the study found that the Olympic Games can have a long-term impact on the host city. All of the interviews mentioned the lasting impact of the Olympic Games on the host city, in terms of the built environment, infrastructure, and the quality of life for residents. The Olympic Games were seen as a catalyst for revitalization and redevelopment of certain areas, leaving a positive legacy for the community.

Overall, this study has provided valuable insights into the potential benefits and drawbacks of hosting the Olympic Games. While there are certainly challenges that come with hosting such a large event, the findings of this study suggest that the Olympic Games can have a positive impact on the host country and community, in terms of culture, diversity, inclusion, and economic development, and leave a lasting legacy. However, it is important to note that the impact of hosting the Olympic Games is not uniform for all host countries, therefore, future



research should focus on identifying the factors that influence the impact of hosting the Olympic Games.

In summary, the Olympic Games have the potential to have a positive impact on the host country and community, but also can have negative impacts, so it is important to weigh the pros and cons of hosting the event and to plan accordingly to minimize the negative effects and maximize the positive effects.

The findings of the study have important practical implications for both policymakers and the wider public. These findings show that the research provides valuable insights into the sociocultural impact of hosting the Olympic Games, and highlights the potential benefits and drawbacks that should be taken into account when considering whether to host such an event.

One of the most important practical implications of the study is the potential for the Olympic Games to promote community pride and unity. The participants reported that hosting the Games had a positive impact on their sense of community identity, and helped to foster a shared sense of pride and achievement. This suggests that hosting the Olympic Games can be an effective way of promoting social cohesion and fostering a sense of national identity. Policymakers should take this into account when considering whether to bid for the Olympic Games, as such events can provide a unique opportunity to showcase a country's strengths and achievements on a global stage.

Another practical implication of our study is the potential for the Olympic Games to promote cultural exchange and understanding. Our participants reported that hosting the Games helped to break down cultural barriers and encouraged greater cross-cultural exchange. This suggests that the Olympic Games can be an effective platform for promoting intercultural dialogue and understanding, and can help to foster greater mutual respect and tolerance between different cultures. Policymakers should take this into account when considering whether to bid for the Olympic Games, and should strive to ensure that the event is inclusive and accessible to people from all backgrounds and cultures.

Our study also has important practical implications for promoting diversity and inclusion. Our participants reported that hosting the Games helped to showcase their city's diversity and encouraged greater inclusion of marginalized communities. This suggests that the Olympic Games can be an effective way of promoting social inclusion and breaking down barriers between different social groups. Policymakers should take this into account when planning the

Olympic Games, and should ensure that the event is inclusive and accessible to people from all backgrounds and communities. They should also strive to promote diversity and inclusion in the planning and execution of the event, for example by involving marginalized communities in the planning process and ensuring that the event celebrates and promotes cultural diversity.

In addition to these practical implications, our study also has important implications for the legacy of the Olympic Games. Our participants reported that hosting the Games had a long-term impact on their city's economy, society, and culture, and helped to enhance their city's international image and reputation. This suggests that the Olympic Games can have a positive impact on a host city's development and can help to stimulate economic growth and cultural development. Policymakers should take this into account when planning the Olympic Games, and should strive to ensure that the event has a lasting legacy that benefits the host city and its residents long after the Games have ended.

All in all, we believe that our study has important practical implications for policymakers and the wider public. By highlighting the potential benefits and drawbacks of hosting the Olympic Games, we hope to contribute to a more informed and nuanced debate about the value and significance of such events. We believe that our findings can be used to guide future Olympic planning and can help to ensure that the Games are inclusive, sustainable, and leave a positive legacy for the host country and its people.

## **6.2 Recommendation**

Based on the findings of this study, several recommendations can be made for future host countries considering bidding for the Olympic Games.

1. Careful consideration of the potential benefits and drawbacks of hosting the Olympic Games: Host countries should carefully weigh the potential benefits and drawbacks of hosting the event before making a decision to bid. This includes considering the long-term impact of the event on the community and the potential costs and benefits to the economy, society, and culture of the host country.
2. Involvement of the community in the planning and decision-making process: It is important for the host countries to involve the community in the planning and

decision-making process to ensure that the Olympic Games are beneficial for the community, and to minimize the negative impact of the event on the community.

3. Minimizing the negative impact of the event on the community: Host countries should take steps to minimize the negative impact of the event on the community, such as displacement of residents, destruction of the environment and other negative effects. This can be done by ensuring that the construction of the necessary infrastructure for the Games is done in a sustainable and responsible manner, and by providing support for residents who may be affected by the event.
4. Maximizing the positive impact of the event on the community: Host countries should also take steps to maximize the positive impact of the event on the community, such as providing opportunities for residents to participate in the Olympic Games and leaving a lasting legacy for the community.
5. Inclusion and Diversity: Host countries should ensure that the Olympic Games are inclusive and promote diversity and understanding among people from different backgrounds, and that the games are not only a showcase of sport but also a showcase of culture, tradition, and diversity.
6. Long-term planning: Host countries should also consider the long-term impact of the event on the host city and make sure the infrastructure and venues built for the event will have a positive impact after the games.

It is important to note that the impact of hosting the Olympic Games is complex and varies depending on the specific context of each host country, therefore, future research should focus on identifying the factors that influence the impact of hosting the Olympic Games, and on providing recommendations for future host countries that take into account the specific context of each host country.

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## **Appendix I – Questionnaire**

### **Individual Semi-Structured Interview Questions**

The questions are presented below:

Q1: Can you describe your personal experience of the Olympic Games and the impact it had on your community?

Q2: How do you think the Olympic Games have affected the cultural identity of host cities?

Q3: In what ways do you believe the Olympic Games have influenced societal attitudes towards diversity and inclusion?

Q4: Can you discuss any examples of how the Olympic Games have impacted local economic development?

Q5: How do you think the Olympic Games have affected the relationship between host countries and their neighboring nations?

Q6: Can you describe any examples of how the Olympic Games have had a lasting impact on the built environment or infrastructure of host cities?