

International sporting events

Hosting an international sporting event is a major undertaking for any city or region that takes on the task. It can bring significant political, economic and cultural benefits, but as many cities have found, it can also lead to financial losses and embarrassment.

Potential benefits of hosting a major international sporting event include:

- **Economic benefits** — a major sporting event has the potential to bring significant income from tourist visitors who travel to the event. Employment can be created during the various phases of the event, from planning, through building and construction during the preparation phase, to jobs during the event in areas such as transport, catering, guiding and media. These jobs, together with the spending of visitors attending the event, provide an economic boost that continues to flow through the economy due to the multiplier effect.
- **Infrastructure benefits** — major sporting events often require improvements to sporting venues, transport and accommodation for visiting competitors. The improved sporting venues such as fields, pools and arenas, are available for the local population to use after the event. Similarly, new and improved roads, railways, buses, trains and accommodation continue to provide value to local residents long after the event.



3.55 When a city hosts an international sporting event, associated infrastructure may be built elsewhere. The bobsled, luge and skeleton track at Sigulda, Latvia, was built in 1986 as a training course for Soviet Olympic bobsled and luge teams. The facility is still used today.

- **Political benefits** — hosting a major international sporting event attracts the attention of people around the world, providing the host country with an opportunity to showcase its progress, development and achievements. In the case of countries with a questionable record in areas such as personal freedom and human rights, hosting an event allows the host country to put forward its positive attributes, hopefully reversing negative attitudes and preconceptions of people living elsewhere. It can also promote national pride within the host country, giving politicians an opportunity to appear on the world stage and promote themselves.

- **Cultural benefits** — hosting a major sporting event promotes enthusiasm among residents of the host city, and in some cases, national pride and city pride. Extensive use is often made of volunteers to assist with the event organization, and those who have volunteered invariably find it to have been a positive experience.

Potential problems of hosting a major international sporting event include:

- **Economic challenges** — providing the facilities needed to host a major sporting event can be very expensive, especially for poorer countries. If the income from tourist visitors falls short of expectations, this can leave the host city with a significant debt and/or financial loss. One consequence of hosting a major sporting event is that taxes for local residents often rise to help cover the financial demands of hosting the event.



3.56 Kim Il Sung Stadium in Pyongyang, North Korea, was built in 1969, and is used regularly to host qualifying rounds of the FIFA World Cup. It is also used extensively throughout the year for soccer matches, and it is the site of the start and finish of the annual Pyongyang Marathon.

- **Infrastructure challenges** — sometimes the facilities built to host a major international sporting event are never used again, or are under-utilised. This challenge can be overcome with some creative prior planning, such as allocating the accommodation used by sports teams as public housing after the event, and handing over event facilities such as arenas and pools into the care of local sporting teams.
- **Political challenges** — there is potential for negative publicity if a host city fails to complete the facilities required punctually, or if the organisation of the event is seen to be deficient. Negative publicity can arise if news organisations delve into local issues that may be embarrassing such as human rights abuses, working conditions or political oppression while reporting from the host city. Especially negative publicity can arise if terrorists succeed in staging an attack that causes deaths or injury.
- **Cultural challenges** — an influx of overseas visitors can challenge cultural norms and expectations in the host city, especially if the host city is located in a fairly conservative society.

The Olympic Games

The **Olympic Games**, which are held every four years in cities around the world, are an international multi-sport event established in 1896. The organisation that controls the Olympic Movement is the International Olympic Committee (IOC), based in Lausanne, Switzerland. The IOC oversees the planning of the Olympic Games, including the selection of the host city and the



3.57 The site used for the 2012 Summer Olympic Games in London, UK. The facilities continue to have a high use rate.

program of events for each Games. The Games are divided into **summer** and **winter** events. For cities that are selected to host the Games, there are often significant costs in building sports facilities, although these remain available for use many years after the event.

Since 1896, the cities which have been selected to host the Summer Olympic Games have been:

- 1896 - Athens, Greece
- 1900 - Paris, France
- 1904 - St Louis, USA
- 1908 - London, UK
- 1912 - Stockholm, Sweden
- 1916 - Berlin, Germany (cancelled due to war)
- 1920 - Antwerp, Belgium
- 1924 - Paris, France
- 1928 - Amsterdam, Netherlands
- 1932 - Los Angeles, USA
- 1936 - Berlin, Germany
- 1940 - Tokyo, Japan (cancelled due to war)
- 1944 - London, UK (cancelled due to war)
- 1948 - London, UK
- 1952 - Helsinki, Finland
- 1956 - Melbourne, Australia
- 1960 - Rome, Italy
- 1964 - Tokyo, Japan
- 1968 - Mexico City, Mexico
- 1972 - Munich, Germany
- 1976 - Montreal, Canada
- 1980 - Moscow, USSR
- 1984 - Los Angeles, USA
- 1988 - Seoul, South Korea
- 1992 - Barcelona, Spain
- 1996 - Atlanta, USA
- 2000 - Sydney, Australia
- 2004 - Athens, Greece
- 2008 - Beijing, China
- 2012 - London, UK
- 2016 - Rio de Janeiro, Brazil
- 2020 - Tokyo, Japan (scheduled)

The Winter Olympic Games began in 1924, and until 1992 were held in the same year as the Summer Olympics. From 1994, the Winter Olympics began to be held two years before the subsequent Summer Olympics. The cities that have hosted the Winter Olympic Games have been:

- 1924 - Chamonix, France
- 1928 - St Moritz, Switzerland
- 1932 - Lake Placid, USA
- 1936 - Garmisch-Partenkirchen, Germany

- 1940 - Sapporo, Japan (cancelled due to war)
- 1944 - Cortina d'Ampezzo, Italy (cancelled)
- 1948 - St Moritz, Switzerland
- 1952 - Oslo, Norway
- 1956 - Cortina d'Ampezzo, Italy
- 1960 - Squaw Valley, USA
- 1964 - Innsbruck, Austria
- 1968 - Grenoble, France
- 1972 - Sapporo, Japan
- 1976 - Innsbruck, Austria
- 1980 - Lake Placid, USA
- 1984 - Sarajevo, Yugoslavia
- 1988 - Calgary, Canada
- 1992 - Albertville, France
- 1994 - Lillehammer, Norway
- 1998 - Nagano, Japan
- 2002 - Salt Lake City, USA
- 2006 - Turin, Italy
- 2010 - Vancouver, Canada
- 2014 - Sochi, Russia
- 2018 - Pyeongchang, South Korea (scheduled)
- 2022 - Beijing, China (scheduled)



3.58 A medals presentation ceremony at the Beijing Olympic Games.

The Olympic Games raise several interesting **geographical questions**, such as:

- which countries and parts of the world are the most successful in winning medals at the Olympic Games?
- do the more affluent countries win more medals than poorer countries?
- do countries with larger populations win more medals?

QUESTION BANK 3D

1. For the Summer and the Winter Olympics (separately) classify each host city by its continent, and then tally the number of times the Olympics have been held in (a) Europe, (b) Asia, (c) Australia, (d) North America and (e) South America.
2. From your answer to the previous question, comment on the relationship between economic wealth and hosting the Olympic Games.

Medal tallies at the Olympics

Although the IOC discourages the ranking of countries by **medal tallies**, newspapers and television stations around the world calculate and release daily counts of the numbers of medals won by each country, especially when the home country has been successful.

Table 3.6
Top 10 gold medal winning nations, Summer Olympic Games, 1980 to 2016

	Moscow 1980	Los Angeles 1984	Seoul 1988	Barcelona 1992	Atlanta 1996	Sydney 2000	Athens 2004	Beijing 2008	London 2012	Rio de Janeiro 2016
1st	USSR	United States	USSR	Russia	United States	United States	United States	China	United States	United States
2nd	East Germany	Romania	East Germany	United States	Germany	Russia	China	United States	China	Great Britain
3rd	Bulgaria	West Germany	United States	Germany	Russia	China	Russia	Russia	Great Britain	China
4th	Cuba	China	West Germany	China	China	Australia	Australia	Great Britain	Russia	Russia
5th	Italy	Italy	South Korea	Cuba	Australia	Germany	Japan	Germany	South Korea	Germany
6th	Hungary	Canada	Bulgaria	Hungary	France	France	Germany	Australia	Germany	Japan
7th	Romania	Japan	Hungary	South Korea	Italy	Italy	France	South Korea	France	France
8th	France	New Zealand	Romania	Spain	South Korea	Netherlands	Italy	Japan	Italy	South Korea
9th	Great Britain	Yugoslavia	China	France	Cuba	Cuba	South Korea	Italy	Hungary	Italy
10th	Poland	South Korea	Great Britain	Australia	Ukraine	Great Britain	Great Britain	France	Australia	Australia

The competition between countries as a matter of **national pride** began in the 1950s as superpower rivalries between the capitalist USA and the communist USSR intensified. During this period, sporting prowess was seen as a way to promote political ideology, and vast **resources** were pumped into developing sports facilities and training athletes. The **rivalry** between countries continues today, though more as a result of media hype than political ideology.

Comparing the medal tallies of countries can be misleading unless certain factors are taken into consideration. Table 3.6 shows the **gold medal tallies** of the top ten countries in the Summer Olympic Games since 1980. In raw figures, the most successful country in the 2016 Olympic Games in Rio de Janeiro was the United States, which won 46 gold medals and 121 medals in total, followed by Great Britain with 27 gold medals and China with 26. It seems clear from these raw statistics that countries with **large populations** have a **better chance** of doing well. That is because there is a greater chance that, all things being equal, a larger population will produce more elite athletes.

There are, however, **exceptions** to this general trend. In the Rio de Janeiro Olympics, **Australia** was ranked 10th, winning 8 gold medals (and 29 medals in total) from a population of 23 million people, whereas **India** with 1,320 million people ranked 67th, behind countries such as Kosovo, Tajikistan and Fiji. India won no gold medals and achieved a total tally of two medals. This suggests that wealth and the level of **economic development** may also play a role in sporting success.

Three factors contribute to India's consistent **lack of success** in Olympic Games competitions:

- India is an **economically poor country**. Although the economy is growing, the **priority** in government spending is **education** rather than sport. Indeed, there is so little government support for sport in India that its athletes must pay their own way to compete in the Olympics.
- **Cricket** is so popular in India that most of the best athletes play it. However, cricket is not an Olympic sport.
- With the exception of cricket, Indian **culture** places very little value on sport, so even good athletes face pressure from their families to give up their sport and concentrate on school studies.



3.59 Pak Hyon Suk from North Korea won the gold medal in women's weightlifting at the Beijing Olympic Games in 2008. When Olympic medal tallies are adjusted for national wealth (measured by GDP per capita on a PPP basis), North Korea consistently ranks in the top few positions.

In some countries, sport is seen as an important factor in **national identity**. For example, Australians are often seen by outsiders as being obsessed with sports, and they like to present themselves to the rest of the world in this way. This can lead to a **culture** that values sport and competition, which in turn is likely to lead to more resources being diverted into sports and training.

Different sports tend to dominate in different countries, often for **cultural** or **historical** reasons. Thus, swimming and basketball are associated with the United States, table tennis and badminton with China, rowing and sailing with Great Britain, marathon running with Kenya and Ethiopia, and gymnastics with countries in Eastern Europe.

Climate is also a factor in influencing success in sporting competitions such as the Olympics. Countries with cold climates tend to dominate the sports in the Winter Olympics, such as skiing, whereas these countries are seldom very successful in the Summer Olympics. The success of countries such as Australia and the United States in swimming can be partly explained by the warmer climates of these countries.

Table 3.7 and figures 3.63 and 3.64 show the relationship between total medal tallies at the 2016 Olympic Games and two other factors, **wealth** (as measured by GDP per capita on a PPP [purchasing power parity] basis) and **population size**. On a per person basis, Grenada was the most successful country, winning one medal from a population of just 109,000 people. When wealth is considered,

Table 3.7 Top 10 medal winning nations by population and GDP per capita, Rio de Janeiro Summer Olympic Games, 2016

	Country	Total Medals	Population (millions)	Medals per million people	Country	Total medals	GDP (PPP) per capita (\$US)	Medals per US\$10,000 GDP (PPP) per capita
1st	Grenada	1	0.1	9.36	China	70	14,100	40.73
2nd	Bahamas	2	0.4	5.15	North Korea	7	1,500	38.89
3rd	Jamaica	11	2.8	4.04	Ethiopia	8	1,800	30.76
4th	New Zealand	18	4.6	3.92	Kenya	13	3,200	25.95
5th	Denmark	15	5.7	2.64	United States	121	55,800	17.01
6th	Croatia	10	4.3	2.37	Uzbekistan	13	6,100	13.34
7th	Slovenia	4	2.1	1.94	Great Britain	67	41,200	13.31
8th	Georgia	7	4.3	1.90	Japan	41	38,100	9.65
9th	Azerbaijan	18	9.6	1.87	Brazil	19	15,600	9.11
10th	Hungary	15	9.9	1.52	France	42	41,200	8.06

China was the most successful country, winning 58% of the medal tally of the United States, but achieving this with a GDP per capita that was 25% of that in the United States. The second most successful country when wealth is considered was North Korea, which won 6% of the United States' medal tally with a GDP per capita that was just 3% of that in the US.

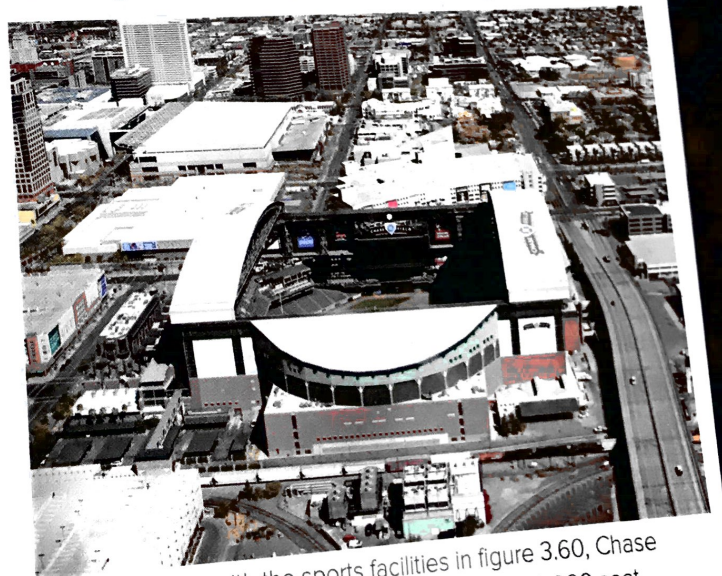
Because many sports require **expensive facilities** such as stadiums, velodromes and swimming pools, poorer countries that excel in sports tend to achieve in sports that do not require such facilities,

such as **long-distance running** (which is dominated by Ethiopia and Kenya) or **weight lifting** (where the North Koreans do very well). On the other hand, sports that require **expensive resources** like cycling, rowing, canoeing and yachting tend to be dominated by richer countries in Western Europe.

However, there are exceptions to this general pattern. For example, at the Olympic Games in 2008, 2012 and 2016, Luxembourg, which has one of the world's highest GDP per capita figures, failed to win a single medal of any type.

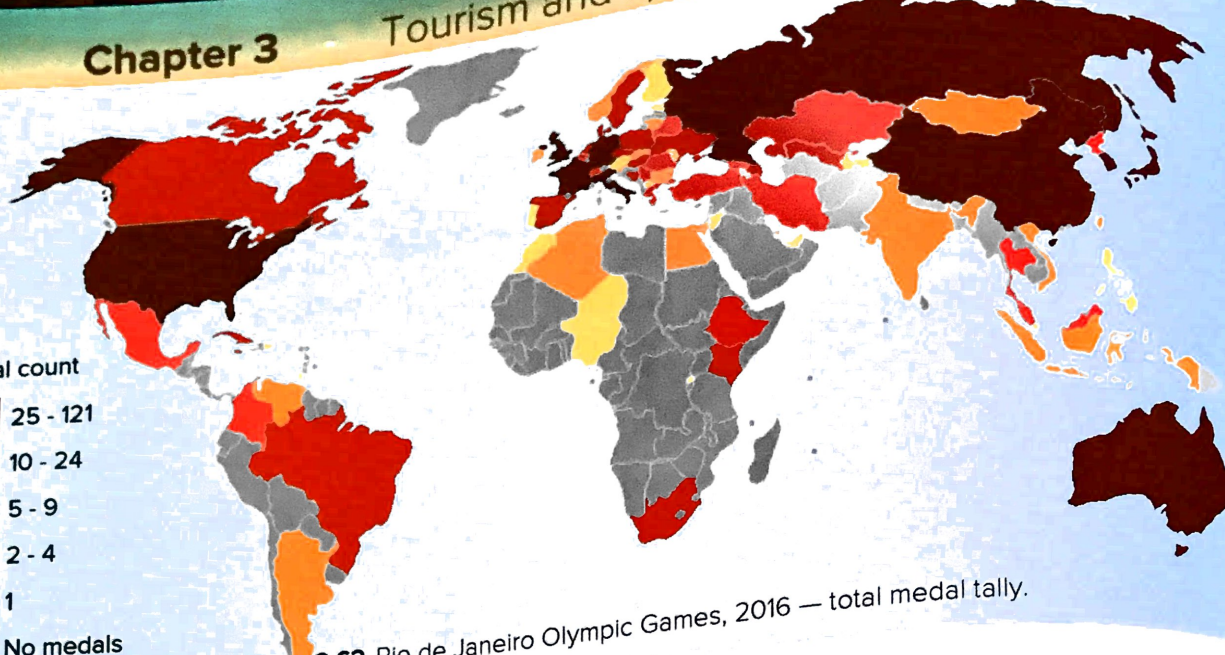
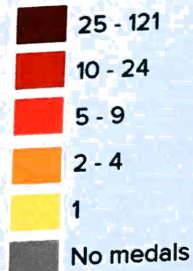


3.60 The contrast between money spent on sports infrastructure in poor and rich countries can be seen when we compare these two photos. In this view, young men play soccer on an improvised field in front of the Grand Mosque in the centre of Niamey, capital city of Niger.



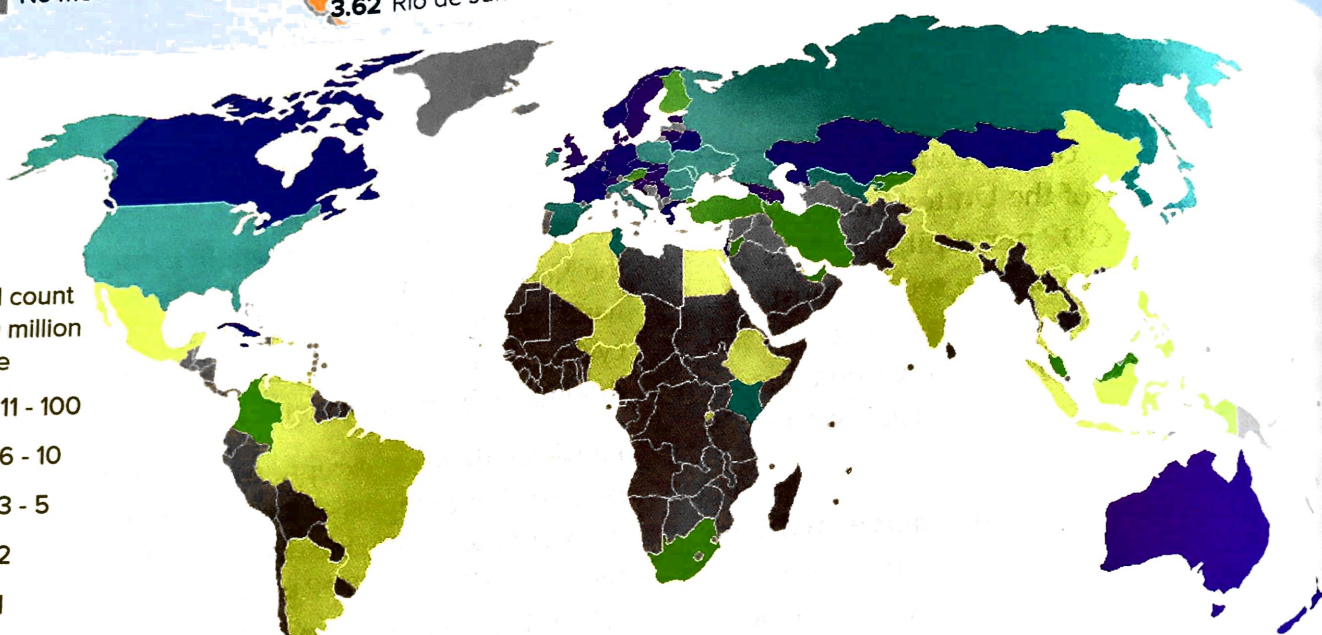
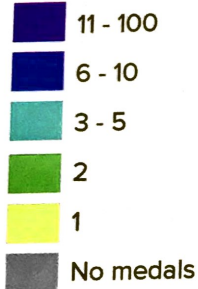
3.61 In contrast with the sports facilities in figure 3.60, Chase Field in downtown Phoenix, Arizona (USA) is a 50,000 seat stadium with a retractable roof over a natural grass playing surface that is used for Major League Baseball. When the roof is closed, the stadium is cooled by air conditioning. The stadium is served by two light rail stations

Medal count



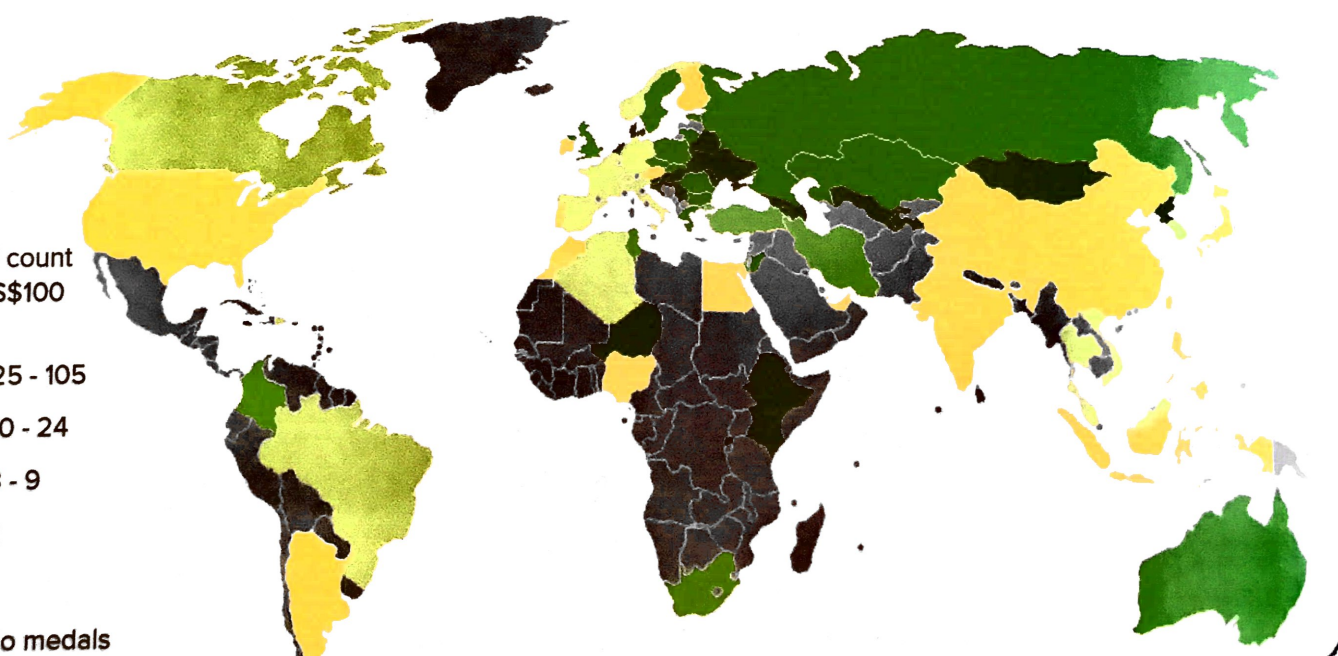
3.62 Rio de Janeiro Olympic Games, 2016 — total medal tally.

Medal count per 10 million people



3.63 Rio de Janeiro Olympic Games, 2016 — medal count compared with population size

Medal count per US\$100 billion



3.64 Rio de Janeiro Olympic Games, 2016 — medal count compared with size of the economy

QUESTION BANK 3E

- Outline the factors that influence participation and success in international sporting events such as the Olympic Games.
- Using the information in tables 3.6 and 3.7, and figures 3.62 to 3.64, which three nations do you think were the most successful at the Olympic Games held in Rio de Janeiro in 2016? Give reasons to explain your answer.

Geographic costs and benefits of hosting the Olympic Games

From a financial viewpoint, holding the Olympic Games can be a mixed blessing for the host cities. The costs can be huge, but so can the benefits. Table 3.8 illustrates the cost of hosting the Olympic Games over a 60 year period, showing both the escalating costs and the strong likelihood of making a financial loss.

The most **expensive** Olympic Games to date were the 2008 Olympic Games in Beijing, the cost of which was US\$45 billion, spent over a period of about seven years. This sum included US\$3 billion to upgrade Beijing Airport, and US\$500 million to build one single building, the 'Bird's Nest' Stadium. The figure of US\$45 billion was a comparatively small price, however, considering the Games were estimated to have added US\$4 trillion to China's Gross Domestic Product in 2008 alone, something that does not show in the official profit-and-loss statistics.

In recent decades, larger numbers of cities have become more enthusiastic about **bidding** for the Games in the expectation of boosting income from



Beijing National Aquatics Center for the 2008 Olympic

Table 3.8

The cost of hosting the summer Olympic Games, 1956 to 2016

Summer Olympic Games	US dollars (billions)	
	Total costs	Profit (+) or Loss (-)
1956 Melbourne	0.009	-0.001
1960 Rome		
1964 Tokyo	0.072	
1968 Mexico City	0.176	
1972 Munich	0.603	
1976 Montreal	1.091	-0.766
1980 Moscow	1.350	-1.190
1984 Los Angeles	0.413	+0.250
1988 Seoul	4.000	-0.300
1992 Barcelona	9.300	+0.010
1996 Atlanta	3.600	+0.010
2000 Sydney	6.901	-1.850
2004 Athens	16.000	-14.500
2008 Beijing	45.000	-0.854
2012 London	18.000	-3.400
2016 Rio de Janeiro	20.000	-4.150

Source: Various. Note that figures for older Olympics are imprecise because of fluctuating exchange rates and rates of inflation since the event. Figures for the Rio de Janeiro Olympics are estimates based on conflicting official statistics.

tourism and raising the city's (and the nation's) profile internationally. On the other hand, some cities have reported huge losses as the income earned has fallen short of the expenditure required to host the event.

Before the Barcelona Olympics in 1992, the number of cities bidding to host the Olympic Games was generally quite low. From 1960 to 1984, the **small number of bidding cities** was due to a widespread feeling that the Olympics were becoming too large and too expensive, as well as presenting significant problems of political interference and terrorism. **Terrorism** at Olympic Games was highlighted by the attack on Israeli athletes at the 1972 Games in Munich, while superpower rivalries affected performance and participation at the Olympics in

1956 (Melbourne), Moscow (1980, which was boycotted by the United States and some of its allies) and Los Angeles (1984, which was boycotted by the USSR and several supportive countries).



3.66 The facilities built for the 1980 Olympic Games in Moscow, Russia, are still used for international sports events, such as the IAAF (International Association of Athletics Federations) World Championship promoted in the banners.

However, the **commercial success** of the Los Angeles Olympic Games in 1984, which made a profit, made hosting the Games seem more attractive, as did the significant **urban renewal** that occurred in Barcelona as a result of the 1992 Games. As a result, the process of bidding for Olympic Games has taken on a much larger scale involving publicity teams, advertising and lobbying.



3.67 To assist with marketing and publicity, cities bidding to host the Olympic Games prepare logos to promote a strong visual identity. The logos shown here were for the four finalist cities bidding to host the 2024 Summer Olympic Games.

As we saw earlier in this section, the cities that have hosted the Olympic Games have been heavily concentrated in Europe, and to a lesser degree, in North America and Asia. The Olympics have never been held in Africa, nor in West/Central/South/South-east Asia, and they have only been held once in South America. The **distribution** of Olympic

Table 3.9
Bidding cities for the summer Olympic Games, 1992 to 2024

	Successful Bidding City	Runner-up Bidding Cities (in descending order of success; runner-up in bold)	Other Bidding Cities (in alphabetical order)
2024 Olympics	Not announced at time of publication	Candidate cities: Budapest Los Angeles Madrid Paris Rome	Berlin Boston Hamburg Washington
2020 Olympics	Tokyo	Istanbul Madrid	Baku Doha
2016 Olympics	Rio de Janeiro	Madrid Tokyo Chicago	Baku Doha Prague
2012 Olympics	London	Paris Madrid New York Moscow	Havana Istanbul Leipzig Rio de Janeiro
2008 Olympics	Beijing	Toronto Paris Istanbul Osaka	Bangkok Cairo Havana Kuala Lumpur Seville
2004 Olympics	Athens	Rome Cape Town Stockholm Buenos Aires	Istanbul Lille Rio de Janeiro San Juan Seville St Petersburg
2000 Olympics	Sydney	Beijing Manchester Berlin Istanbul	Brasilia Milan Tashken
1996 Olympics	Atlanta	Athens Toronto Melbourne Manchester Belgrade	
1992 Olympics	Barcelona	Paris Brisbane Belgrade Birmingham Amsterdam	

host cities is a mirror of levels of **economic wealth** as well as the traditional origin of athletics within Europe.

The pattern of cities selected to host the Olympic Games generally reflects the pattern of **offers** received by the IOC. In recent decades, most bids have come from cities in Europe and North America (table 3.9). Although bids have been received from a few cities in Africa and South

America, they have very seldom offered the large-scale input of resources and facilities promised by cities in wealthier countries. This helps to explain why most Olympic Games have been held in cities in richer countries.

When cities wish to **bid** to host the Olympic Games, they submit their initial applications to the IOC nine years before the games are scheduled. Thus, cities wishing to bid for the 2024 Summer Olympics had to submit their initial applications by September 2015. From these initial bids, a **short-list** of four candidate cities was devised by June 2016, the **finalist** cities being Budapest, Los Angeles, Paris and Rome. Four other cities, Berlin, Boston, Hamburg and Washington DC, were **eliminated**.

This **process** was similar to that followed for many years to select the host city. The **factors** that influence the final decision of the host city are complex and not always transparent. For example, because the IOC makes a large profit from selling the **television and media rights** of the Games, it is understood that one important criterion for selecting a city is that the timing of events can be synchronised with peak viewing times in North America, where the highest media fees are paid. When the Games are scheduled outside North America, then individual events that are likely to feature North American finalists are often scheduled at unusual times of the day. It is thought that a considerable amount of **lobbying** precedes the final announcement of a host city.

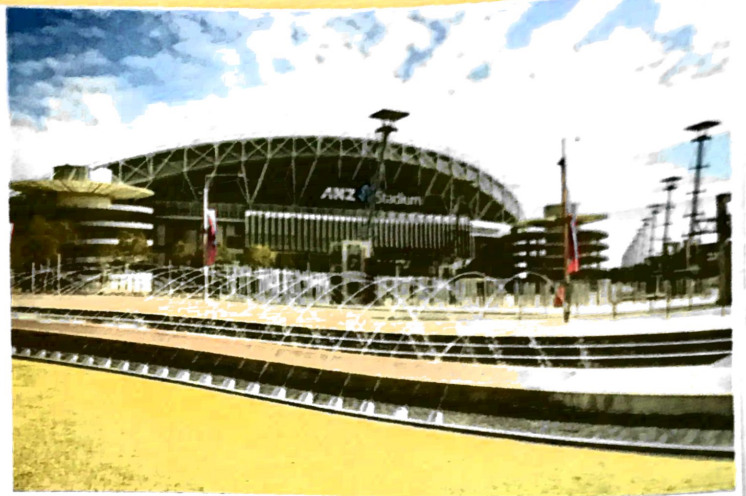
The **impact** of the Summer Olympic Games on host cities needs to be seen in **historical context**. There have been **four phases** of infrastructure that have impacted cities hosting the Olympic Games:

Phase 1, 1896 to 1904: The Games were small in scale, poorly organised and did not necessarily require the building of any new facilities.

Phase 2, 1908 to 1932: The Games were still small in scale, but were better organised and involved the construction of purpose-built sports facilities.

Phase 3, 1936 to 1956: The Games became large in scale, well organised, and involved the construction of purpose-built sports facilities that made an impact on the surrounding urban infrastructure.

Phase 4, 1960 to the present: The Games are very large in scale, well organised and involved the



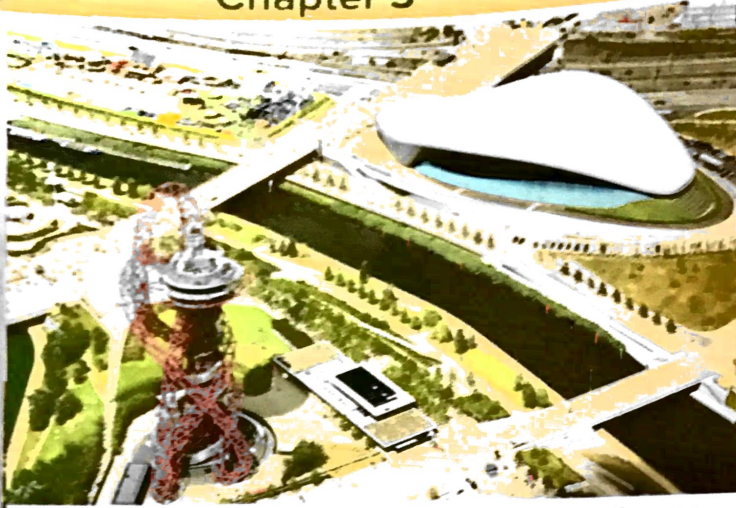
3.68 Following the Sydney Olympic Games in 2000, the sports venues built for the events have continued to be intensively used for recreational and professional sports.



3.69 The residential suburb of Newington (foreground) overlooks the Sydney Olympic Games site (background). Newington was built as the athletes' village for the Olympic Games in 2000 using principles of sustainable architecture and energy conservation. The suburb is now seen as a highly desirable area to live. The memorial visible in the park features all the names of the Australian athletes who participated in the Olympic Games and Paralympic Games in Sydney in 2000.

construction of purpose-built sports facilities with significant impact on the urban infrastructure of the host city.

During Phase 1, the Olympic Games were held in conjunction to World Exhibitions or Expos, and therefore they were really supplements (or side-shows) to the main event, thus lacking much genuine international interest or urban impact. Today (Phase 4), hosting the Olympic Games usually brings significant new urban development, including upgrading of urban infrastructure — usually a high priority for government funding.



3.70 Following the 2012 Olympic Games in London, the area was landscaped and developed into a recreational area known as the Queen Elizabeth Olympic Park. It is used extensively for recreation and sporting matches.

If it is well maintained, the **infrastructure** built for the Olympics provides an ongoing resource for the host city, which generally leads to an improvement in the quality of life for the residents. The Olympic Games held in Sydney (2000), Beijing (2008) and London (2012) were regarded as having the widespread **approval** and support of the local population. However, this has not always been the case in other cities, where a common reaction to the Olympics has been **open hostility**. Some people have argued that the money spent on sports facilities and urban infrastructure diverts finance away from the less visible needs of the local population, and such arguments were often heard in Atlanta, Barcelona, Athens and Rio de Janeiro. In some cities, organised **anti-Olympic groups** were formed to oppose the bids by their home cities.



3.71 An oblique aerial view of the site of the 2000 Olympic Games in Sydney. The facilities were built on a reclaimed swamp where toxic industrial wastes had been dumped in earlier decades. Newington is the suburb with dark-roofed housing in the left foreground of the photo.

One response by Olympic host cities to criticism has been to raise the significance of **environmental sustainability** in the planning for the Games. This trend began with the Sydney Olympics in 2000, when ambitious promises were made that the city would host 'the Green Games', with a special emphasis on energy and water conservation, waste minimisation, recycling of water, use of public transport, the improvement of air, water and soil quality and the protection of significant cultural and physical environments. Part of the motive to highlight environmental sustainability arose because the site of the Sydney Olympics was an area of reclaimed swampland called Homebush Bay where toxic industrial wastes had been dumped in earlier decades.

Although the **economic benefits** of hosting the Olympic Games are often debated and are perhaps difficult to quantify precisely, some commonly accepted factors include:

- **tourism** is boosted, both by people coming to attend the Games, and because of the wider international media **publicity** that the Olympics brings to the host city and the nation;
- the inflow of visitors raises **incomes**, and the impact of these higher incomes infuses many facets of the economy through the **multiplier effect** (which means the same money is spent several times as it passes through the economy);
- the construction of new sporting facilities and other **infrastructure** creates **employment**, and some types of development such as roads, buses, housing, airports and new hotels provide a basis for ongoing efficiency in the economy; and
- the **demand for labour** increases in response to the extra services needed to support the Olympic Games, although if poorly managed, the employment created by the Games can evaporate as soon as the events have finished.

Non-financial benefits of hosting the Olympics are more difficult to measure, and these generally fit into the category of **social benefits**. These include:

- **national pride** across the entire country invariably increases with the greater international focus on the host city, which usually tries to present itself in as positive a way as possible;

- a related factor is the sense of **goodwill** generated by hosting the Olympics, which can serve a nation's **foreign policy** goals and make **diplomacy** easier and more effective;
- hosting the Olympics usually increases **awareness of sports** throughout the host country, leaving an ongoing legacy of improved **fitness** and **involvement** in sporting activities;
- since 2000, Olympic Games have relied heavily on **voluntary labour**, which helps strengthen the **sense of community** among the population;
- much of the extra employment generated by hosting the Games is in the building and construction industries; these jobs are typically taken by unskilled or semi-skilled unemployed workers, and this leads to the **empowerment of low income residents** of the host country; and



3.72 An example of the Olympic Games being used for urban renewal is the former Athletes' Village built for the Sydney Olympic Games in 2000. It is now a residential suburb of Sydney called Newington.



3.73 The commercial and retail centre of Newington, Sydney, Australia.

- hosting the games usually leads to large-scale **urban renewal** as Games venues and athletes' villages tend to be built on disused or run-down areas of land.

QUESTION BANK 3F

1. What motivates a city to bid for the Olympic Games?
2. With reference to table 3.9, which types of cities tend to be most successful when bidding for the Olympic Games? Explain why this is so.
3. Outline the economic, social/cultural, political and environmental costs and benefits of hosting the Olympic Games.

The Football World Cup

The political, economic and cultural factors that affect the hosting of the Olympic Games apply to a greater or lesser extent to all major international sporting events. This can be illustrated with reference to the **FIFA World Cup**, which is the peak international competition in men's soccer (football).

The World Cup is governed by the Fédération Internationale de Football Association (FIFA), based in Zürich, Switzerland. The competition is international, with 209 teams eligible to enter for qualification. Of this number, 32 teams qualify for the finals, which are held every four years. Since the first World Cup in 1930, the finals have been hosted in various countries as shown in figure 3.74 and table 3.10.

Although the FIFA World Cup draws global participation, the number of countries **hosting** the finals is fairly limited, with a heavy bias towards hosting matches in **Europe and Latin America** (which comprises South America and Central America). The number of **winning nations** is even smaller; just eight countries have won World Cup finals, five of which were from Europe and three from South America.

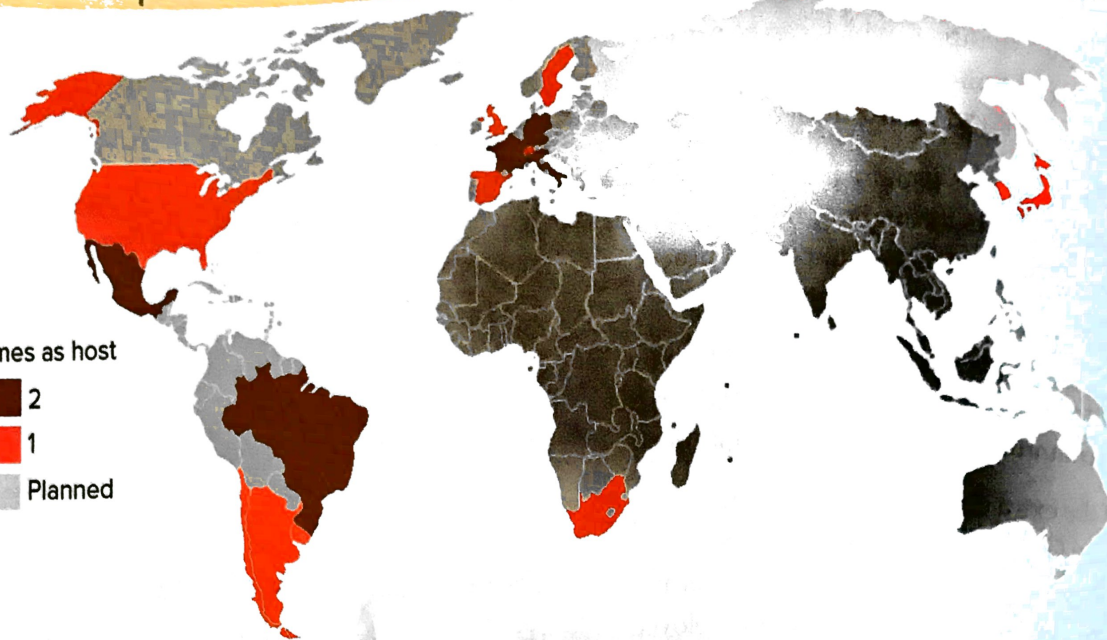
Spectators are spread more globally, and it is believed that the World Cup is the most widely viewed sporting competition in the world. Official statistics showed that 3.2 billion people watched the 2014 World Cup matches on television, online or on mobile devices as well as attending matches, with more than one billion viewing the final. At the time, world population was about seven billion people.

Times as host

2

1

Planned



3.74 FIFA World Cup final host countries, 1930 to 2022. Japan and South Korea were co-hosts.

Table 3.10

Hosts of the FIFA World Cup finals, 1930 to 2022

Year	Host nation	Winner
1930	Uruguay	Uruguay
1934	Italy	Italy
1938	France	Italy
1942	<i>Cancelled due to World War II</i>	
1946	<i>Cancelled due to World War II</i>	
1950	Brazil	Uruguay
1954	Switzerland	West Germany
1958	Sweden	Brazil
1962	Chile	Brazil
1966	England (UK)	England (UK)
1970	Mexico	Brazil
1974	West Germany	West Germany
1978	Argentina	Argentina
1982	Spain	Italy
1986	Mexico	Argentina
1990	Italy	West Germany
1994	United States	Brazil
1998	France	France
2002	South Korea & Japan	Brazil
2006	Germany	Italy
2010	South Africa	Spain
2014	Brazil	Germany
2018	<i>Russia (scheduled)</i>	
2022	<i>Qatar (scheduled)</i>	

The large audience size provides a significant **financial incentive** to host the World Cup finals, although like the Olympics, significant economic **costs** are involved, especially in providing the necessary **infrastructure**. Unlike the Olympic Games, FIFA World Cup finals are hosted by a country rather than a city, so facilities are usually built in several cities and towns.

In the case of Brazil, which hosted the World Cup in 2014, twelve venues were used in twelve different cities. Seven of the venues were new constructions (Brasilia, São Paulo, Salvador, Recife, Cuiabá, Manaus and Natal), and five were renovations of existing venues (Rio de Janeiro, Fortaleza, Belo Horizonte, Porto Alegre and Curitiba). The **financial pressures** of hosting the World Cup were somewhat intense for Brazil as the country was also preparing to host the Olympic Games in Rio de Janeiro two years later in 2016.

QUESTION BANK 3G

1. In what ways might the motivation to host the FIFA World Cup differ from the motivation to host the Olympic Games?
2. With reference to table 3.10 and figure 3.74, what are the characteristics of countries that have been most successful in (a) bidding for the FIFA World Cup, and (b) winning the FIFA World Cup? Suggest reasons **why** this might be so.
3. In what ways might the economic, social/cultural, political and environmental costs and benefits of hosting the FIFA World Cup differ from hosting the Olympic Games?