

London Olympic Games 2012



Background

- London is the capital of the England
- Population(2012) : 54.01 million people
- GDP Per Capita (2012): \$41,538.31
- Land Area: 1572.12
- Ethnic groups:
 - White: 59.8%
 - Black: 13.3%
 - Mixed: 5%
 - Asian:18.4%
 - Others: 3.4%

Social Impacts

Positive:

- Unites the country and gives a sense of pride. Gives a boost to sports facilities and other facilities.
- Encourages diversity and embracing multiculturalism.
- New sporting facilities available in the area.

Negative:

- Increase of security (due to the international television coverage they are now prime terrorist targets).
- If the event doesn't do well, the host country's image suffers.
- Clear of housing (government can compulsory purchase land)



Demographics

- 10,568 athletes (5,892 male / 4,676 female)
- Attracted around 500,000 foreign tourists
- 23 members of the LGBT community participated in the games
- The areas now has diversified with many ethnic groups living there:

25% white

40% asian (Chinese ,Indian, Bangladeshi)

30% black

Political Effects

- Gave the UK the power to showcase its stability and responsibilities
- Politicians try to inflate the economic activity caused by the games to justify their decision (it is impossible to actually know these figures as economic activity could easily be cause by other factors.
- A large regional imbalance was caused by the games, but politicians try to downplay this
- Iran threatened to boycott the games in

Economic Impacts

Positive:

- Uk government gained a 9.9bn.
- The GDP is continuing to grow because of the event.
- Helped to increase the unemployment levels (temporary jobs mainly)
- Large number of tourists helped lift the British Economy.
- Lots of volunteering and aid
- Transport links became a lot better

Negative:

- Net tourism could be down, as individuals in the UK are feared of high costs and of being ripped off.
- Uk not gaining as much money because people are there to only watch the games and not necessarily spend money anywhere else. (tower bridge, west end shops etc.)
- The infrastructure was very expensive to build especially because they needed to Match the requirements of the International Olympic Committee and in order to impress the public.
- Not a lot of long term Jobs