OLYMPIC TOURISM AND OLYMPIC LEGACY FROM A SOCIO-CULTURAL PERSPECTIVE

Abstract - In the recent years, we observe a growing popularity of sport tourism which includes travelling to practice sports outside one's living area, participating in sports events as well as visiting sports related attractions such as sports museums or famous stadiums. Participation in major sports events, including the Olympic Games, has grown in popularity among the tourists, affecting the development of sport tourism. Olympic museums also become a major tourist attraction. Presently, many countries in the world compete to organize the Olympic event as it is widely believed that such enterprises result in an economic gain for tourist destinations and improve the attractiveness of regions as potential tourist destinations. Towns and countries more often choose sports events as a means of advertisement, to make an impression in the global media and to improve their global image. Organizing the Olympic Games brings about many social and cultural benefits as well, among others it enables multicultural communication and facilitates social integration. However, the majority of studies on sport tourism focus on the marketing and economic benefits of the major sporting events. The social and cultural impact still constitutes the minority of all the research on the subject matter, whereas it needs to be pointed out that similarly to the economic results, social and cultural impact is not solely positive. Presently, a number of negative effects of organizing major sporting events can be observed, this includes the economy, social and cultural influence as well as ecology – the reason for the above being the failure to apply the principles of sustainable development by the event organizers. The aim of the present study is to perform a theoretical analysis of possible benefits and losses resulting from hosting a sporting event in the social and cultural perspective.

Key-words: Sport tourism; Sport event tourism; Olympic tourism.

TURISMO OLÍMPICO E LEGADO OLÍMPICO DE UMA PERSPECTIVA SOCIOCULTURAL

Resumo - Nos últimos anos, observamos uma crescente popularidade do turismo esportivo, que inclui viajar para praticar esportes, participar de eventos esportivos, além de visitar atrações relacionadas ao esporte, como museus esportivos ou estádios famosos. A participação em grandes eventos esportivos, incluindo os Jogos Olímpicos, cresceu em popularidade entre os turistas, afetando o desenvolvimento do turismo esportivo. Os museus olímpicos também se tornam uma atração turística importante. Atualmente, muitos países do mundo competem para organizar o evento olímpico, pois acredita-se em um ganho econômico e melhoram a atratividade das regiões como possíveis destinos turísticos. As cidades e os países, com mais frequência, escolhem os eventos esportivos como um meio de propaganda, para impressionar a mídia e melhorar sua imagem global. Organizar os Jogos Olímpicos traz muitos benefícios sociais e culturais, entre outros, permite a comunicação multicultural e facilita a integração social. No entanto, a maioria dos estudos sobre turismo esportivo enfoca os benefícios econômicos e de marketing. O impacto social e cultural ainda constitui a minoria de toda a pesquisa sobre o assunto, e é preciso ressaltar que, de forma semelhante ao resultado econômico, o impacto social e cultural não é apenas positivo. Atualmente, pode-se observar uma série de efeitos negativos da organização de grandes eventos esportivos, incluindo a economia, a influência social e cultural, bem como a ecologia – pelo fato de não ter aplicado os princípios do desenvolvimento sustentável pelos organizadores do evento. O objetivo do presente estudo é realizar uma análise teórica de possíveis benefícios e perdas resultantes da realização de um evento esportivo na perspectiva social e cultural.

Palavras-chave: Turismo esportivo; Evento esportivo; Turismo olímpico.

TURISMO OLÍMPICO Y LEGADO OLÍMPICO DE UNA PERSPECTIVA SOCIOCULTURAL

Resumen - En los últimos años, observamos una creciente popularidad del turismo deportivo, que incluye viajar para practicar deportes, participar en eventos deportivos, además de visitar atracciones relacionadas al deporte, como museos deportivos o estadios famosos. La participación en grandes eventos deportivos, incluidos los Juegos Olímpicos, ha crecido en popularidad entre los turistas, afectando el desarrollo del turismo deportivo. Los museos olímpicos también se convierten en una atracción turística importante. Actualmente, muchos países del mundo compiten para organizar el evento olímpico, pues se cree en un desarrollo económico y mejoran el atractivo de las regiones como posibles destinos turísticos. Las ciudades y los países, con más frecuencia, eligen los eventos deportivos como un medio de propaganda, para impresionar a los medios y mejorar su imagen global. Organizar los Juegos Olímpicos trae muchos beneficios sociales y culturales, entre otros, permite la comunicación multicultural y facilita la integración social. Sin embargo, la mayoría de los estudios sobre turismo deportivo se centran en los beneficios económicos y de marketing. El impacto social y cultural sigue siendo la minoría de toda la investigación sobre el tema, y hay que resaltar que, de forma semejante al resultado económico, el impacto social y cultural no es sólo positivo. Actualmente, se puede observar una serie de efectos negativos de la organización de grandes eventos deportivos, incluyendo la economía, la influencia social y cultural, así como la ecología, por el hecho de no haber aplicado los principios del desarrollo sostenible por los organizadores del evento. El objetivo del presente estudio es realizar un análisis teórico de posibles beneficios y pérdidas resultantes de la realización de un evento deportivo en la perspectiva social y cultural.

Palabras clave: Turismo deportivo; Evento deportivo; Turismo olímpico.

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„One cannot have big sport events without big tourism”

Introduction

Sport tourism stands for travelling away from one's place of residence in order to engage in sports-related activities for recreation or competition, travelling to spectate popular and elite sporting events as well as travelling to visit famous sport attractions, i.e. sport halls, halls of fame, sport parks, sport museums, etc.¹ Despite the fact that sport tourism is a relatively new term, some of the ideas behind it go back to the classical antiquity – people we would now refer to as sport tourists would go to visit the Olympic Games. Modern sport activities have intensified tourists' mobility on almost any continent to reach an unprecedented scale, whereas their popularity gave rise to sport tourism, especially in the context of participation of tourists in major sport events². The World Travel Market Report published during the conference on sport tourism in London in 2011, it was emphasized that major sport events often attract more tourists than beautiful beaches, monuments and unique landscapes, and as many as 80% of cities and regions hosting the largest sport events in the world have noticed that it is not just the athletes but also spectators very often become "regular" tourists. For this reason, sport tourism is one of the fastest developing branches of the tourism industry. Development prognoses for tourism in the next years clearly show an increase in sport-motivated travelers. Sport and tourism became major components of the globally developing entertainment industry, leaving its mark in both the material and media aspect of mass culture. As multi-dimensional social and cultural systems creating a network of interconnections on a local, regional and national plane maintain multilateral relations with almost every aspect of social and economic life and appear to be a driving dynamic for their growth. They appear in almost every cultural circle in the world, building bridges and barriers between cultures, influencing national and international political decisions. Spectacular examples of the above are World Championship events and Olympic Games which become events of cultural, media, economic, ecological, image and political importance, especially when contests between athletes translate into contests between nations. Hence, the growing importance of studies on the development of sport tourism – not only focusing on economic and marketing matters, but also in the context of social sciences, including sport and physical education studies. The present article shows a theoretical analysis of possible positive and negative effects of sport

tourism* in the example of Olympic tourism. Moreover, it demonstrates that sport tourism (including one of its major forms – Olympic tourism) has a lot in common with cultural tourism, that sport is a major component of culture and sports-related travels (both active and passive – not directly related with physical exertion; as a spectator) carry a prominent social and cultural element.

The Phenomenon of Olympic Tourism

First Olympic Games were as much a sporting event as a religious holiday, they took place in Olympia in 776 B.C. and were held every four years. Olympia was the most important center of tourism in classical Greece³. The games were such an important event that wars would be interrupted for their duration, among others, to ensure that the spectators are able to reach the event safely. The Olympic Games were a major holiday to remind all the Greeks about their common cultural background. The event itself lasted for five days, the remaining time allowed the spectators and contestants to travel⁴. The Olympic Games attracted Greeks from all over the country, even from the most remote colonies of the Hellenic world. The usually silent and empty valley of the winding Alpheios was crowded with people. It saw an endless procession of pious Greeks (the festivities in Olympia were intended as a worship to Zeus, the games were but one of its components), but also pilgrims hungry for novelty and entertainment. Add to this an assortment of traders and other travelers who went by land and sea to join the crowded event from which no state or profession would probably be missing. At that time people could, among others, watch magnificent processions or listen to great authors who recited their masterpieces, view priceless works of art and, most of all, to "support" the well known sporting event. Olympic tourists would not want for variety on their holy pilgrimage. Tents were placed on the town outskirts, and some slept under the open sky as there were no hotels back then⁵. People were captivated by the magic of a major spectacle and would behave similarly to today's sport tourists⁶. It is estimated that the Olympic Games attracted as many as 50 000 spectators. This is when budding tourist-oriented services began to appear –

* Similarly to C. Hall, the author of the present article views the social and cultural effects of sport tourism as changes taking place in the value systems of individuals, local communities or entire societies triggered by sport-related travels, changes in behavior of tourist and local populace, their social structures, lifestyle and life quality in: Hall C. Adventure, Sport and Health Tourism. Weiler B, Hall C (eds.). Special Interest Tourism. Londyn: Bellhaven; 1992.

roadmaps were prepared, first resorts were built, etc.⁷. The Olympic Games were held until 393 A.D., when they were abolished by the Roman emperor Theodosius the Great as a pagan rite⁸. The sport tradition was only reinstated as late as the 19th century. Modern summer Olympics are held since 1896 (Athens), and winter Olympics since 1924 (Chamonix). In 1894, a Congress for the Resurrection of the Olympic Games took place in Paris. The General Secretary of the Union of French Athletic Sports Association – baron Pierre de Coubertin announced at that time the rebirth of the ancient idea of Olympics which was still preserved in the society's memory. It was decided that the first modern Olympic Games are to be held by its precursors – in Athens and took place on 5-15th of April. Nearly 250 contestants from 15 countries took part in the event. Among the most important Olympic competitions was the Marathon, which was not included in the earlier regulation. The first modern Olympic event was an uncontested success and from then on such sporting events were held in other cities. The Olympic Games were praised, among others, for the rich program of cultural events, i.e., classical tragedy performances. Today, modern Olympic Games are treated by athletes as the most important contest showing the pinnacle of skill, the golden Olympic medal being the most coveted trophy⁹. The Olympic Games held at the turn of the nineteenth century were nonetheless plagued by poor technical organization. For the first time, a modern stadium, swimming pool and facilities with dressing rooms were built for the participants in Stockholm in 1912. This was the first event in which athletes from five continents took part. Moreover, following in the footsteps of the Greek tradition, art contests were also held as part of the games. Despite massive investment by the event organizers, these Olympic Games were first to actually turn a profit. The trend in the twentieth century was to include a rich educational program with the formula of the Olympic Games (Polski Komitet Olimpijski)[†]. On the other hand, the postmodern period is characterized by a dynamic growth of the number of large events attracting thousands of people from all over the world. This is seen as one of the symptoms of metropolization and globalization, which also applies to the tourism aspect¹⁰. The Olympic Games become a phenomenon permeating all the areas of social life of a nation¹¹. Based on the example of major sporting events, the interrelations between the development of sport and tourism are very pronounced¹². The Olympic

[†] Polish Olympic Games Committee, www.olimpijski.pl

Games remain the largest sport and cultural event in the world¹³. W. Lipoński is a Polish historian and Olympic philosopher, he writes about sport tourism which in his view "aims to take part in sporting events both as a spectator as well as for transporting the contestants to the location", due to the scale of tourist participation in the Olympic Games, in his book "Historia sportu" (History of Sport) he set apart the term "Olympic tourism". In his opinion, the Olympic Charter requires the hosts to provide adequate lodgings, especially for the members of the so called Olympic families, for whom the area of the Olympic facilities parallel to the Olympic village for the contestants is provided¹³. Olympic tourism allows not only to get in touch with the grand sporting events, but also the "grand" culture" – despite the main goal which is to spectate the sporting event and to support the contestants, the Olympic Games also evoke emotions of a cultural nature¹⁴: each Olympic Games begins with a formal opening ceremony and ends with a closing ceremony, which in the recent years has grown to be truly spectacular: these ceremonies join elements of high and popular culture, music, dance, theater, etc, with cultural personalities adding splendor to the event and each event having a cultural or historical leitmotif; during the stay on the Olympic Games, the tourists meet citizens from countries all over the world, contacting different cultures, societies and religions (on the premises of sports facilities, at hotels, restaurants, in public transportation); travelling to the Olympic Games allows to learn about the monuments, culture and other peculiarities of the host country (this being the reason for the Olympic Games to be held at different parts of the globe); since many years the sporting events at the Olympic Games have been accompanied by cultural events with a very broad reach and diversity, which are highly popular with tourists; visiting the Olympics allows the spectator-tourists to have a sense of participation in a historical (cultural) event, he becomes an eyewitness of the whole world standing united (at least for the several days). The Olympic Games remain the most important event of modern civilization – as a sporting event, a social event as well as cultural and economic. They facilitate the unique interactions between the place, the people and physical exertion. Sport is essentially a tourist phenomenon, which makes host countries the most popular tourist destinations during the Olympic Games¹⁵. The host city is then taken over by a boom of tourism: athletes, trainers, sport fans, volunteers, sport activists, doctors, physiotherapists, politicians, cultural personas, celebrities, businessmen, journalists,

photographers, security services etc. from all over the world flock to the location. The hosts usually prepare several years in advance for the event, improving the infrastructure, preparing special visitor packages, making available all the best local attractions as well as training local staff. They hope to show the city, region and nation from the best side to improve their image as a potential tourist destination. At the same time, they care to provide a rich cultural life for the duration of the competition. Sport tourists naturally generate large economic revenue. Such benefits are also to be had from live transmission of the event worldwide, due to the pronounced presence of advertisers in today's sports. However, it is not just the economic benefits that matter, but the fact that the Olympic Games are the point of intercultural communication between people of different cultures, races and continents. It is worth pointing out that when one considers the scale of Olympic tourism, it is intuitively associated with the Olympic Games. However, similar events are held all over the world, which also stimulate tourism and are characterized by large intercultural potential. To name a few as an example¹³: the Pan American Games, the Asian Games, the Pan African Games, the Balkan Games, the Bolivarian Games, the Mediterranean Games, the Indian Ocean Isles Games, the Ethnic Group Games or Traditional Sports Games. In June 2015, in Baku in Azerbaijan, the first continental European Olympic Games were held, exclusively for European athletes. The "World Games" (Non-Olympic Sport Games) are also highly popular, this event focuses on disciplines such as pétanque, bodybuilding, karate, competitive dance, roller skating, climbing, squash, sumo or water skiing. Presently, due to the media orientation of culture, all the major sporting events (including in particular the Olympic Games) take two forms – not just a real event taking place in a specific location and at a specific date, but also a media image which is fluid both in terms of space and time¹⁶. However, despite numerous reports that hosting the games is all benefits to both the organizer and the inhabitants (mostly economic and social), we often hear voices objecting to the Olympics, as the event is not all beneficial as often assumed by the hosts (this mostly applies to environmental matters).

Social and Cultural Effects of Olympic Tourism

The social and cultural effects of Olympic tourism, especially hosting major sporting events, are rarely touched upon in subject literature¹⁷. Modern sporting events attracting tourists is a multifunction social phenomenon, a driving force for action and

emotion passed on to millions of people. These may have a lot in common, for instance, with reinforcing national pride as a result of victory of "our own" team or athlete¹⁸, reinforcing the spirit of community or local identity. Organizing a major sporting event forces collaboration within the region as well between regions. Becoming known with the spectators serves as a positive stimulus for local pride, raising morale, which at the same time stimulates new ideas for making use of the potential of the city/region¹⁹. Physical education is an excellent integrating factor for local communities²⁰. For example – in Germany (Mundial 2006) supporting an own football team was an opportunity to rebuild national pride among Germans. The Lillehammer Olympics (1994) facilitated the integration of the Norwegian nation, at the same time maintaining the opinion about the country as a place with rich tradition for winter sports²¹. Moreover, in Barcelona which hosted the Olympic Games in 1992, the ratio of citizens taking part in physical activity rose from 27% to 41% (additionally, the Olympic Games have promoted the image of Barcelona as a colorful and culturally interesting capital of Catalonia). As a result of mixing the three components: sport, tourism and events we observe a positive phenomenon of urban revival²². For example, in London (Olympic Games 2012) the investment effort in relation with the organization of the event was focused primarily on the poorer and less developed districts, implementing a broad policy of revitalization and support for local communities. However, one needs to keep in mind that "each Olympic Game is different". Such an opinion was expressed by C. Page, Director of Domestic Tourism Institute in Great Britain (who was a prominent figure in the organization of the recent Olympic Games in London). For this reason, one needs to individually approach the question of the possible social and cultural profits and losses from hosting an Olympic event in a country. In C. Page's view, "London still wants to host a major sporting event because they lead to economic profits, improve the city image and increase social capital". To this end, a "Catalog of 70 Golden Sporting Events in Great Britain" was drawn up, including mostly World and European Championships. The aim was to keep the interest of sport tourists in this region of Europe. The promotional campaign "Great Britain is great" was also launched in support of this enterprise. C. Page emphasized that in her mind, an important heritage of the Olympic Games is a large base of volunteers which needs careful management to be kept for the future. According to her, this stands for a very important social capital

[statements from October 2, 2014 during the International Seminar on the "Influence of major sporting events on the development of tourism", held in Warsaw]. Sporting events may also influence culture in the following way: sport tourism can lead to development of cultural tourism. Sports fans may also visit, for example, museums, galleries or take part in cultural events by the way of taking part in the sports event. Moreover, such events are cultural in their own way, especially Olympic Games and European and World Football Championships are multicultural festivals. For instance, France (1998 World Championship) used the Championship to celebrate the multiculturalism of the French nation. The events may be tied to social and cultural traditions which may be developed in the future as elements of tourism. Moreover, it is important that after Olympic Games or another major event is held in a city, it is an opportunity to build sport or Olympic museums, stadiums, halls and alleys of fame, which in the future may become genuine tourist attractions²¹. The cultural potential resulting from hosting an Olympic event is massive. According to the organizers of the Summer Olympics in London, the "Cultural Olympics" organized on this occasion is the largest celebration in the history of modern Olympic and Paralympics movement. On the other hand, a negative social effect associated with the Olympic event is relocation. For instance, the investment projects for the Olympic Games in Beijing saw approximately 1–1,5 mil. citizens relocated. Even if these numbers are an overestimate, any Olympic village facilities intended for the citizens of Beijing will not in the slightest compensate for the lost housing; moreover, there is no guarantee that the housing will be given to those who need them the most. A similar problem was observed earlier – in Seoul in 1988 over 700 thousand persons were relocated or dispossessed. In Barcelona in 1992, the homeless were strictly regulated for the duration of the event. Despite earlier assurances that homes built for the athletes will be given to the less affluent after the Olympics, they were eventually sold on the free market and were mostly bought by richer citizens¹⁸. In 1980m during the Olympic Games in Moscow, the homeless were forced out of the city. The authorities also took care so that children do not "wander off" to the streets. At this point, one needs to emphasize the fact that negative phenomena tend to appear during the organization of major sporting events, this includes, among others, a growing social discontent. An example of this were the less affluent members of the society protesting the hosting of the World

Championship in 2014 in Brazil. The Brazilians began to protest long before the event started and lasted for the duration of the event which served further to damaged the image of the event²³. For the time being, the global approach to such events is optimistic, focusing to find a positive balance of costs and benefits of organizing the sporting mega-events. However, one can expect that with the growing awareness about the actual effects, the number of opponents is expected to increase. In general, one should point out that the processes taking place in the spectators' community as well as the relations with their surroundings are still very poorly researched in the context of mega-events¹⁸. The boundary between loss and benefit in the social and cultural sphere of sport tourism is very blurry²¹. The sport tourism industry is currently growing and it is indubitably something to pay attention to, one should also attempt to organize major sporting events if they are to potentially generate major profits, mostly social and economical. However, each host-country should weight the decision to organize such an event individually, bearing in mind if it is possible to handle the costs and what is the possible scenario for the profit and loss balance for the particular community. What is more, one should learn from others and not just from one's own mistakes. To claim that events bring about major economic benefits is close to truism²⁴. Sporting events improve tourism, tourists spend a lot of money during their stay; indirectly, such events serve to stop unemployment and may serve to improve the image of a tourist destination due to numerous advertisements^{25,26,27,28}. For example – in February 2013, British Statistical Office reported that foreign tourists spent 90,5 billion PLN in Great Britain in 2012 (4% more than in 2011). The number visitors increased due to the Summer Olympics held in London as well as the diamond jubilee of the reign of queen Elizabeth II. The number of foreign visitors also increased to 31 mil. The Olympic Games in Beijing in 2008 are considered to be the most expensive in history, being 3-4 times more expensive than the Olympic Games in Athens¹⁸. Despite the tremendous costs, the Olympics were still held, among others, because of the fact that the final profits amounted to 5 billion USD¹². Moreover, 37 new, cutting edge stadiums were built for the games²⁹. Large sporting events also create new jobs. However, it is most often overlooked that such work is most often temporary. It is very often outsourced to foreign workers due to labor costs. The Olympic Games do not always result in an economic profit – for instance Montreal – Olympic host of 1976 is still paying its debt

from having organized the event. The Los Angeles Olympics in 1984 resulted in a profit, but in this case the early assumption was that private companies are to finance the event in exchange for advertisement³⁰. Another issue is that opportunities to transform sport infrastructure (e.g. Olympic facilities) into tourist attractions are lost. The abandoned facilities in Sarajevo (in 1984, the 14th Winter Olympics were held in Bosnia and Herzegovina) can serve an example. After the event, the facilities have fallen into disuse and today the infrastructure are an attraction to very few tourists, who mostly use it as an interesting location for open-air photography.

Photo: Olympic Village in Sarajevo, Bosnia and Herzegovina

Source: www.turystyka.wp.pl/gid,16415160,img,16415467,kat,1036545,page,3,title,Sarajewo-opuszczony-kompleks-olimpijski,galeria.html

Photo: Olympic swimming pool (Summer Olympics, Berlin 1936). Source: www.pudeleix.pl/tyle-zostalo-po-igrzyskach-z-1936-roku-opuszczona-wioska-olimpiska-40700-g6#galeria

Modern countries looking to host major sporting events often look back at previous host-countries and what benefits they gained from the event. For example, the contestants for the title of the organizer of 24th Winter Olympic Games in 2022 were, among others, Poland (Cracow), Norway (Oslo), Sweden (Stockholm) and Ukraine (Lviv). Ukraine withdrew its candidacy due to present political situation. Norway also resigned, despite the fact that Norwegians are believed to be very big enthusiasts of sports (especially winter sports), they admitted to have more pressing issues, for example healthcare, lower taxes and other social expenses. In a referendum, 70% of Norwegians were against organizing the Winter Olympics in Oslo. A similar opinion was expressed by the citizens of Cracow in a referendum, forcing the president of the capital of the Lesser Poland region to withdraw the candidacy due to low approval rating for such an event (only 30%). W. Lipoński, a Polish expert on Olympism expressed an opinion that it would be beneficial to host the Winter Olympic Games in Poland, on the condition that the event itself is modest, and other, non-economic aspects would take precedence – especially the social and cultural aspects, because in modern times we observe a loss of the classical Olympic ideals [from an interview with the Professor on February 2014]. Stockholm also withdrew from the competition due to the large investment required to prepare the event. The Swedes conceded that they cannot afford, among others, to reconstruct existing ski routes to adapt them to Olympic standards. The above mentioned examples demonstrate that potential organizers tend to carefully weigh the costs and benefits from organizing such an event. Other, non-

economic aspects also become much more prominent. For instance, the Japanese Olympic Committee nominated Tokyo to organize the 32nd Summer Olympic Games in 2020. The Director of the Japanese Tourism Organization – Ichiro Takahashi emphasizes that the main reason for this decision is the ageing of Japanese society, and any infrastructure left after the Olympics or Paralympics will serve the Japanese for many years to come, long after the event. The event would be an important social capital for Japan [I. Takahashi, statement of October 2, 2014 during the International Seminar on "The influence of major sporting events on the development of tourism", taking place in Warsaw]. Sport tourism in Holland and Belgium (due to the European Football Championship in 2000) only influenced the countries' economy in a minor way. It was emphasized that winning the event brought about more benefits than its organization – football fans' enthusiasm bolstered the sales of goods and services (mostly alcohol, however). Portugal – the tournament organizer of 2004 indicated that its major success was improving the international recognition of the country, rather than any economic benefits³⁰. The matter of the so called "white elephants" remains a major issue. Many desolate sport facilities can be found in Africa and South America. Economists believe that very often investing in these white elephant stadiums does not pay for itself, because these facilities are unable to generate revenue since they are not open all the time like regular stores. An example of such failed investment can be seen in stadiums: Brasilia in Brazil (the second most expensive football stadium after Wembley), the World Football Championship 2010 stadium in Kaapstad (costing 600 mil. dollars, currently generates a 8 million dollar loss each year despite being used to organize high profile concerts) or Nelson Mandela Bay Stadium at Port Elizabeth in Republic of South Africa [Kiedrowski 2014]. The "white elephant effect" is also noticeable in European stadiums, for example the facilities in Portugal after hosting the European Football Championship.

Photo: "White elephant" in Kaapstad (RPA). Source: www.stadiony.net

Development of specialized facilities after the event, especially when such aspects are not appreciated at the planning stage by tourism managers, is one of the major economic issues with large sporting events[‡]. The problem grows ever larger as sport requires costly, specialized infrastructure. For this reason, modern sport facilities are designed to be multifunctional, hotel-congress-exhibition-expos and commercial facilities. An example of such facilities include Olympia Park in Munich where sporting events are just a part of the rich offering aimed at the tourists and citizens in numerous facilities surrounding the Olympic stadium which can accommodate nearly 80 thousand persons. The stadium is well-integrated with its surroundings¹⁸. Brazilian organizers have also drawn conclusions from previous events. Brazil (World Cup 2014, Olympic Games 2016) has created a heritage plan and transparent rules for investment in infrastructure (especially sports related); as well as multi-industry agreements, e.g. for supply of medical equipment, construction, transport and energy. Some studies show that sport tourism related to large events may have an adverse effect on other forms of tourism, in general contributing to the decrease of the number of tourists at a location¹⁸. The phenomenon of "crowding out" scares off potential tourists because of crowds and increase of prices during a major sporting event. If the event is hosted in season, regular visitors would simply not come. This has happened on the occasion of the Los Angeles

[‡] Estadio Nacional Mané Garrincha in Brazil was converted to a bus depot, National Stadium in Lagos – capital of Nigeria, was converted into a brothel, the first stadium of Real Madrid – Estadio Chamartín was converted into a prison, whereas the National Stadium in Chile in the 80s was used as a concentration camp.

Olympics in 1984 when there was a significant increase in the number of free hotel rooms during the event³¹. Hence, rather than the projected increase in the number of tourist, it can result in a drastic restructuring of the composition of visitors and even in a reduced number of tourists. Such a decrease has taken the organizers by surprise during the FIFA World Cup in Korea in 2002, when despite hosting a world-class sporting event, only 403 thousand spectators came, compared to the planned 640 thousand (and this includes tourists for whom the championship was not the main reason for visiting)³². The example of Atlanta is also noteworthy (Olympic Games: 1996). On the year of the Olympics, the number of conferences held in Atlanta as compared to previous year has dropped from 2560 to 2280, the number of visitors decreased from 7,3 mil. to 6,7 mil., hotel occupancy decreased from 72,9% to 68%³³. An example of Athens, where during the 2004 Olympics the Greek government bought the majority of tickets due to low demand and distributed them for free to all interested shows that crowded events can actually dissuade tourists from visiting. UN WTO (United Nations World Tourism Organization) data prove that in the year of the Olympic Games in Athens (2004), in comparison to previous year, the number of foreign tourists in Greece has decreased from 14,0 to 13,3 million^{18,34}. Before the Olympic Games in Barcelona, the citizens (16%) also declared that they would leave the city for the duration of the event[§]. The World Cup in Africa in 2010 is another example. Some matches were played on nearly empty stadiums and the tickets would be given out in supermarkets to avoid the embarrassment in the eyes of the world, as empty stadiums could clearly be seen on the TV screen³⁵. Last year, the media kept referring to the Olympic Games in Sochi as "Putin Games" or the "hunger games", reporting that the event cost three times more than the previous Olympic Games in London and were mostly aimed to show that there is no economic downturn in Russia. The main goal for the Olympics was to demonstrate that the 21st century Russia is rich and well organized. This was a means to improve the national image. Russia wanted to tell the world that they live a very good life under Putin. Tokyo on the other hand would like to host an Olympic event due to good memories from the year 1964 when the city was hosting the Olympics for the last time. At that time, only the social aspect and solidarity of the Japanese society matters, the economic aspect was not that relevant. The Japanese wanted to show that wartime

§ Preuss H, Aspects of Olympic Games Tourism, www.sete.gr.

was over and to send a positive message to the world and international community. Beyond all doubt, this was a success. Similarly, the recent Olympic Games in Beijing were also a major sporting event with hundred thousand of foreign guests, but also a symbolic demonstration of China assuming a new stage of development as a global power¹⁸. On the other hand, Republic of South Africa (World Cup 2010) has treated the championship event as an occasion to improve its standing as an African power. to summarize, it is worth to notice that sporting mega-events are a much worse investment for the less developed countries in which require much more costly and complex investments just to catch up to international standards. After the event there might be difficulties in maintaining demand for the infrastructure which might not survive at all without state assistance. In general, we might state that the biggest chance to avoid an economic loss is for large cities which already have a suitable sports infrastructure which saves a lot of construction costs. This was the case during the Olympic Games in Los Angeles (1984)³⁶. Despite numerous studies and publications on the matter of economic effect of the Olympic Games or World Championships in different disciplines, the question about the strength, character and direction of their influence on economy still remains ambiguous³⁷. Cities competing to organize a major sporting event often take it for granted that hosting the games generates significant revenue on the local level, both in the short and in the long term. However, such a relation is much more complex than it is realized by such entities. Any major sporting event has potential to generate large amounts of revenue, however their distribution does not automatically assume that the city will be the main beneficiary – the majority of these profits often goes to international sports institutions. Moreover, the investment effort on infrastructure often outweighs any possible regional benefits and the long term demand for the infrastructure³⁸. The effects of hosting sporting events are very complex. It is much easier to forecast the short term rather than long term effects. This requires carrying out a series of analyses both before the event and many years after it (ex ante and ex post). Additional revenues might appear much later, as the image of the tourist destination improves. On the other hand, it is possible to lose profits if the image deteriorates. Hence, one needs to maximize economic gains, especially for the local populace, and minimize the negative effects, primarily those which affect the natural environment. Roberts observes that the ecological effects of sport tourism are most

often negative rather than positive³⁹. Major sporting events may cause a series of negative side effects as regards the ecology, i.e., increased emissions of toxic substances. They also generate additional noise and waste¹². Artificial infrastructure may disturb the local landscape. Energy consumption and noise increases, so does waste generation and emission of pollutants. In order to combat the negative effects of sport tourism, in 1994 for the first time "Green Olympic Games" were held at Lillehammer⁴⁰. Since then, planning for all major sporting events take into account sustainable development and ecological education (at least in theory). For example, the construction of Olympic infrastructure in Beijing used efficient, sustainable and recycled materials – all due to environmental concerns. Particularly, special attention was given to saving water and energy [Independent Environmental Assessment: Beijing 2008 Olympic Games]. By the way of the Olympic Games in London in 2012, the Olympic park was designed to be a model of sustainability. New standards for organizing major sporting events as well as for future urban development were drawn up, among others the sustainable Olympic Village was designed as a future reference for building eco-cities. In relation to the Olympics, a program for environmental education was carried out. Watercourses in Western London were revitalized as a habitat for fish and birds as well as a place of relaxation for Londoners. All this under the slogan: "One Planet Games"^{**}. However, not all opinions about sporting events are positive. Even before the recent Olympic Games in 2014 in Sochi, the environmentalists were highly critical and opposed to it. The sport infrastructure built in mountainous terrain was, in their opinion, harmful to the environment. Especially large scale deforestation has had a highly damaging influence on the natural environment. The constructed Olympic Village and skating complex is, according to Russian experts, a threat to the entire ecosystem. For example, the protected marshlands were covered with a thick layer of stone, destroying the existing preservation. Moreover, it was pointed out that construction works probably damaged the circulation of underground curative waters, to which Sochi owes its status of a health resort. In the Sochi National Park, railways and roadways were built along the riverbanks. According to the environmentalists, the river's ecosystem was damaged. However, before the event itself, the organizing committee has made an official statement declaring that the environmental impact of the investment was thoroughly

^{**} www.learninglegacy.independent.gov.uk

examined and was found to be acceptable. However, in the recent months, the media reported disturbing signals from the Sochi Olympic Village, which is now commonly referred to as the "ghost town", which only a few months back has hosted the athletes during the winter. Nowadays, the building slowly fall into disuse. Nobody lives there anymore. However, a lot of waste is yet to be cleaned after the event. Such examples demonstrate that economic benefits very often outweigh all other factors, especially the possible environmental impact of major sporting events.

Photo: Olympic Village in Sochi, several months after the Olympic Games. Source: www.pudelekx.pl/wioska-olimpijska-w-soczi-teraz-to-miasto-duchow-23836-g15#galeria

The Importance of Olympic Museums for the Development of Sport Tourism

One of the fastest developing forms of sport tourism, apart from sporting event tourism, is tourism related with sport museums. Some of the most well known sports museums are Olympic museums, a good example being the Museum of Sports and Olympics in Barcelona, which owing to the large number of photographs, movies and other materials manages to perfectly capture the reality during the 1992 Olympic Games [www.museuolimpicbcn.cat]. Another example of similar facilities is the Olympic Museum in Lausanne which is the most popular museum of sport in the world²¹. The museum serves as a meeting point for different cultures, for harmonious coexistence of the muses as well as – as conceived by Coubertin – a place of reflection on the genius of Olympism. Since many years, it is an informal, global center of sport museology⁴¹. It is the second most often visited museum in Switzerland. In 2006, the Olympic Museum Network was founded in the country, directed by Francis Gabet, Head of the Ministry of Culture and Heritage of the International Olympic Committee. The network gathers museums of sport and Olympism from all over the world. The aim of its foundation was, among others, to develop a unique platform for collaboration for the Global Olympic Movement, as well as to strengthen the collaboration for contact between the museums and modern sports so that they can gather the most interesting materials related to current sporting events.

Table 1. Members of Olympic Museum Network. Source: www.olympic.org

The Olympic Museum	Lausanne
Sportimonium	Hofstade-Zemst
Brazilian Olympic Museum	Rio
China Sports Museum	Beijing

Tianjin Dagon Olympic Museum	Tianjin
Xiamen Olympic Museum	Xiamen
Samaranch Memorial	Tianjin
Museu Olímpic i de l'Esport Joan Antoni Samaranch	Barcelona
Estonian Sports Museum	Tartu
The Sports Museum Foundation of Finland	Helsinki
Deutsches Sport & Olympia Museum	Köln
Thessaloniki Olympic Museum	Thessaloniki
Seoul Olympic Museum	Seoul
Olympic Stadium Amsterdam / Olympic Experience	Amsterdam
Museum of Sports and Tourism in Warsaw	Warsaw
Qatar Olympic and Sports Museum	Doha

The Olympic Experience	Tel Aviv
New Zealand Olympic Museum	Wellington
Richmond's Olympic Experience	Richmond
Norwegian Olympic Museum	Lillehammer
Gothenburg Sports Museum	Gothenburg
Singapore Youth Olympic Museum	Singapore

The largest open-air museum of sport is recognized to be the Greek Olympia – the place to hold the first Olympic Games. It consisted of a sanctuary with a temple, altar, and a statue of Zeus. Other sport facilities were also built in Olympia, including a stadium for twenty thousand spectators, a hippodrome, baths and the gymnasium with palestra (the school of boxing and wrestling). Since 1989, the archaeological site in Olympia was placed on the prestigious UNESCO World Heritage List. Tourists worldwide show a growing interest in museums devoted to specific football clubs. There is a well known museum in Spain devoted to FC Barcelona. The museum allows to learn about the history of the Catalan football club and to discover the values that make FC Barcelona "more than just a club". Museum exhibitions show memorabilia and trophies won by the club. Interactive wall panels provide information about the history of Barca, its players and coaches. It is an interesting fact that this museum was one of the most frequently visited in Spain in 2013, it boasted a greater number of visitors than the famous Prado Museum in Madrid, or the Picasso Museum in Malaga! The football club museum in Barcelona was visited at that time by more than 1,5 mil. guests [www.fcbarcelona.com]. The Museum is located at the Camp Nou stadium

which is also open for visitors. Modern sport museum often take the form of "Halls of Fame". These "Halls of Fame" can be considered to be halfway between the classical museum and a post modern theme park. Part of the aura surrounding the "Halls of Fame" grows from the authenticity of the exhibits which form the material history of the sports discipline. This authenticity is strengthened by the biography of the exhibits. However, the "Hall of Fames" is not a modern pantheon of sports, but are also companies functioning in the world of sports, selling museum products, memorabilia, etc. Visiting such facilities is not often considered to be "high culture" but is instead used to build cultural capital for societies that build their identity around sport. For many people, visiting a "Hall of Fame" of a sport discipline is not just a form of entertainment, but also highly prestigious¹⁶. As recognized by J. Urry⁴², the phenomenon of turning sport into museums reflects the local needs regarding the communal identity, reflecting the postmodern tendencies in the Western culture.

The examples presented in the article demonstrate the importance of sport for modern day tourism. However, one needs to remember that the tourism and sports related business results in a number of both positive and negative effects, which deserve more attention from scientists devoted to sport tourism, both from the standpoint of economical and image impact as well as environmental, social and cultural.

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