Advantages to the Olympic host country

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January 2005
1. Introduction

1.1 History

Olympia, the site of the ancient the Olympic Games, which according to Greek Mythology, is the island of “Pelops”, the founder of the Olympic Games. The central part of Olympia was dominated by the majestic temple of Zeus.

Beginning in 1896 in Athens, the story of the modern Olympic Games is the story of the human mind, body and spirit breaking barriers, transcending limits and reaching new levels of excellence, achievement and possibility. Paralleling this story has been our attempt to capture in images these breathtaking feats of human will. It is worth noting that cinema and the modern Olympics were born at the same time. As the Olympic ideal has spread throughout the globe, so too has grown our ability to record and disseminate visual information. Every four years, as athletes from around the world shatter the limitations of time and space, the world community shares in this wondrous spectacle through the modern miracles of photography, color film, high-speed cameras and television and satellite transmissions.

The Olympic Games were closely linked to the religious festivals of the cult of Zeus, and they had a secular character and aimed to show the physical qualities and evolution of the performances accomplished by young people, as well as encouraging good relations between the cities of Greece. According to specialists, the Olympic Games owed their purity and importance to religion.

The shape of the Five Circle Flag of Olympic is rectangle, which has white bottom-three circles are at up, and two circles are descending. The colors of the circles are blue, yellow, black, green and red. It symbolizes incorporation of five oceans, and hope the athletes of the whole world are all with the fair and open attitude, with the amity of the spirit is on the Olympic game mutual the race.
1.2 Income

The countries get to be the host country actively because it could make money from raising the Olympic Games. The economy of the Olympics includes direct incomes and indirect incomes. The direct incomes that are manufacture sponsors, tickets earnings, and use advertisements at mass communicate on TV, such as TV relay rights of 2008 in the Olympics has sold over one billion and six million. “The aim of most advertising is to increase the demand for goods and services. The exception to this is advertising that is designed to inhibit the demand for some goods and services.” (John Tribe P.53)

Especially, the direct affections of the host country are in sports, tourism, construction, building materials, communications and commercial services. However, merchandise about the Olympics and tourists to the host country also bring incomes.

“For the demand side, tourists say that they are going on holiday to the Alps, Lapland, the Black Forest, Snowdonia or Umbira, meaning a geographical area that is understood as an interesting place to go and that can fulfil their needs during their holiday. These needs will be access to the destination’s attractions and activities, and services to cater for them during their stay. From the supply side, the destination is made up of a variety of usually small suppliers of those attractions, activities and services.” (John Tribe, Xavier Font, Nigel Griffiths, Richard Vickery and Karen Yale P.7)
Apropos of 2008 Olympics in Beijing, the upgrade of consumption pattern is speeding up, the market is offering wider space of demand, and commercial circulation is developing rapidly. With the rapid development of economy, comprehensive progress of the society, and launch of Olympic Games economy, the consumption of residents in municipal and towns is entering into upgrade period, and the consumption market is continuously expanding. In 2003, the total volume of retail sales of consumer goods in Beijing is 191.67 billion yuan, increasing by 14.5%

Compared with that in the last year, and ranking the first in the five major municipals of Beijing, Tianjin, Shanghai, Guangzhou and Chengdu. Consumption expenditures of residents in municipal and towns per person are 11,123.8 yuan and 4,655.3 yuan separately, increasing by 8.1% and 10.7%, including increase of expense on communication and telecommunication by over 30% compared with that in the same period last year. The upgrade of consumption pattern of residents is speeding up. The total volume of retail sales of three major commodities, automobile, dwelling house-related products, and telecommunication instrument in the whole year is 48.8 billion yuan, taking up 54.5% of the increase of total volume of retail sales of consumer goods in Beijing.

The consumption of automobile becomes hotter and hotter with annual sales volume over 400,000, making the total volume of automobiles running on road 2.1 million. The proportion of mobile phone is 76.1 in 100 persons, and the proportion of service consumption of the residents is 30.3%. On basis of continuous expanding of market circulation, the commercial circulation in the capital also shows good development trends.
Modernization of circulation develops more quickly. There are over 70 kinds of chain operation with the total volume of retail sales of chain business increasing to 24.2% in the total volume of retail sales. 70% of dwelling communities are covered by chain stores and convenient stores, construction of logistics develops very fast, consumption by card takes up 15.8% in the total volume of retail sales, and attraction of investment in circulation also develops very quickly. The hosting of the 2008 Beijing Olympics will create tremendous opportunities for Beijing's tourism market.

1.3 Disadvantage of the Olympic

The Olympic Games may be another way of inviting trouble. There will be a lot of people to go to the host country, so the threat of a terrorist attack on the Olympics is hardly a new one. Organizers have long been aware of the danger of violence spilling into the Games, even before September 11, 2001. That is why 5000 military (including most of Australia's Special Forces), thousands of state and federal police and 30,000 private security guards were deployed during the Sydney Games in 2000. Yet at $1.2 billion and steadily rising, the estimated cost of security for the Athens Olympics, to be staged between August 13 and 29 is already four times that of Sydney.

Traffic will be a major challenge for the city in hosting the Olympic Games. One problem which we all realize now in Beijing would be traffic, so that's one of the big problems. Beijing should pay special attention to road congestion. As a result, traffic jam remains a big headache for the capital. During rush hour, it takes three or four times longer to drive downtown. On this matter, Beijing could draw on the successful experience of Sydney, which did a good job in traffic management for the 2000 Olympic Games. The host city also has to concern about trash on the streets and sidewalks. I suggest that the city set up more recycling centers and hire extra people to make the streets clean all the time.
2. Method

2.1 [primary research]: Questionnaire

We make seven questions in order to realize the conscious of society about the Olympics. We invite 40 people to answer the questionnaire. The age is from 18 to 40. Ten of them are foreigners who teach English in Taiwan. They come from Canada, America, South Africa, England and Australia. They like to live in Taiwan and speak Chinese very well. The others are 15 female’s students and 15 male’s students. This is the last year for them in school. They study English in Kun Shan University of Technology.

2.2 [secondary data]: Library material:

We find some books in the library but only choose one book (100 years of the Olympics). There are many ways to describe in this book. The most important one is “why does every country want to be the Olympics host?” after Los Angeles Olympic games. There is a lot of information for our project so we take the book into our team’s bibliography.

Search on Interne:

We find a lot of information about the Olympic history from internet. We know when to start, where to begin, who holds the Olympics and so on. We also find some information about what sort of advantages and disadvantages to the Olympic host country and what kind of income they will make in the Olympics.
3. Result

35% people know about the history of the Olympics, but 65% don’t. 60% people are interested in the Olympics, but 40% don’t care about it. Therefore, most people don’t know about the history of the Olympics, but they are interested in the Olympics. 35% people want to buy product connected to the Olympics. 65% people won’t buy it. However, many people want to know how much they will pay, but most of them don’t like to go to the Olympics. Although 40% people do not realize the Olympics, 60% people have their own opinion for the Beijing Olympics in 2008.

They almost think that it is our rights and need to make the Olympics better, and also have many expectations for the Beijing Olympics. They believe that Taiwan will get more gold medals and become better and better in the future. They holily think it will be a success. 45% people want to go to the Olympics, but 55% want to watch TV at home. Certainly, if they go to the Olympics, just 20% people want to know how much they will need to pay. 80% don’t care about it. If we publish books or products about the Olympics in the future, 62% people won’t buy it, but 38% will. In fact, they don’t want to buy product connected to the Olympics this year, and after this year, they usually won’t buy it.

Most People don’t know about the history of the Olympics, but they are interested in the Olympics. They also have many expectations for the Beijing Olympics in 2008. However, most of them want to go to the Olympics, but not many people want to know how much they will pay? Although they don’t want to buy product connected to the Olympics this year, if we publish books or products
about the Olympics in the future, they will usually buy it.

4. Discussion

4.1 What sort of advantages to the Olympic host country?

The discussion in this paper that is to know what sort of advantages to the Olympic host country and how to raise the country’s profile and to boost local economy. The advantages of the Olympics of the host country, such a huge investment will be a stimulus to the economic development of the host country. Economic experts predicted that the host country of the Olympic Games will exert an extensive and far-reaching influence on social and economic development, especially in sports, tourism, construction, building materials, communications and commercial services. It will also create many job opportunities.

We know many countries will considerate carefully, measure profiles and think about what kind of disadvantages they will get before doing everything. There is no country would like to do something bootless. However, every country urges to be a host country because there are a lot of advantages which including the direct incomes and indirect incomes, such as manufacture sponsors, tickets earnings, and use advertisements at mass communicate on TV and so on, all of them will help the host country raising the country’s profile, boosting the local economy, becoming famous and so on.
People go visiting not only the Olympic Games but also other local places. It would also bring a lot of boots there. When tourists go visiting other places, they might live in a hotel, eat local famous food, visit local famous places, rent cars and so on. All of them could increase citizen’s income and increase internal revenue.

4.2 How to raise the country’s profile and to boost local economy?

The other discussion in this paper that is to discuss about what kind of disadvantages to the Olympic host country. There are no perpetual profiles in the world, the country doing some decisions which might bring many advantages, but it also would bring some disadvantages.

There are some problems in the host country such as traffic problems, trash problems, security problems and so on. The host country has to consider the problems of the traffic, if tourists go to the Olympic Games, they might also go visiting her places and then the problems of the traffic would occur. It would cost the host country a lot of money, so the host country has to think of the problems very carefully and think about how to reduce the cost in traffic problems. Another problem of trash is also very important to the host country. When the tourists visit there, it would increase a lot of trash. It might also cost so much money to the host country, so the host country also has to think of the problems of trash and think how to solve the problem and reduce the costs. The other problem of the security is very important for the host country. We can understand if one country strong or not from the security. If the country where is disquieting, there are no tourists would like and dare to travel and visit there, and localities would not work very hard because they all
live in dread.

5. Conclusions

5.1 The host country boosts their local economy and raises their country’s profile.

The advantages of the Olympics of the host country, such a huge investment will be a stimulus to the economic development of the host country. Economic experts predicted that the host country of the Olympic Games will exert an extensive and far-reaching influence on social and economic development, especially in sports, tourism, construction, building materials, communications and commercial services. It will also create many job opportunities.

Direct incomes from hosting the Olympic Games will come from the following sources: TV relay rights, support from businesses and franchises, sales of commemorative stamps and coins, and the sale of tickets to attend the games. The economy of the Olympics includes direct incomes and indirect incomes. The direct affections of the host country are sports, travels, buildings, communications, and business services; merchandise about the Olympics and tourists to the host country also bring incomes. When tourists go visiting other places, they might live in a hotel, eat local famous food, visit local famous places, rent cars and so on. All of them could increase citizen’s income and increase internal revenue.
The disadvantages of the Olympic Games may be another way of inviting trouble. It may be the threat of a terrorist attack on the Olympics. Another trouble is the danger of violence spilling into the Games.

Traffic will be a major challenge for the city in hosting the Olympic Games, so that's one of the big problems. As a result, traffic jam remains a big headache for the capital. During rush hour, it takes three or four times longer to drive downtown. The host city also has to concern about trash on the streets and sidewalks, and set up more recycling centers and hire extra people to make the streets clean all the time.

The other problem is the security, we know if one country is strong or not, it would effect about the whole country. If the country where is disquieting, there are no tourists would like and dare to travel and visit there, and localities would not work very hard because they all live in dread.

In briefly, we can know many countries want to be an Olympic host country, but at the same time, we should consider about the advantages and disadvantages of the Olympic Games. From the advantages side, it could bring a lot of income to the host country; from the disadvantages side, it could bring a lot of problems such as traffic, trash, security and so on. Consequently, the country which wants to be a host country has to think about many ways if it is worth to be a host country or not.
APPENDIX

Table 1: The Olympic Games' Profits

<table>
<thead>
<tr>
<th>Year</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>1984</td>
<td>Los Angeles Olympic Games made profits of US $250 million.</td>
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<tr>
<td>1988</td>
<td>Seoul Olympic Games made profits of US $300 million, a record high for a government-run Olympiad.</td>
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<tr>
<td>1996</td>
<td>Atlanta Olympic Games made profits of US $10 million.</td>
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<tr>
<td>2000</td>
<td>Sydney Olympic Games Organizing Committee generated an income of US $1.756 billion.</td>
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<tr>
<td>2004</td>
<td>Athens Olympic Games ended in a loss.</td>
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</table>
Table 2 The opinions of the people about the Olympics

Hi, we all study in Kun Shan University of Technology. In order to realize the conscious of society about Olympic, we have some questions to ask you.

1. 你對奧運的歷史是否了解?
   Do you know about the history of the Olympics?
   □ 是 Yes 14 □ 否 No 26

2. 你對奧運感興趣嗎?
   Are you interested in the Olympics?
   □ 是 Yes 24 □ 否 No 16

3. 對本屆奧運的相關產品，是否想購買?
   Would you want to buy product connected to the Olympics?
   □ 是 Yes 14，為什麼 Why?
   □ 否 No 26，為什麼 Why?

4. 你對2008年北京奧運，有什麼看法?或是期許?
   What's your opinion or expectation for the Beijing Olympics in 2008?
   ____________________________________________________________

5. 是否想到主辦國觀賞奧運的盛況?
   Do you want to go to the Olympics?
   □ 是 Yes 8 □ 否 No 32

6. 你是否了解去觀賞奧運需要花費多少錢?
   If you go to the Olympics do you want to know how much you will need to pay?
   □ 是 Yes 8 □ 否 No 32

7. 如果未來我們製作有關奧運的書或產品是否想購買?
   If we publish books or products about the Olympics in the future, will your buy it?
   □ 是 Yes 15 □ 否 No 25
Table 3 The answers of the questionnaire

1. 你對奧運的歷史是否了解？
   Do you know about the history of the Olympics?
   □ 是 Yes □ 否 No

2. 你對奧運感興趣嗎？
   Are you interested in the Olympics?
   □ 是 Yes □ 否 No

3. 對本屆奧運的相關產品，是否想購買？
   Would you want to buy product connected to the Olympics?
   □ 是 Yes, 為什麼 Why?
   □ 否 No, 為什麼 Why?

4. 你對2008年北京奧運，有什麼看法？或是期待？
   What’s your opinion or expectation for the Beijing Olympics in 2008?

5. 是否想到主辦國觀賞奧運的盛況？
   Do you want to go to the Olympics?
   □ 是 Yes □ 否 No

6. 你是否了解去觀賞奧運需要花費多少錢？
   If you go to the Olympics do you want to know how much you will need to pay?
   □ 是 Yes □ 否 No

7. 如果未來我們製作有關奧運的書或產品是否想購買？
   If we publish books or products about the Olympics in the future, will you buy it?
   □ 是 Yes □ 否 No
1. Do you know about the history of the Olympics?

2. Are you interested in the Olympics?

3. Would you want to buy product connected to the Olympics?

4. Are you interested in the Olympics?

5. Do you want to go to the Olympics?

6. If you go to the Olympics do you want to know how much you will need to pay?

7. If we publish books or products about the Olympics in the future, will you buy it?
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