

The Effect of Mega Sporting Events on The Host City

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ABSTRACT

Purpose: This study examines the Olympic Games as mega sports events. The aim of this research is to investigate the effects of mega sports events on host countries in the light of relevant literature.

Method: This study is a systematic review. Document analysis was used as the data collection technique. The literature data of the study was obtained by searching the "Yök Thesis Databases," "Dergipark," and "ScienceDirect" search engines using four keywords: "Olympics", "Effects of the Olympics", "Olympic Games" and "Mega Sports Events." The quantitative output of the studies on the Olympics in "Dergipark," "ScienceDirect," and "Yök Thesis Database" was examined, and the outputs of the studies on the effects of the Olympics on the host country between 2012-2022 were interpreted.

Results: When the findings of the studies were evaluated, it was concluded that mega sports events have impacts on tourism, world peace, motivation, economy, politics, environmental sustainability, and heritage. Based on the findings obtained from the research, it was concluded that major sports organizations in the literature, such as the Olympics, may provide significant opportunities for the host cities.

Conclusion: The research has revealed that the Olympics leave a sustainable legacy for the host city, with impacts on politics, tourism, socio-cultural values, economics, world peace, and the sustainable development of the environment. Furthermore, the Olympics contribute to the development of sports culture, city services, environmental protection studies, and the cultural, social, and economic development of the host cities.

Keywords: Olympics, Effects of the olympics, Olympics games, Mega sports events

ÖZET

Mega Spor Etkinliklerinin Ev Sahibi Kent Üzerindeki Etkisi

Amaç: Bu çalışmada mega spor etkinlikleri olarak Olimpiyat Oyunları incelenmiştir. Bu araştırmada ilgili alan yazın ışığında Mega Spor etkinliklerinin ev sahibi ülkeler üzerindeki etkilerinin incelenmesi amaçlanmıştır.

Yöntem: Bu çalışma sistematik bir derlemedir. Çalışmalarda bilgi toplama tekniği olarak doküman analizi kullanılmıştır. Çalışmanın literatür verileri, "Yök Tez Veritabanları", "Dergipark", "ScienceDirect" arama motorları; aranarak oluşturulmuştur, "Olimpiyatlar", "Olimpiyatların Etkileri", "Olimpiyat Oyunları" ve "Mega Spor Etkinlikleri" anahtar kelimeleri olmak üzere 4 anahtar kelime ile gerçekleştirilmiştir. Çalışmada "Dergipark", "ScienceDirect" ve "Yök Tez Veritabanında" Olimpiyatlar konusunda yapılan çalışmaların nicelik çıktısı araştırılıp, 2012-2022 yılları arasında olimpiyatların ev sahibi ülkeye etkileri olan çalışmaların çıktıları yorumlanmıştır.

Bulgular: Çalışmaların bulguları değerlendirildiğinde mega spor etkinliklerinin; turizm, dünya barışı, motivasyon, ekonomik, politik, çevresel sürdürülebilirlik ve miras etkilerinin olduğu sonuçları elde edilmiştir. Araştırmadan elde edilen bulgular ışığında literatürde yer

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alan başlıca spor organizasyonları olan olimpiyatların ev sahibi şehirler için önemli fırsatlara sahip olabileceği sonucu elde edilmiştir.

Sonuç: Araştırma, Olimpiyatların ev sahibi şehre sürdürülebilir bir miras bıraktığını, politika, turizm, sosyo-kültürel değerler, ekonomi, dünya barışı ve çevrenin sürdürülebilir kalkınması üzerindeki etkilerinin belirtilerini ortaya koymuştur. Ayrıca, Olimpiyatlar, spor kültürünün, şehir hizmetlerinin, çevre koruma çalışmalarının ve ev sahibi şehirlerin kültürel, sosyal ve ekonomik gelişimine katkıda bulunmaktadır.

Anahtar Kelimeler: Olimpiyatlar, Olimpiyatların etkileri, Olimpiyat oyunları, Mega spor etkinlikleri

INTRODUCTION

Events such as the Summer and Winter Olympics and the World Football Championships can be considered as major sporting events. According to Kenneth Roberts (2004), the factor that makes these sports events 'great' is that they are not continuous, they are extraordinary, and they have international qualities. Roberts refers to these sports events as 'massive' because they have the ability to send promotional messages to billions of people through television and other telecommunication means, and they attract an increasingly international audience.

The Olympics have an important place among major sporting events. The Olympics are "the most important contemporary social movement and the most prestigious event in the world" (Simson and Jennings, 1992).

According to Horne and Manzenreiter (2006); huge sporting events have two main features: firstly, to believe in the value results they evaluate for the country, region or city where they are held, and secondly, they can attract media to a large extent.

The biggest sports organizations organized in the world are the "Olympic Games" with the number of participating countries and athletes. During the Olympic games, athletes from many countries compete with each other in the sports branches predetermined by the IOC (International Olympic Committee). The modern Olympic Games, held every four years, have a goal of uniting societies from around the world through sports competitions. They aim to promote the love and development of sports globally, train athletes, and develop the physical and moral qualities that underpin sports, including the Fair Play Spirit. Additionally, they aim to bring people together and help solve problems, ultimately working towards establishing a more peaceful world through the power of conflict resolution (Şentürk, 2018). The Olympic Games have meanings far beyond a sporting event for the host cities. The Olympics, which are seen as an economic, social and environmental opportunity for the candidate city, region and country, also have the potential to affect urban development in the long run (Batuhan,

2022). Large international organizations (Olympic Games, World Cup, EXPO etc.) can be defined as major phenomena on an international scale that offer much more than an event (Andranovich et al., 2001; Short, 2004; Karahan vd., 2021). Internationally qualified large organizations also provide the opportunity for candidate cities aiming to become world cities to showcase their capabilities (Short, 2004).

METHOD

Procedure

This study is a systematic review, and it was evaluated with a holistic approach according to certain criteria by looking at the type of studies (quantitative and qualitative) that are desired to be examined on a certain subject, and document analysis was used as a data collection method in the study.

Data Collection

This study is a systematic review. Document analysis was used as a data collection technique. The literature data of the study was obtained by searching the "Yök Thesis Databases", "Dergipark", and "ScienceDirect" search engines using four keywords: "Olympics", "Olympic Games", "Effects of the Olympics", and "Mega Sports Events". The quantitative output of the studies on the Olympics in "Dergipark", "ScienceDirect" and "Yök Thesis Database" were examined, and the outputs of the studies on the effects of the Olympics on the host country between 2012-2022 were interpreted.

RESULTS

Table 1. Articles about the Olympics published in Sciencedirect and Distribution of the number of research articles by Years

| Year | Number |
|-------------|---------------|
| 1999-2004 | 1421 |
| 2005-2010 | 2640 |
| 2011-2016 | 4769 |
| 2017-2022 | 6706 |

The table represents the distribution of research articles published in Sciencedirect about the Olympics. According to the observed data, the number of research articles on the Olympics has increased over time. While 1421 articles were published in the period of 1999-2004, this number rose to 2640 in the period of 2005-2010, 4769 in the period of 2011-2016,

and 6706 in the period of 2017-2022. These findings indicate a growing interest within the academic community in studying various aspects of the Olympics.

Table 2. Articles about the Olympics published in Dergipark and Distribution of the number of research articles by Years

| Publication Date Range | Number |
|----------------------------|--------|
| After 2015 (last 10 years) | 26 |
| After 2020 (last 5 years) | 12 |

In the national and international literature, it has been seen that the subject of the Olympics was researched and important until 10 years ago.

Table 3. Number of Thesis by Year

| Year | The Number of Thesis |
|-----------|----------------------|
| 1986-1992 | 8 |
| 1993-1998 | 15 |
| 1999-2004 | 25 |
| 2005-2010 | 44 |
| 2011-2016 | 71 |
| 2017-2022 | 137 |

It is seen that the importance of the Olympics, which is a major international sports event, has increased in the thesis projects carried out in Turkey.

According to the results of the Yöktez search, it is seen that the studies on the Olympics have increased over the years. In addition, the large number of studies in the years 2017-2022 emphasizes the increase in the importance of the Olympic games.

Table 4. The Impact Of The Olympics as a Mega Sporting Event On The Host City

| Autor | Results |
|---------------------------------|--|
| Fourie & Santana-Gallego (2022) | The Olympics provide prestige to the host country as well as economic benefits, especially tourism. (Tourism) |
| Çelik (2021) | The theme of National and Spiritual Emotions was emphasized by affecting the success motivation of the athletes and increasing the success. (Motivation for Athletes) |
| Ölmez (2020) | The contribution of the Olympics to international peace. (Peace) |
| Çolakoğlu Ç & Peçenek (2020) | It is possible to say that the economic and social development indices and the Olympic economy created a direct economic output. (Economic Effects) |
| Uçar (2020) | According to the results, despite all the efforts made by the International Olympic Committee over the years, politics plays an important role in the Olympic Games and is reflected to these masses by the media. The Olympics has become a new platform for politics and soft power. (Political Influence) |
| Şentürk (2018) | A unique promotion opportunity arises for the country that |

| | |
|------------------------------------|---|
| | organizes the Olympiad. (Introducing the country) |
| Arslan (2016) | Today, sports are seen as the most important tool for “World Peace”. Sports competitions between people of different origins have great potential as a means of peace (World Peace) |
| Ak (2012) | The Olympics are short-term and temporary, but the legacy of the Olympics to the city will affect the future of the city, and this is one of the biggest attractions of the Olympics. If a city can evaluate the Olympics as a good opportunity, it can provide many gains, especially economic ones. (Heritage Effect on the City) |
| Güngör (2017) | The Olympics is one of the best opportunities for a country to draw attention in the political, cultural and sporting fields. (Socio-Cultural Effects). |
| Güzel, Çoknaz, Noordegraaf (2009). | The "Olympic Games" showed the importance it attaches to the environment when the International Olympic Committee (IOC) established the Sports and Environment Commission in 1995. (Environment of Sustainable Development Factor). |
| OECD (2017); OECD (2021). | Effect on the development of cities |

Based on the research findings, hosting the Olympic Games can create sustainable legacies for the host city, including political impact, tourism impact, socio-cultural impact, economic impact, impact on world peace, and impact on sustainable environmental development. The Olympics have been found to contribute to the development of sports culture, improvement of city services, increase in environmental protection efforts, and cultural, social, and economic development of host cities. Overall, the literature suggests that hosting the Olympics can have positive effects on world peace, heritage, socio-cultural factors, environment, and tourism.

The Olympics also have a major economic impact on the host city and country, providing jobs and boosting the local economy. This is especially true for the Paralympic Games, which have become more popular over the years and have opened up opportunities for disabled athletes to compete on the international stage. The Olympics can have a positive economic, social, and cultural impact on the host country. Economically, the Olympics can create an influx of tourist spending, increased investment, and job opportunities, among other benefits. Socially, the Olympics can help to bring the citizens of the host country together, foster a sense of pride and national unity, and create opportunities for the host country to showcase its culture to the world. Culturally, the Olympics can provide a platform to promote the host country's culture, as well as to highlight its accomplishments in sports, art, and music.

DISCUSSION and CONCLISION

The Olympic games are the largest sports organization in the world, held every four years. The functions of the Olympics such as ensuring the development of sports and athletes in the world, bringing together people from different nations around the games, establishing world brotherhood and bringing peace to the world are important. These are also the ideals of the Olympic games. When the Olympic spirit is well understood, it is seen that it serves to establish brotherhood and peace among the people of the world. Through the Olympic Games, relations are established between the states of the world. This mediation of the Olympics is very important. On the other hand, the Olympics play an important role in the definition of nation states. With these examples, the relationship between sports and international relations is revealed and comprehended. The Olympic Games, which are held every four years in the world, have a positive effect on international relations in general (Şentürk, 2018).

The Olympics hold great importance in promoting cities and contributing to the development of their countries around the world. Perhaps the importance of London and its value was known by everyone, but South Africa, which hosted the 2014 World Cup, perception has changed in a positive way. South Korea, which was not well known in the 1980s, opened to the world after attracting foreign investors. The whole world learning about Aboriginal culture in Australia in 2000 got the opportunity. Hosting major events like the Olympics or the World Cup means that a country is under the global spotlight, which can lead to new opportunities for international business and foreign investment. It can also positively shape the country's identity and how it is perceived by others. In addition, hosting such events can help showcase efforts to tackle issues such as crime, poverty, urbanization, and environmental protection, which can have positive impacts on visitors and residents alike. Moreover, these events can raise awareness about environmental and sustainability issues, potentially influencing people's thoughts and behaviors (Özsoy and Senneroğlu, 2016). The best example of hosting a major sports event is the 1992 Olympics in the city of Barcelona. Today, Barcelona is one of the most popular cities in the world (according to the International Olympic Committee-IOC), ranked as the 11th most popular city in the world and the 5th most popular city in Europe. It all started with the hosting of the Summer Olympics in 1992. The industrial facilities and warehouses on the seaside were demolished, and a 3 km long beach and a large marina were built, changing the perception of Barcelona for tourists. Barcelona is not only a model for hosting large sporting events but also a good example for the

development of sports, job creation, infrastructure and facilities. What happened in Barcelona has inspired the owners of future host cities (IOC, 2012).

There are many reasons not to be a candidate for large organizations; high costs, bad economy and being in debt, priority should be given to other projects etc. However, if successful results in the competitions are added to the sports organization, a great excitement and happiness covers not only one or a few cities, but the whole country. People, whether they are sports fans or not, watch the competitions, and if the organization is successful, they feel national pride and take pride in their country (Özsoy and Senneroğlu, 2016).

There has been an increase in academic publications about the Olympics over the years. This is largely due to the Olympics' increasing importance and popularity in recent years. Scholars have become increasingly interested in researching and analyzing the impact of the Olympics on society, as well as the economic, social, political, and cultural implications of the event.

When the effects of mega sports organizations were examined in general terms, the following results were obtained:

- **Positive Economic Impact:** Hosting the Olympics often brings a positive economic impact to the host city and country. This includes increased tourism, infrastructure, and job opportunities.

- **Boost in National Pride:** Hosting the Olympics is an opportunity for a country to showcase its culture and talents. This can help to boost national pride and patriotism amongst citizens.

- **Improved Health and Fitness:** The Olympic Games can help to inspire people to become more active and improve their health and fitness.

- **Improved Performance:** The Olympic Games can help to improve the performance of athletes, as they are given the opportunity to compete against the best in the world and learn from their opponents.

- **International Relations:** The Olympics can also help to improve international relations by bringing together athletes from around the world in a spirit of competition and camaraderie.

The Olympic Games are a global event that brings people from all over the world together to celebrate the power of sport and the human spirit. It is an important event for

countries to come together to share culture and values, as well as to compete. The Olympic Games are also an opportunity to promote peace and understanding between nations. The Games provide a platform to showcase the best athletes from around the world, while also providing a sense of pride and national identity to those who participate. Additionally, the Olympics provide a platform for athletes to reach their full potential and push their limits, while also inspiring others to strive for excellence.

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