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Proposal: How Does the Economic Impact of the Olympics on Host Cities Affect Globalization?

The Olympics started in Ancient Greece as a way to bring the country together, and encourage athleticism, good competition and relationships throughout the divided country. The athletes who won were covered in olive tree leafs and other expensive delicacies (Olympics.org). Other than the personal economic gain to the athlete, business relationships and extensive communities were formed in Greece because of the Olympics. The modern Olympics capture the population's attention and bring to light people and places who may have never otherwise been recognized. In addition to the popular culture aspect, I wonder: how does the economic impact of the Olympics on host cities affect globalization? I want to research the impact of the modern Olympics on host cities in the context of economics and how it is affected by culture, international relationships and location. Ultimately, I plan to tie the economic impact of the Olympics into globalization and the form globalization may take in the future.

I believe that the cities I look at will be very important to how this project plays out. Due to recent advancements in media and travel, I first narrowed down the cities by only including those who hosted after 1990. I also wanted to couple cities by "Summer" and "Winter" in order to account for both games. I wanted to account for size, location and pre-existing economy to focus on all types of cities. Therefore, I have ended up with: Albertville, France (Winter 1992), Barcelona, Spain (Summer 1992), Salt Lake City, Utah (Winter 2002), Athens, Greece (Summer 2004), Beijing, China (Summer 2008), Vancouver, Canada (Winter, 2010) and London, England (Summer 2012). I believe this is a great time to execute this project because of the upcoming Sochi Olympics happening this week. I will also take the Sochi Olympics into account, in terms

of its economy and a first-person witness of the impact the Olympics have. Although these cities are subject to change, I plan to at least mention all of them in my project. If I am able to, I may also make predictions about the Summer 2016 Olympics in Brazil and the Winter 2018 Olympics in Korea.

I plan to execute my research by looking at first hand accounts, media reports, political statements and economic opinions. Thus, I will include a variety of information such as statistics, opinions and political decisions. I am going to find scholarly sources through the Mirlyn database, video footage from online websites and newspapers for international relationships. Since I am looking at the impact of the Olympics, I will find sources that address the status of these cities before, during and after the Olympics were hosted.

I am looking at the “timeline” of the economic impact because I can then better distinguish between long-term and short-term advantages. Additionally, I can also research how cities use the abandon buildings after the games. In order to make the most accurate report possible, I will look at factors that could impact the economic status of a host city. As I mentioned before, one factor is the time at which the city hosted, which I have narrowed down to since 1990. Additionally, I chose 8 diverse cities based on size, economic and business diversity, location and the season of which the games were hosted. I plan to extend these impact “variables” when I start researching. In order to portray the impact of the Olympics accurately, I believe I must account for variables such as: accessibility, political events and movements, security concerns, portrayal of athletes, portrayal of the host city, appeal of the Opening Ceremony and the history of the relationship between the host city and the United States. These variables affect the attention that is placed on the city, and thus the city’s economy.

In terms of time, I am looking at the before-during-after economic time period. I believe I will place the most attention on the “during” and “after” economies. In context of the economy, I will also compare the before-during-after of the city’s access to globalization ideas through culture and international relationships and how, or if, they have changed.

In strict economic terms, I will look at the city’s efficiency to determine how they are using resources, utility to assess enjoyment people get out of the games, economics of scale to assess how resources can be used in different ways to grow the economy, labor and wage economics to assess income, savings and investment to assess how funds are being used, international trade progress to assess tourism and finally supply and demand to compare location preferences.

While I realize that not everyone enjoys economic assessments, I think this project will be successful. I think this because of the current Sochi Olympics, and the general appeal of the Olympics and travel. I plan on presenting this project in a way that makes people think about how globalization is changing and how the Olympics are an example of the positives and negatives of globalization. As I believe social media is a part of globalization, I plan on presenting this project in a way that utilizes the media. I think people will respond to this because it affects anyone interested in the economy, travel, globalization, media, sports and international relationships. Ultimately, I will use the economy to put globalization in the context of the current event of the Olympics.

Works Cited

Ancient Olympic Games. Olympics.org, n.d. Web. 3 Feb. 2014.
<<http://www.olympic.org/ancient-olympic-games>>.

