

History of the olympics tourism essay

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The Olympics is a world phenomenon sport event which happens every four years and is divided based on the two seasons the summer Olympics and the winter Olympics. The Olympic is derived from the ancient Olympics Greeks games which were held on the honour of ZEUS a Greek god who control the mountains of Olympia; the ancient Olympics games were held from the 8th century before Christ till 4 Anno Domini. Ancient Olympics was the starting point for the Olympic Games as Baron Pierre set up the International Olympic Committee (IOC) in 1894. The first Olympics games were held in Athens, Greece in 1896. The IOC now is the movement body of the Olympics games on the rules, truce and the in-charge committee. The Olympics Symbols of the five rings with 6 colours represent the five parts of the world. More than 200 nations are currently involved in the Olympics with a wide variety of athletic and other events. It provides athletes with a moment to show their talent and bring pride to their countries and also gives the opportunity to the host country to showcase themselves to the rest of the world during the Olympics. Since the new millennium the Olympics games have made some adjustments by the introduction of the winter Olympics and the Paralympics but until now the summer Olympics is regarded as the largest sports event in the world. The International Olympic Committee decides on the host country before 8 eight years the process of selection takes nearly two years and will the host country will be given a chance to showcase their project and proposal to the committee who will analyse and decide on the country. Once the decision is made there is ample time for the host country to start preparing for the Olympic Games.

Objectives of the Olympics games

The main objective of the Olympic according to the movement set up by Baron is to bring the world together and building a better place by showing children and youth peace and prosperity through sports like the symbol of the Olympics which makes every continent interconnected through the rings. The empowerment of women is another objective of the Olympics as women will be treated equally in sports and in societies around the world example Female runner from Saudi Arabia. The promotion of sustainable development and the environment is a main objective. Host countries when hosting the Olympics have to adhere to guidelines and promote the Host city or the country. More than 90% of the revenue is redistributed to the welfare of worldwide sport promotion and development while the other 10% is held back for administrative expenses of running the Olympic movement. The objectives which are integral part of the Olympics are gender equality, differently abled people rights to compete in sports. The other objectives of the Olympics for the host country is to bring employment opportunities to residents, increase in economic advantages to the country, tourism attraction and promotion of businesses. Showcase of culture and the city to the world in order to attract investment opportunities. Q2The Olympic event last for only 3 weeks but the preplanning and development for the event spans for more than 8 years as it's not just a sporting event but something more of how commercialization and sports can come together in order to bring a lot of benefits to the host countries and the businesses; thus the main reason why every country wants to host the Olympics. The Olympic can bring in short term and long term benefits for the host country. Proposed location for the building up of facilities for the games will be planned even

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before the host country submits for contention to host the Olympic Games. The location is vital as the location chosen in order to have the Olympics can affect the country. If the Olympic is held at a strategic location so that it brings in benefits to businesses around the city and the proposed location is a gateway to many places around the area for the tourist and other people who will be part of the Olympics. Example: London a gateway city which hosted the 2012 Olympics. How businesses gain from the Olympic? Most people think that small businesses, retail stores and restaurants which are located at the Olympics or around the Olympic village are the only ones which will benefit but it's wrong as corporate businesses which are not even from the host countries can gain from the Olympics in the world international market; The Olympic is a chance for corporate businesses to promote themselves more to a wider audience who will be following the Olympics through different forms of media. The large audience following makes corporate businesses like McDonalds and Coca-Cola spend heavily on advertising and are also part of the Olympic partner program. The Olympic Games provides an international marketing platform for corporate businesses to reach more than 220 countries and an audience more than 3.5 billion people all around the globe. This is how international businesses gain from the Olympics but now we look how the host countries' businesses gain from hosting the Olympics below. Businesses located nearby the Olympic facilities and surrounding the Olympic village will definitely gain from the Olympics. Small businesses near the Olympic will see an increase in customer because of the event as tourists will be flocking in these locations as they explore places nearby the Olympic facilities. Businesses are well aware about the hosting of Olympics in advance as the location is decided before

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choosing the bid. Businesses prepare for the arrival of the Olympics and start planning for the event. The planning by most businesses is promotions and increasing of prices during that period to gain higher profit margin on goods and services. Business owners will know any event can attract customers but an event which is huge as the Olympics is a real way to earn short term profits; businesses will plan on how to make the event a selling point for the business. It depends on the type of how it will benefit. Businesses which are most obviously going to benefit are Hotels, restaurants, leisure and retail stores will gain from Olympics as tourist will want these goods and services. Lodging and dining businesses will see increase in customers and other businesses will try to theme their products and services with Olympics to attract customer and buy souvenirs and other products from these businesses. Businesses around will be buzzing with the influx of new people.

Advantages to the hosting country

The hosting country will spend billions in the construction of Olympic sport facilities and the Olympic village. The setting up of facilities is expensive as a whole park, village has to build for the Olympic it will have a long term benefit in the future but a wholesome amount of money is needed in preparation for the Olympics most countries don't simply host the event but they see a greater future of development as whatever they build for the Olympics after the Olympics will have uses example The Olympic village once the Olympic is over will become a new town for people to move in and live in. The infrastructure build for the Olympics will help the residents in the future providing better transport, road facilities, reduction in journey times. The constructions which will be build will have international standards as they being built to be showcased to the world and later transformed to put in for other uses once the Olympics is

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over. The Olympics will attract a large amount of tourism; the country will see a boost in tourism which is a good sign for the country as tourists bring foreign currency to the host country and also spending from the tourists will benefit the economy and business. In order to construct the sporting facilities and transform places to host the Olympics will require large manpower due to this a lot of employment opportunities will be created causing a reduction in unemployment for the country and construction businesses will see boom and supply side businesses will also be involved bringing in a lot of correlated businesses together. The host country will earn millions through the sales of tickets, merchandise and Television and satellite rights. The construction of facilities is also showcase of talent and skill of the host country to investors around the world to come and invest in the country to gain new business opportunities because the Olympics will be attended by influential, powerful and rich leaders and business men who can be attracted in investing. The economic benefits gained by the host country are numerous from the Olympics the employment opportunities will increase spending of natives the buying power will increase. The influx of tourism with foreign currency will increase the foreign reserve of the country. Tourism spending will make the economy growth increase. The investment from foreigners for the Olympics on construction projects will also bring in money for the country. The Economy growth will increase; the gross domestic product (GDP) of the country will see an increase. London was facing a very bad recession due to the global financial crisis but hosting the Olympic brought them benefits economically as production increased by 1.1% and the recession was over (Metrowebukmetro, M. 2012)