



# Olympic Games & Its impacts on Society

# Olympic Games

## THE ANCIENT OLYMPIC GAMES

### 1. INITIATION:

- a. Religious need
  - b. Warfare
  - c. 776 B.C. earliest record
  - d. Four largest Games in Greece
    - > Olgmic
    - > Pytno
    - > Isthmus
    - > Nemea
-

## 2. PHILOSOPHY:

- BEAUTY
- REVERENCE TO GODS
- PERSONAL & STATE HONOR

## 3. EVENTS:

- 192.27 M SPRINT
  - SHUTTLE RUN, MARATHON, RUNNING WITH WEAPON
  - BOXING
-

- DISCUS
  - LONG JUMP
  - JAVELIN
  - WRESTLING
  - WEIGHT LIFTING
  - TUG OF WAR
  - RELAY WITH TORCH
  - CHARIOT RACING
-

#### 4. CHARACTERISTICS:

- ONE-DAY EVENT TO 5-DAY EVENT
  - RELIGIOUS
  - NATIONALISM
  - POLITICAL
  - COMMERCIAL
  - ARTISTIC & MUSICAL
  - SOCIAL
- 
- CULTURAL
  - RACISM

- SEXISM
- EMPHASIS ON BODY BEAUTY
- HEROISM
- PROFESSIONALISM

## 5. DECLINE OF OLYMPIC GAMES:

- 394 A.D. ROMAN EMPIRE & CHRISTIANITY
  - 426 A.D. OLYMPIC GAME SITE WAS RUINED BY ROMAN EMPIRE
-

- 100 YEARS LATER BURIED BY EARTHQUAKE & FLOOD
  - FROM 776 B.C. TO 393 A.D., 293 OLYMPIC GAMES HAD BEEN HOSTED AND LASTED FOR 1170 YEARS.
-

# Impacts of Olympics on Society:

---

- Politics
  - Use of sport for political propaganda and opposition
  - Political ambassadors of international goodwill
- National identity
- Social integration
- Economy
- Infra-structure
- Tourism
- Technology advancement
- Health promotion
- Olympism promotion



# Olympic and politics

---

## 1. The two Koreas: First, some good news

The Korean Peninsula may technically still be in a state of war, but two gymnasts made a little peace. North Korea's Hong Un Jong and South Korean rival Lee Eun-Ju posed for selfies together — a rare event that the IOC president called a "great gesture."



# Olympic and politics

---

## 8. Refugees: The Champions

For the first time ever, a refugee team competed at an Olympic Games — a recognition of the record 60 million refugees in the world today. The team included two Syrian swimmers, an Ethiopian marathoner, two Congolese judokas and five South Sudanese middle-distance runners.



# Olympic and politics

On the morning of Sept. 5, eight members of the Palestinian terrorist group Black September stormed the Olympic Village and took hostage almost a quarter of the Israeli delegation. The terrorists had hoped to secure the release of 234 Palestinian political prisoners, but Golda Meir refused on principle to negotiate. West German authorities then botched a rescue attempt, resulting in the death of six Israeli coaches, five Israeli athletes, and one West German police officer.

## The victims of Munich



# Olympic and politics

---

## Moscow 1980

Munich showed how Games can be hijacked by individuals; Moscow and Los Angeles showed how Games can be hijacked by governments. In January 1980, Jimmy Carter warned that unless the Soviets withdrew troops from Afghanistan, the U.S. would boycott the Moscow Games. Not surprisingly, Moscow refused, and the U.S. eventually persuaded 61 other governments to join their boycott.



# Olympic and politics

---

## Los Angeles 1984

Also not surprisingly, the Soviets turned the tables with a boycott of the 1984 Los Angeles Games, but only succeeded in persuading 14 other countries to join them. Still, the damage had been done. The Olympics are supposed to transcend politics, not to be used as political bargaining chips. If Munich was a failure of preparation, the U.S.- and Soviet-led boycotts were a failure of the Olympic spirit at the highest levels.



# Olympic and politics

---

## Beijing 2008

When Beijing was awarded the Olympics in 2001, it had a GDP of \$1.3 trillion; by 2008, its GDP had surged to \$4.6 trillion. It made sense that a rising China would want to showcase its great success. It made less sense that a government with a history of human rights abuses would willingly put itself under the international microscope.

The early signs weren't promising. For 21 countries and 85,000 miles, the Olympic torch relay turned into an obstacle course, beset by pro-Tibet and human rights protestors, as well as pro-China counter-protestors. Thousands showed up to demonstrate in London, Paris, San Francisco, Seoul and New Delhi, and things often got violent. But by the time the Olympic flame reached Beijing, politics had mainly fallen away as the world gathered to kick off the 29th Summer Olympic Games. To this day, the gold standard of opening ceremonies belongs to Beijing.

The success of these Games validated China's ascension to the global stage, and China has been awarded the 2022 Winter Olympic Games. What better validation of success than that?



# Olympic and politics

---

## Brazil: Not in front of the guests

The Olympic organizers weren't having it: Twice in one day, spectators were forced to leave their seats or were expelled from stadiums for protesting Brazil's unpopular interim president, Michel Temer. "Videos of both incidents circulated on social media and were widely condemned." Temer was booed during the Opening Ceremonies.



# Olympic and politics

---

## 4. U.S. and Russia: The Chilly War

This dispute had some drawing parallels to the Cold War rivalries of the past: First, Lilly King pointed out that Russia's Yulia Efimova had failed two blood tests.

Then, King beat her in the 100-meter breaststroke, "a feat she celebrated by slapping the water in Efimova's lane then adding a bit of finger-wagging." "It's incredible — winning the gold medal and knowing I did it clean," King said.

"I always thought the Cold War was long in the past. Why start it again, by using sport?" Efimova shot back.





# Olympic and politics

---

## Australia and China: Pool Wars

Australian swimmer Mack Horton referred to a Chinese competitor, Sun Yang, as a "drug cheat" before the men's 400-meter freestyle final — he noted that Sun had tested positive for a banned substance in 2014. A Chinese newspaper quickly fired back, saying Australia exists " 'at the fringes of civilization' and even getting in a jab about its infamous past as a British penal colony."



# Olympic and politics

---

## 2. U.S. politics: A message to Trump

Before Ibtihaj Muhammad became the first American woman to win an Olympic medal wearing a hijab, she had some words for Donald Trump: "I think his words are very dangerous," the fencer told CNN. "I'm African American. I don't have another home to go to. My family was born here. I was born here. I've grown up in Jersey. All my family's from Jersey. It's like, well, where do we go?"



# Olympic and politics

---

## Kuwait: Independent actions

The International Olympic Committee had banned Kuwait from international competition, so Kuwaiti shooter Fehaid Aldeehani competed, and won a gold medal, as a member of the Independent Olympic Athletes team. Kuwaiti media reported that when asked to carry the Olympic flag during the Opening Ceremonies, he refused: "I am a military man and I will only carry the Kuwait flag."



# Olympic and national identity

---

## Chinese Olympic delegation receives a warm welcome in Hong Kong

Hong Kong welcomed China's Olympic medallists with plenty of warmth and fanfare on Saturday as the visiting national squad, fresh from the Rio Games, launched their own charm offensive in the city.

The athletes' visit had been awaited with enthusiasm. All 5,700 tickets on offer to the public for the events were snapped up within a few hours by hundreds of people on Monday. Scalpers had got in on the act, with some of the HK\$20 admission tickets being sold online for as much as HK\$1,165.



# Olympic and national identity

---

Chief Executive Leung Chun-ying told the delegation that Hongkongers and the national athletes were “bonded by blood” and Hong Kong hoped to work with the mainland to develop sports in the city.

Chief Secretary Carrie Lam Cheng Yuet-ngor said Hongkongers would cheer for their own athletes but also take pride in the national squad's victories.

Security was tight at the five-star hotel in Tsim Sha Tsui where the athletes were staying and which has become a magnet for fans waiting for a glimpse of their idols.





# Olympic and Social integration

---

## The Games can play the role of stabiliser

Hosting the Olympics is a great chance to integrate the population. It can even become a starting point for people of all social strata to feel involved in something global and noble. That sense of unity can be directed towards reaching national goals, such as education and healthcare. In the case of Brazil, torn by political scandals and turmoil, the Games can play the role of stabiliser.



# Olympic and economics

---

## London Olympics & Tourism

Contrary to popular belief, it's not even clear that the games increase tourism or new investments during the times immediately surrounding the games.

Britain received about 5 percent fewer foreign visitors during the month it hosted the 2012 Summer Olympics than during the same month in 2011. Greece lost 70,000 jobs — mostly in the construction industry — in the three months immediately after the 2004 Summer Olympics in Athens.



# Olympic and economics

---

## Rio's Olympic win is Rio's economic loss

The Olympics are a time for celebration, when nearly half of the world's population comes together to watch the dedication and sacrifice required of elite athletes. It's a time for appreciating the inspirational stories about what the games can accomplish for individual athletes and the global community. Unfortunately, the Olympics have also become as much about economic development as athletics. This is where the fairy tale ends, because the games actually do little to lift up the economy of the host country.

Hosting the Olympics seems like it would give a fantastic boost to the local economy. Building massive, shiny new stadiums requires both labor and materials. Tourists from around the globe converge, spending money on the local businesses and paying taxes.





# Olympic and economics

---

Officials hope to use the Tokyo 2020 Olympics to attract visitors and promote Japanese business and innovation. Prime Minister Shinzo Abe is playing his part, popping up in Rio dressed as video game character Mario.

The Bank of Japan estimates that the Olympics will lift the country's economic growth by as much as 0.3 percentage points per year through 2018.

Japanese Prime Minister Shinzo Abe appeared at the Rio Olympics closing ceremony dressed as Nintendo character Mario.

U.S. economists Robert Baade and Victor Matheson take a different view. In a paper published in April, the academics said studies of previous Games show "actual economic impacts that are either near-zero or a fraction of that predicted prior to the event."



TOKYO

# Olympic and infrastructure

## After Olympics, Rio Is Altered if Not Reborn

There have been cost overruns and complaints about spending billions on a mega-event when teachers have gone unpaid. Critics say upscale areas have been favored at the expense of slum dwellers. A pledge to clean up Rio de Janeiro's polluted bay went unfulfilled, while the promise of law and order now feels like a cruel taunt in the face of rising crime.

But the criticism aside, the 2016 Summer Olympics in Rio have profoundly altered this city of six million, yielding a revitalized port; a new subway line; and a flush of municipal projects, big and small, that had long been on the wish list of city planners.



Maracana Stadium (Maracana)

# Olympic and infrastructure

---

“If we set aside our political passions, it’s plain to see that the Olympics have created an enormous legacy for Rio,” said Pedro Corrêa do Lago, a historian, economist and former president of Brazil’s national library. “These are improvements that might have otherwise taken 20 or 30 years to realize.”

To many, it has become an article of faith that the modern Olympics are a drain on public coffers, a sop to corporate interests and a vanity project for glory-seeking leaders hoping to burnish their legacies and their nations’ standing on the world stage.





# Olympic and infrastructure

Brazil is no different. Born seven years ago in the heady days of an economic boom, these Games were initially seen as a triumphal capstone for a newly ascendant global power. Instead, as the country suffered through its worst recession in decades, the Games became an emblem of government waste and political hubris — and a target for protesters who dogged the Olympic torch relay as it wended its way across the country

But experts say the Games also served as a powerful catalyst for urban revitalization, spurring infrastructure projects, financed with taxpayer money and private investment, that will enhance the lives of Rio's residents.



# Olympic and infrastructure

Nearly **100 miles of rapid bus lanes** have slashed commuting times for thousands of the working poor. Four **new tunnels** have been built, and a **17-mile light rail system** opened in June. A new subway line, the system's first major expansion in decades, began operating four days before the opening ceremony.

The city said it had sped up the construction of more than 400 schools and health clinics in impoverished neighborhoods, part of what the mayor called a revitalization spurred by the Olympics.

Still, critics say the Games have delivered uneven benefits, favoring upscale areas like Barra da Tijuca, the site of the Olympic Village, while ignoring hundreds of poor communities where residents live in jerry-built housing that lacks basic sanitation.



# Olympic and infrastructure

---

“The Olympics have led to displacement, gentrification and sweet deals for real estate developers and construction companies,” said Theresa Williamson, the executive director of Catalytic Communities, an advocacy group for the city’s favelas.

But while acknowledging the dire state of Rio’s public finances — the underfunded schools and hospitals, the unpaid government salaries and the unmitigated misery of its hilltop favelas — some experts say the Olympics will provide benefits for years to come.

“It’s undeniable that the infrastructure that has been built for the Games will benefit the population once the Olympics are over,” said Barbara Mattos, an analyst at Moody’s, the credit rating agency.





# Olympic and infrastructure

---

Eduardo Paes, Rio's hard-charging mayor, who has aspirations of higher office, is quick to swat away criticism of the Games, calling the event a once-in-a-generation opportunity to lure investment to a city where fortunes have waned in the nearly six decades since the national capital moved from Rio to Brasília.

“No one ever said the Olympics were going to solve all of the city's problems,” Mr. Paes said in an interview. “But we used **the Games as a good excuse to get a lot of things done**, things that have been the dream of mayors for 50 years.”



# Sport tourism

## Brazil hopes Olympics will pay future tourism dividends

The head of the Brazilian tourism board is feeling a sense of relief now that Rio de Janeiro's turn as host of the 2016 Summer Olympics is over, but now he's got to start strategizing on how to translate the pop from the Games into a boost in future tourism.

"It's like when you throw a party at your house and there is a sigh of relief at the end" because worries about treating people well and making sure they had a good time are over, said Vinicius Lummertz, chief of Embratur, the tourism board.

But just a few days after Sunday's closing night extravaganza, "people in Rio were already saying we miss it. Being the center of the planet was a great sensation," Lummertz said in a phone interview from the Olympic city.

Playing on the world stage was a big part of what the Rio Olympics were all about for Brazil, he said. Despite the country's political turmoil, economic downturn, security concerns, an ongoing corruption scandal, worries about crime, Zika and water pollution and even a fabricated tale by American swimmers about being the victims of an armed robbery, Lummertz said Brazil's 16-day Olympic party was a success.





# Sport tourism

All of that turned out to be minor in the face of the success of the Games,” he said. He hopes the beautiful images of a city that sits between the sea and the mountains that were beamed around the world will be the “lasting impact” of the Rio Games.

All told, Brazil hosted 434,000 foreign visitors who spent about 2 billion reais (\$617.24 million) during the Games. Some 700,000 Brazilians also were on hand in Rio to witness the first Olympic Games in South America. Americans were the top international visitors, accounting for 17 percent of foreign travelers.

Some visitors tacked extra days in Brazil after attending Olympic events. Brazil’s Ministry of Tourism says there were 541,000 international tourists in the country from July 1 to Aug. 15. That’s an increase of 157,000 tourists over the same period in 2015 — or a nearly 41 percent jump.

“We were surprised by the very favorable numbers,” Lummertz said. “What was reported before the Games about the risks of making the Games in Brazil was left behind.”



# Sport tourism

---

Now the challenge is to **keep the momentum** and interest in Rio and Brazil going, said Lummertz. Brazilian tourism officials see Barcelona, which has tripled its visitors since hosting the 1992 Summer Games, as a model. South Florida's experience with Art Basel, which has put it on the map as an artistic and cultural destination, also is an inspiration for Brazilian tourism officials. They hope to promote the country's cultural diversity and new art spaces and museums in Rio.

“The transformation of Rio is very significant for Brazil in general,” Lummertz said. “We are planning international media campaigns and pitching more international events, and we’ll also be promoting more investment. Brazil is opening up.”



# Olympic and technology advancement

---

**Brave new world: Rio 2016 Games to showcase technological innovations**

## **Volleyball and beach volleyball**

Rio 2016 will be the first Olympic Games in which volleyball teams will be able to use **video reviews** to challenge a referee's call. A second referee will use television footage to verify any challenged points. Replays will be shown on the big screen in the arena while the second referee reviews the challenge, adding to the drama.

"The crowd will be waiting with bated breath," says Cristiana Figueira, manager of volleyball at the Rio 2016 organising committee. "We expect a lot of booing and applause."





# Olympic and technology advancement

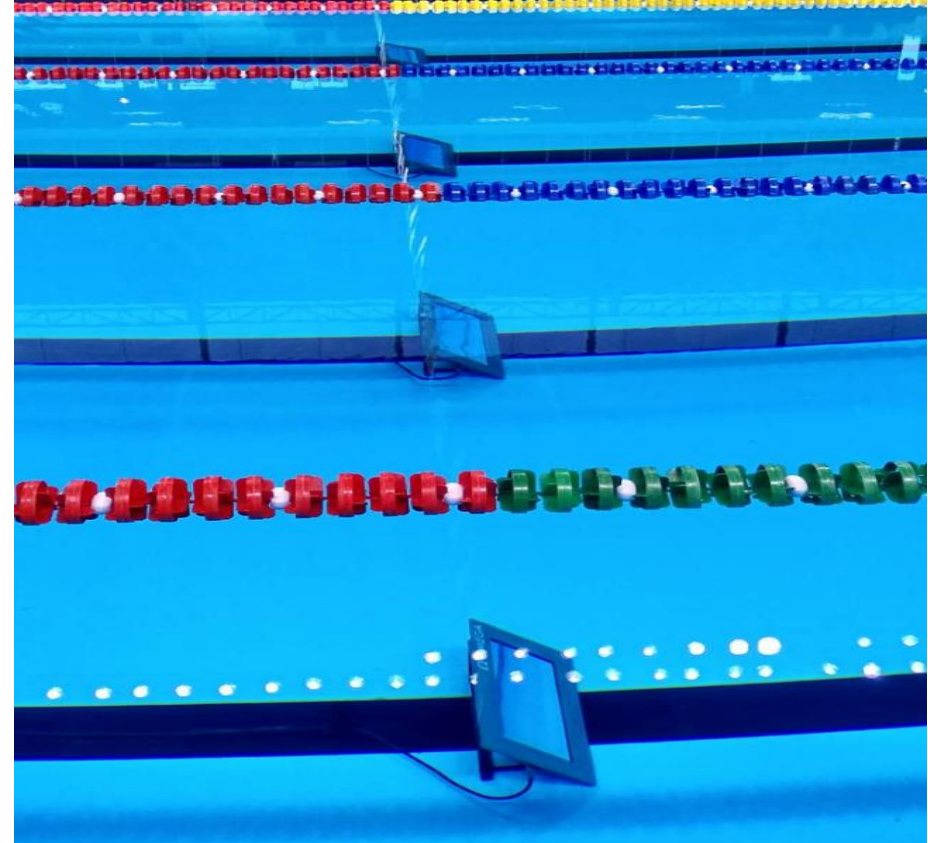
## Swimming

It is not unknown for distance swimmers to lose track of their lap count, even in elite competitions. At Rio 2016, help will be at hand in the shape of **digital lap counters** from Omega. The devices will be used in the 800m and 1500m freestyle events.

The digital lap counters sit at the bottom of each lane, near the turning point. They automatically update the lap count when a swimmer hits the touchpad on the wall.

“It means that athletes can focus more on their own performance,” says Eduardo Gayotto, swimming manager at Rio 2016. “As soon as they turn they can see how much they have swum.”

The system was used for the first time at the 2015 world championship in Kazan and at the test event for Rio 2016 in May.



# Olympic and technology advancement

---

## Canoe sprint and rowing

GPS technology will help fans follow the canoe sprint and rowing events in Rio in more detail than ever before and watch the races in real time on big screens. Thanks to **GPS devices attached to every vessel**, spectators will be able to see key data such as **speed and direction**. The system was used in the test event last year at Lagoa Rodrigo de Freitas in southern Rio.

"It totally changes the experience for the audience," says Sebastián Cuattrin, rowing manager at Rio 2016. "The big screen will make it possible to see the different tactics used by different teams, in particular when there is a change of speed."



# Olympic and technology advancement

## Archery

In this most traditional of events, an **electronic scoring system** is replacing the referee's judgement. While the classic paper targets may look the same, in reality they are now only the visible face of a **high-technology sensor system** that will transform the spectator experience of the sport.

"When the arrow hits the target, the system shows the score on the big screen immediately," says Rio 2016 archery manager Luiz Eduardo Almeida. "It is extremely accurate and much faster."

The new system identifies the exact point of the arrow in the target within an accuracy of 0.2mm, much more precise than the human eye is capable of. The score is displayed on the screen just one second after the arrow hits the target.

To add to the tension, spectators in Rio will also be able to monitor **athletes' heart rates** in real time.



# Olympic and technology advancement

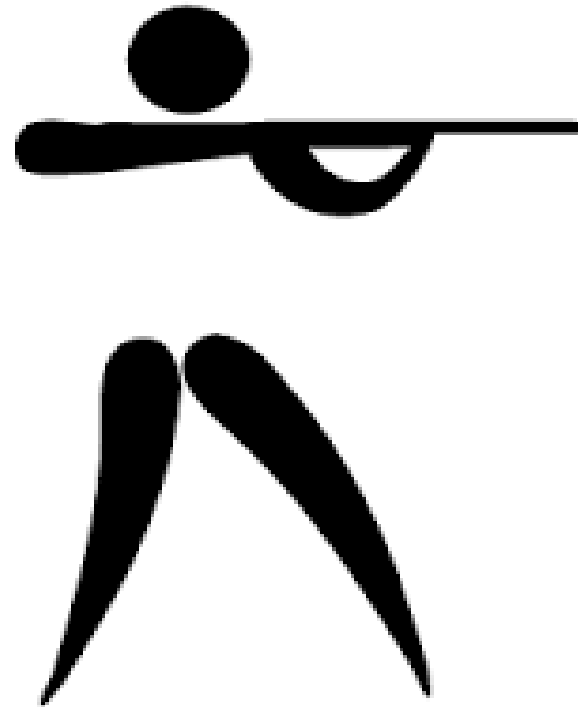
---

## Shooting

Shooting has used **electronic targets** since Beijing 2008. At Rio 2016, the scoring system has been upgraded to incorporate **laser technology**, replacing the previous acoustic system.

“We can calculate the score with millimetric precision,” says Ericson Andreatta, the manager for shooting at Rio 2016.

Advanced technology is also helping to **enhance safety** at the sport. **Radio-frequency identification (RFID) tags** will be attached to all guns used at Rio 2016 so that organisers know where every weapon is at any given time.





# Olympic and technology advancement

---

## Weightlifting

Weightlifting is one of the most dramatic of Olympic sports, a simple but compelling test of the limits of human strength. Adding to the spectator experience at Rio 2016 will be a **camera dolly** that will follow a competitor's every movement on the platform.

"We will be able to capture full movements. Normally you need to take it from the side or from the front. We've got **all angles covered**," says Eduardo Villanova, manager of technical operations for weightlifting at Rio 2016.





# Olympic and technology advancement

---

## Virtual Reality

Virtual reality is arriving in the mainstream and the Olympic Games are no exception. For the first time, **Olympic Broadcasting Services (OBS)** will be broadcasting high-definition images of the opening and closing ceremony in virtual reality, as well as one event per day.

In the run-up to the Games, Samsung has released a **360-degree virtual reality** film, *Vanuatu Dreams*, which can be experienced using the Korean company's VR glasses. The three-minute film follows two beach volleyball players from the Pacific island of Vanuatu, Miller Pata and Linline Matauatu, in their bid for qualification for Rio 2016.



# Olympic and technology advancement

---

## Wearables

Payment company Visa, in partnership with Brazilian bank Bradesco, has launched an **innovative bracelet** that visitors to Rio 2016 can use like **a contactless** payment card **to pay** for goods and services. The bracelet uses Near Field Communications (NFC) technology to enable transactions. All 4,000 point-of-sale terminals at Olympic venues will be equipped to work with NFC.

As well as the new bracelet, Visa is also introducing another NFC device at Rio, a **payment ring** backed by a Visa account. The ring will be given to all of the 45 athletes sponsored by the company at the Games. It does **not** require use of **a battery or recharging and is also water resistant** to a depth of 50 metres, so Visa-sponsored Olympic champion Missy Franklin can go from the pool to payment all with the tap of her ring.



# Olympics & health promotion

## SPORT AND ACTIVE SOCIETY PROGRAMMES

The IOC has long recognised that it has a significant advocacy role to play in the **promotion of sport and physical activity at all levels** around the world. This advocacy role has been reflected in the Olympic Agenda 2020 – the strategic road map for the future of the Olympic Movement - and is part of the "Olympism in action" programmes along with the Olympic Day, Olympic Values and Education, Women in Sport or Peace through Sports programmes for example.

The IOC and its Sport and Active Society Commission have designed a useful toolkit for organisations across the Olympic Movement that are managing Sport for All programmes available under this section. It provides them with the knowledge, understanding and tools needed to improve existing programmes worldwide, as well as to create new ones.





# Olympics & health promotion

---

## Will the Olympics leave a legacy of good health?

The rather than improving the nation's health, leading Lord KreOlympic legacy has promised to **create a "healthier, happier, more active nation"**, so it's ironic that I spent more time in the last fortnight sitting on my bum glued to the TV than ever before. But not, perhaps, as ironic as the government's failure thus far to capitalise on the current wave of enthusiasm for sport with a cohesive strategy for promoting physical activity.

A report just published by the House of Lords Science and Technology Committee entitled "Sport and exercise science and medicine: building on the Olympic legacy to improve the nation's health" expresses surprise and disappointment in "the apparent lack of joined-up thinking in government about the Olympic health legacy".

"While 'sport' belongs to the Department of Culture Media and Sport, 'exercise or physical activity' is seen as being within the remit of the Department of Health," says David Stalker, CEO of the Fitness Industry Association (FIA). Hugh Robertson, the minister for sport, openly declared that his interest was in increasing participation bs, the chairman of the committee, to state: "Government is failing to act in a consistent way to ensure that the Olympics help us **tackle one of our greatest health threats – sedentary lifestyles.**"



# Promote Olympism in Society

---

Olympism abides by three essential values:  
**excellence, friendship and respect.**

Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, **Olympism** seeks to create a way of life based on the joy found in effort, the educational value of good example and respect for universal fundamental ethical principles.

The goal of the Olympic Movement is to contribute to building a peaceful and better world by educating youth through sport practiced without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play.



# Promote Olympism in Society

---

## Women In Sport

Gender equality is a top priority for the Olympic Movement. The two main aims are to make access to sport in general and the Olympic Games easier for female athletes, and to increase the number of women in sports administration and management





# Promote Olympism in Society

## Education Through Sport

Pierre de Coubertin, the founder of the modern Olympic Movement, believed that sport contributed to the **harmonious and well-balanced development of the body, personality and mind**. As such, interaction between sport, education and culture is encouraged by the IOC. The aim is to promote Olympism and Olympic ideals throughout the world and reinforce cooperation with educational institutions and NOCs with projects especially targeting young people.



# Promote Olympism in Society

---

## Social Development Through Sport

To help build a better world through sport, the IOC devises programmes that offer concrete answers to **social inequalities and poverty**. The IOC supports numerous projects in cooperation with organisations specialising in humanitarian aid and development, including key NGOs, the United Nations and Olympic Movement stakeholders.



# Stronger, higher, but are people any happier?

---

With economists challenging the financial justification for hosting the Olympics, politicians will require new arguments to sell the games to sceptical electorates. Perhaps they could rely on new research published in a paper this month called The Olympic Games: Faster, higher, stronger — but does it make people happier?

Over the past few years, behavioural scientists, psychologists and economists have increasingly delved into happiness theory. One of the standards that researchers use is “**subjective wellbeing**” (SWB), a measure of how people experience the quality of their lives that includes both conscious thought and emotional reactions.

# Stronger, higher, but are people any happier?

---

A group of academics in the US, UK and France worked together to establish whether the SWB of London's citizenry rose before, during and after the city held the 2012 summer games. To do so, they interviewed 26,000 people living in London, Berlin and Paris between 2011 and 2013.

Stefan Szymanski, one of the researchers behind the study, says the results provide the first recorded evidence of an "Olympics effect" for host cities that does not appear on a balance sheet. He says there was "a measurable increase in happiness in London in 2012, compared with Paris and Berlin."

But politicians may have to act fast to capitalise on this spike in local joy. The academics also conclude: "The effects do **not last very long**, however, and the games show no effect on SWB **a year later**. The host with the most. But not for long."





Thank You