

EVENTS / FESTIVALS AND CULTURAL IMPACTS.

Sydney 2000, Beijing 2008, London
2012

CASES.

Modern Olympic Games

- ❑ Sports Tourism = “is a multi billion \$ business - - one of the fastest growing areas of the \$4.5 trillion global tourism industry”.
- ❑ “In some countries sport can account for as much as 25% of all tourism receipts”
- ❑ “1994 European Commission Report of the European Community estimated that the sports industry is responsible for 2.5% of world trade.

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- ❑ 2003, sports tourism was valued as high as \$51bn, equivalent to 10% of the total international tourism market”
- ❑ **Biddiscombe 2003.**

Modern O. Games

- ▣ Cultural Tourism = 2009 OECD, noted Cultural Tourism accounted for 360 m international tourism trips in 2007 or 40% of Global Tourism value terms.
- ▣ £/\$ Contribution is estimated much greater since cultural tourists spend as much as $1/3$ more on average than other tourists,

(Richards 2007).
- ▣ Culture is one of the main reasons as to why people travel today!! WTO.

BEIJING Olympic Games

- ▣ Marketing / Socio-Economic Tool = Beijing Olympics Case Study. 
- ▣ Used opening and closing ceremony to 'SELL' China.
- ▣ Opening up of china to the world = SHOWCASE.
- ▣ Through the cultural opening and closing ceremonies – Chinese tradition was showcased.
 - 5,000 years of history and culture displayed through 50 mins of opening ceremony.
 - FLAG / LANGUAGE / MUSIC / DANCE / DRESS / HISTORY / TRADITION

Sydney Olympic Games

- ▣ Sydney - - Strong promotion of culture and heritage = Indigenous Population – Aborigines.
- ▣ “Multi – Cultural Face of the Games” = Black and White.
- ▣ Needed to ‘emphasise’ tourism potential namely; cultural tourism , sports tourism, as unlike other Games’ host nations, they did not have an immediate / direct tourism market = = = small population (18 million - 2000). In contrast, Atlanta (host of 1996), had a tourism / sporting market of 20 mill population in a 5 hour drive away.....!!

Sydney Olympic Games

- ▣ Sydney cleverly used Cultural Tourism to promote the games (History and Culture) and to generate cultural tourists.

- ▣ USE OF CULTURE:
 - 7 min feature in closing ceremony of Atlanta's Games showed "Aboriginality"
 - Only approx 1 % of the Australian population is Aborigine, but chose to make this heritage central!
 - EG; Boomerang Logo + Flame, use of Aborigine representatives – Cathy Freeman, dancers, performers, anthems, traditional chants / music, nature scenes – Ayers Rock (Uluru), wildlife.....

Sydney Olympic Games

CULTURAL CONTROVERSY:



- ❑ Sydney's portrayal of history and culture did not go without negative press coverage though!!
- ❑ Aborigine Heritage - Considered in many global press articles with negative associations – eg; Commercialised, Exploitative, Comodified, Debased, Misrepresented.....

Theme of “Olympics for ALL” was questioned - - - DUE TO AUSTRALIA's HISTORY OF INDIGENOUS RACISM.

- ❑ IRONY = Past and present persecution of Aborigines and yet this history was central to the Australian Olympic Games image – (Opening / Closing Cultural Ceremonies).

Sydney Olympic Games

NB: Opposing racist views =

- ▣ 1) Juan Antonio Samarach proclaiming that the Sydney 2000 Olympics was “THE BEST EVER”.
- ▣ 2) Considered to have a lasting community benefit
- - igniting unity with communities / developing cultural interest.....
- ▣ ?????

Cultural Impacts of the Olympic Games

- ▣ The Olympic Games claim to influence culture and heritage both HOME AND AWAY????

London 2012 Games

- ▣ This is the third time that the UK will host the Games, with 2012 -(1908 / 1948 / 2012). Only nation to host 3 times.
- ▣ The UK provided an insight to the world of British culture and tradition - - -Closing Ceremony Beijing.
- ▣ Iconic Images / Traditions showcased in presentation – including; Transport, Heritage Geography – London Skyline, Flag, Sports Heritage – Football, Climate – Umbrellas!, Music Culture.....

London 2012.

- ▣ Other cultural portrayals include:
- ▣ Future Opening / Closing Ceremonies.



- ▣ Media Coverage – Logo / Flag.....
- ▣ CULTURAL OLYMPIAD.



London Cultural Olympiad

2008 – 2012 (27th June – 9th Sep)

- ❑ London 2012 cultural olympiad is the largest cultural celebration in the history of the modern Olympics.
- ❑ Cultural Olympiad is spread over 4 years. Designed to engage EVERYONE – Host Community.
- ❑ Historical development of the Olympiad dates from 1908 (Stockholm Olympics)
- ❑ Heralded as the “UK’s biggest ever festival” in the areas of ; Art, Music, Drama, Dance, Visual Arts, Theatre, Film.....
- ❑ Events have been far reaching all over the UK.
- ❑ <http://festival.london2012.com/about/index.php>

REGIONAL Cultural Olympiad 2008 – 2012.

A Touring Display was opened at the Brangwyn Hall in Swansea, and was one of a number of arts projects in Wales that came under the banner, 'Power of the Flame', to mark London 2012.

- ▣ Led by the Arts Council of Wales and was funded by Legacy Trust UK, it was part of a £2.85m programme designed to use the Olympics as a catalyst to inspire young people to achieve their very best in their chosen field.
- ▣ More than 46,000 people got involved locally and the 'Following the Flame' exhibition featured artwork from pupils at local school
- ▣ Price – Western Mail 2011.

REGIONAL Cultural Olympiad 2008 – 2012

- ▣ Gwyn L Williams, creative programmer for London 2012 in Wales, says it's important that the arts are used to mark the Olympics.
- ▣ “The original concept of the ancient Greek Olympic Games was to include culture and they used to give out medals for arts events,” says Williams. “Now culture is included in the opening and closing ceremonies and it's an important part of London 2012. It's my job to engage with the young people of Wales using the philosophy of the Olympics, which is to do your best and work hard. We are applying that message to arts and culture”.
- ▣ AIM TO HAVE POSITIVE IMPACT ON THE YOUNG!

London 2012

- ▣ Circa 16 million took part in the UK Cultural Olympiad.



NB: OLYMPIC GAMES CULTURAL IMPACTS?

- ▣ POINT OF DEBATE.....??
- ▣ “There’s an idea of the Olympics as a pure expression of international brotherhood (exchange of cultures / Unity / Acceptance...) when in fact the Olympics are a multi billion dollar business”
Orin Starn Duke University USA 2004
- ▣ **THEREFORE are the Games commercialised / Exploited forms of Culture and Sport????????????**