The directions of the Olympiad and the Winter Olympic Games legacy development analysis

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Summary
The aim of our study was to develop the concept of the Olympiad and the Olympic Winter Games legacy. Object of the study: the development of the Olympic Games and Olympic Winter Games legacy. Methods: Using the content analysis there were reviewed research papers and official records in the field of Organizing Committee of the Games of the Olympiad and the Winter Olympic Games legacy. The first part of survey included questions about the historical aspects of the formation of legacy, the definition of the Games of the Olympiad and the Winter Olympic Games development stage beginning, the identification and analysis of the legacy of the Games of the Olympiad and the Winter Olympic Games basic directions development, the selection of new areas of the Olympics and the Winter Olympic Games legacy; identifying patterns of the Games of the Olympiad and the Olympic Winter Games legacy development. The second part included questions about the justification of the legacy concept of the Games of the Olympiad and the Olympic Winter Games. The concept of the legacy represents territory, society, environment and combines all selected directions. Block “Territory” includes all aspects of territorial legacy implemented in the city, region, country of the Games. Block “Society” includes all the changes associated with human resources and society. Block “Environment” includes various types of the human environment: infrastructure environment, ecological environment, accessible environment.

Conclusions. Analysis of the emergence and formation of the legacy directions leads to the conclusion that today the legacy takes one of the leading positions in the organization and holding of the Games of the Olympiad and the Winter Olympic Games. Aspects of legacy are carefully planned. Organizers are trying to take into account the positive and negative legacy of the previous games. This is reflected in the opening of the new legacy directions. Each direction is the significant legacy of certain tangible and intangible segments of the Olympiad and the Winter Olympic Games. Every Games open from 1 to 3 new legacy directions. All this leads us to conclude that the stage of legacy development which put its beginning in 2002 marked the beginning of the new era of conscious approach to legacy and to give equal attention to what will remain after the Games of the Olympiad and the Winter Olympic Games, along with the organization and holding.

Keywords: Legacy, Olympics Games, process development, concept, territory, society, direction, mission planning.

Introduction
Olympic Games have become one of the most significant events in the life of modern society (Cashman, 2003; Agha at al, 2012). Cities and countries, conducting games, successfully use the effect of the Olympic events in the development of all life spheres, including social development, economy and ecology (Leopkey, 2009; Chappelet, 2013; Kuznetsova, Morozov, 2014). Analysis of the games results of the last two decades indicate that they are used as a catalyst for the renovation and modernization (McIntosh, 2003; Sousa-Masta, 2013;Van Dijk, Weitkamp, 2014). This fact has attracted particular attention of candidate cities interested in organizing and holding Olympic Games, to the use of their legacy (Cesar, 2012; Homma, Masumoto, 2013).

In 2002, under the auspices of the International Olympic Committee (IOC) for the first time an International Symposium “Legacy of the Olympic Games 1984-2000” was held. As the result of the symposium fundamental issues related to legacy, were raised which leave behind the Olympics Games and the Winter Olympic Games. As the result, the key areas that need special attention from the organizing committee - planning for sustainable and long-term management of legacy identified (International Olympic Committee, 2013).

In the same 2003 to supplement the rules of the IOC Olympic Charter 2, paragraph 14: “to promote the production of positive legacy from the Olympic Games cities and those organizing the Olympic Games.” appeared.
Symposium dedicated to the legacy of the Games and addition of the Olympic Charter completed the step of forming the legacy as an independent phenomenon.

A new stage – the stage of the extraordinary historic decisions development mark the 127th IOC Session, held on December 9, 2014 in Monaco. In the session, recommendations adapted on reforming the Olympic movement were adapted according to the principles of sustainable development of the city and the country as in the preparation and holding of the Olympic Games, as well as the use of the Olympic legacy in the social, economic and environmental spheres after their completion.

The aim of our study was to develop the concept of the Olympiad and the Winter Olympic Games legacy.

Object of the study: the development of the Olympic Games and Winter Olympic Games legacy.

Subject of the study: the main directions of the Olympic Games and the Winter Olympic Games legacy development.

Methods

Analysis of literature focus in analysis on scholarly research related to Olympic Games and the Winter Olympic Games legacy. It was conducted a thematic analysis of previous research studies of the Olympic Games and the Winter Olympic Games legacy development so as to formulate a broader level of understanding about the topic.

Content analysis of the of the Olympic games and Winter Olympic Games legacy was used to identify the main directions of the Olympiad and the Winter Olympic Games legacy development. The emphasis was on direction associated with the development legacy because they provide a unit of analysis which can be compared across Games of the Olympiad and the Winter Olympic Games and over time. Qualitative content analysis of the Olympic Games and the Winter Olympic Games legacy development change focused on evaluating the implementation of projects of legacy and the opening of new areas of legacy. Planning outcomes were verified using official reports of the International Olympic Committee and the Organizing Committee.

Results and discussion

The first who came into contact with the stage legacy development became the organizing committee of the Games Athens 2004. Olympic Legacy was realized in 7 directions (infrastructure, urban environment, the environment, culture, education, branding, venue).

GOC spent significant financial resources for the formation of the Legacy of all 7 directions. However, the best results were achieved in the directions of culture and education.

Cultural legacy at the Acropolis was the creation of special elevators for people with disabilities, a new system of acropolis consecration was also created. Panathinaik on stadium has been completely modernized. Great cultural legacy was the creation of the Athens Archaeological Park. Legacy education was to train 100 000 technical, managerial and other professions related to the Games.

The most unsatisfactory result was the Legacy directions infrastructure. 26 Olympic venues were built for the Olympics in Athens in 2004, currently only four are used.

Torino 2006 Legacy was realized already in 10 directions (infrastructure, sports, urban environment, the environment, culture, education, branding, venue, Olympic venues, volunteers).

Proper implementation of the games budget influenced the formation of all directions of legacy development. The most successful direction of Legacy has become tourism and branding.

Legacy tourism branding helped Turin to become a new business tourism destination, showing its rich history, culture and high-tech industry. A year after the Games the number of tourists increased from 100,000 to 150,000. Turin took the 4th place among most visited Italian cities, after Rome, Florence and Venice. Important legacy was the emergence of artificial snow that extended the winter season for residents and tourists for several months.

The direction in which the development had been received disappointing results is Olympic venues. Analysis of the Olympic venues use shows that many buildings had to be built as temporary Olympic venues because their content is now expensive and there is no need for the many more.

Games of the Olympiad in 2008 left the legacy including 13 directions (infrastructure, sports, urban environment, the environment, culture, education, branding, venue, Olympic venues, volunteers, health care, accessible environment, standardization).

On the organization and the formation of the Games in Beijing legacy, there were spent $ 43 billion. The organizers have paid great attention to the impact on human health legacy. The direction
of Health was first created. During the Olympic games 100 thousand Chinese cooks received food cleanliness classes of the World Health Organization. 200 thousand food inspectors additionally were trained, thereby creating a new system of disease prevention. The World Health Organization called the project “a long-term gift to China” (Zhang, Xiabin, 2012; Horton, Saunders, 2012). It invested 600 million yuan to the formation of the significant cultural legacy. Objects of legacy and cultural relics were protected and improved by archaeologists who carried out work on the 1.6 million square meters of land about 17 Olympic venues. They excavated 700 ancient tombs and 1,500 artifacts.

More than 140 million yuan has been invested in the improvement of air quality by upgrading the 6000 coal-fired boilers, which was environment legacy.

Olympic Winter Games held in Vancouver in 2010 went through the further development of legacy in 16 directions (infrastructure, sports, urban environment, environment, culture, education, branding, venue, Olympic venues, volunteers, health care, accessible environment, social environment, living environment, economy). Government developed a federal program with a budget of $ 117 million. As the result of this program was the creation of a successful sporting legacy. Legacy became a leading sports program «Own the Podium». It allowed to win 14 gold medals for Canada and also served as the establishment of a the children’s legacy fund. Nowadays, the fund supports 100 secondary schools and more than 400 professional athletes, more than 125 community groups, two provincial sports organizations and the national snowboard team. As a result of this fund more than 400 thousand students across Canada participated in programs that combine physical activity and healthy lifestyles.

The Games invested in Vancouver’s economy $ 600 million. The legacy of this was the growth of GDP by 0.8 percent. By February 2011 it received more than 300 million profit, which led to the creation of 2,500 full-time jobs. This was a significant legacy of the economy.

In order to use the experience obtained in the organization of the Games, for future organizers, the organizing committee developed a special standard event Z 2010. This marked the emergence of a new direction of the legacy – standardization.

Government of Canada allocated 386 million dollars to address the problems of homelessness and housing programs. These funds have been renovated in 1800 housing units for the poor population, which has become a significant legacy of social environment.

Games of the Olympiad in London left the legacy in 18 directions: (infrastructure, sports, urban environment, the environment, culture, education, branding, venue, Olympic venues, volunteers, health care, accessible environment, social environment, living environment, economy, mass sports ethnic environment).

Mass sport became an independent direction of the legacy development by creating a movement "Places People Play", which invested 20 million pounds in the 377 community sports projects in England. The UK government invested 493 million for the development of mass sports. The legacy of this in 2014 became more than 750 thousand people who exercise more than once a week, in December 2011, their number is equal to 500 thousand (Kassens-Noor, 2012).

As part of the sport legacy, it has developed a new strategy for the development of youth sport, which in the youth sports invested $ 600 million, created 6,000 new community sports clubs. As a result of the Games to the end of 2014 UK visited 3 million tourists and attracted 2.7 billion pounds profit.

In anticipation of the Games 300 women representing the community of black, Asian and other ethnic minorities in England (BAME) were arranged to work on various Olympic venues. This fact became favorable ethnic legacy as ethnic minorities were infringed in the rights by the indigenous society.

10-year plan for environmental management in order to promote biodiversity was also developed and implemented. 300,000 plants were planted in the wetlands area of the Olympic (Shalini, Stubbs, 2014).

The legacy of Sochi 2014 was realized in 20 directions (infrastructure, sports, urban environment, environment, culture, education, branding, venue, Olympic venues, volunteers, health care, accessible environment, social environment, living environment, economy, mass sports, ethnic environment, humanitarian, telecommunications, tourism ).

As part of creating a positive legacy of Sochi 2014 for following directions were spent:
- 31.6 billion rubles – Olympic venues.
- 115.8 billion rubles – infrastructure.
- 9.8 billion rubles – engineering infrastructure,
- 15.1 billion rubles – communication infrastructure,
- 2.6 billion rubles – environment
- 50.8 billion rubles – tourism
- 40.2 billion rubles – activities related to the implementation of programs, the preparation and holding of the XXII Winter Olympic Games and XI Paralympic Games 2014.

These costs allowed to form a positive legacy in most directions.

The legacy of the urban environment became a new standard of urban planning and construction. So, all the sports facilities and infrastructure were equipped to meet the needs of people with disabilities. The list of priority projects for the creation of a barrier-free environment, compiled by the City of Sochi, includes about 1,800 buildings. About 200 Russian cities of Sochi adopted experience in the creation of barrier-free environment, which promotes the integration of people with disabilities in the life of Russian society.

Another new innovation, having not analogues in the past was the creation of the Russian International Olympic University (RIOU). For the development of humanities legacy there were spent $ 500 million roubles for construction of the Russian International Olympic University (RIOU). This is the first higher education institution of its kind in the world, organized in accordance with the Decree of the Russian Federation Government on June 10, 2009 №774-p with its activities focused on the training of qualified personnel and the further formation of the Olympic legacy. University studies have been about 500 people, 50% of whom are representatives of foreign countries.

Another important element of the Games legacy in Sochi in Russia was the revival of the volunteer movement. In 14 regions of Russia 26 volunteer centers are established. There were successfully implemented more than 3 thousand. Projects involving volunteers “Sochi 2014”.

The resort “Krasnaya Polyana” is unique legacy of the tourism. It is the only ski resort located 30 minutes away from the major international airport and the sea coast.

Special attention attracts the creation of the new legacy direction - telecommunications. Especially for the games the company “Sports Broadcasting” was established.

An important area of Sochi Games legacy was LOCOG developed with the support of the ROC and the Russian Ministry of Education System of Olympic Education System of Olympic Education “Sochi-2014”, realized in the popular, academic and professional level. By decision of the Supervisory Board - the supreme body of the Organizing Committee with technical support from OJSC “Rostelecom” with all regions of the Russian Federation in a videoconference were held remote seminars for representatives of education, physical culture and the Olympic Council using instructional materials submitted to them. Thus, the educational legacy of the Games in Sochi in long-term basis will be demanded by the Russian system of Olympic education.

This is the first company in the world which was entrusted to broadcast the Olympic Games in collaboration with the broadcaster IOC. This achievement is due to the acquisition of cutting-edge telecommunications equipment, training of personnel which was held for 4 years. The company created a unique complex which included: mobile TV stations, satellite systems.

Thus, the Olympic Winter Games, held in Sochi, created the most ambitious and unique legacy Games of the Olympiad and the Olympic Winter Games opening to the world community new standards of green building, accessible environment, international resorts, sports education, telecommunications.

Conclusions

Analysis of the emergence and formation of the legacy directions leads to the conclusion that today the legacy takes one of the leading positions in the organization and holding of the Games of the Olympiad and the Winter Olympic Games. Aspects of legacy are carefully planned. Organizers are trying to take into account the positive and negative legacy of the previous games. This is reflected in the opening of the new legacy directions. Each direction is the significant legacy of certain tangible and intangible segments Games of the Olympiad and the Winter Olympic Games. Every Games open from 1 to 3 new legacy directions.

All this leads us to conclude that the stage of legacy development which put its beginning in 2002 marked the beginning of the new era of conscious approach to legacy and to give equal attention to what will remain after the Games of the Olympiad and the Winter Olympic Games, along with the organization and holding.

Based on the results of the legacy research questions we have attempted to develop the general
concept of the legacy Games of the Olympiad and the Winter Olympic Games. The concept of the legacy represents territory, society, environment and combines all selected directions.

Block “Territory” includes all aspects of territorial legacy implemented in the city, region, country of the Games.

Block “Society” includes all the changes associated with human resources and society.

Block “Environment” includes various types of the human environment: infrastructure environment, ecological environment, accessible environment.

Balanced coordination of these units and their implementation through specific activities in the planning and organization of the Games of the Olympiad and the Olympic Winter Games will create the prerequisites for creating the positive long-term legacy.

REFERENCES
aplinkos sritimis – infrastruktūra, ekologija ir prieinamumui, nagrinėtos dalyje „Aplinka“.

Paveldo krypčių atsiradimo ir formavimosi analizė leidžia daryti išvadą, kad šiandien paveldas yra vienas svarbesnių klausimų organizuojant ir vykdant žaidynes. Su paveldu susiję reikalai kruopščiai planuojami, o žaidynių organizatoriai stengiasi atsižvelgti į teigiamą ir neigiamą ankstesnių žaidynių patirtį. Iš to formuojasi naujos paveldo kryptys, kurių kiekviena yra reikšmingas materialaus ir nematerialaus paveldo rezultatas. Per kiekvienas žaidynes išryškėja 1–3 naujos paveldo kryptys. Tai leidžia daryti išvadą, kad paveldos plėtotės etapas 2002 metais buvo naujos sąmoningo požiūrio į paveldą eros pradžia siekiant atkreipti dėmesį į tai, kas lieka organizuojant ir vykdant olimpiados žaidynes ir žiemos olimpines žaidynes bei joms pasibaigus.

Raktažodžiai: olimpiados žaidynių ir žiemos olimpiados žaidynių paveldas, proceso plėtojimas, koncepcija, teritorija, visuomenė, aplinka, kryptis, misijos planavimas.

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