

Research on Olympic Games Management and Operation

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Abstract. This template explains and demonstrates the status quo of the Olympic Games and the management and operation model of the Olympics. The purpose is to study how to improve the management efficiency and operational skills of the Olympics. Event marketing is no longer limited to the field of sports itself, but radiates to a number of industries and fields, forming a cross-border, multi-dimensional marketing ecology. This model is called commercial operation. With the rise of the national fitness craze, the Olympics can increase the publicity for young people. At the same time, with the development of science and technology, the management of sports events can also use more high-tech products to improve the efficiency. The Olympics can also use brand and star power to improve economic efficiency, and should pay more attention to the use of environmentally friendly materials. After the competition, the utilization rate of the Olympic venues and facilities should also be improved to ensure the operation of the venues.

Keywords: Olympic Games, Management, Operation.

1. Introduction

Olympic Games is the world's largest comprehensive games hosted by the International Olympic Committee. It is held every four years and lasts for no more than 16 days. It is the most influential sports event in the world. The Olympic Games originated in ancient Greece more than two thousand years ago, because it was held and named in the Olympia. In fact, the ancient Olympic Games appeared in ancient Greece, which is an objective historical phenomenon formed by various historical and cultural factors such as geographical environment, economic lifestyle, cultural customs, religious beliefs, values, aesthetic views and other historical and cultural factors. Historians believe that since 776 BC, competitive performances have often been used as the beginning of the ancient Olympic Games [1]. Modern Olympic movement rise in the European capitalist industrial age, but its origin can be traced back to the ancient Greek Olympic games, the ancient Olympic Games every four years, from 776 BC has the written record of the first Olympic Games to 393 AD, held 293, lasted 1169 years, after the production, development and weak several classes. 1500 years after the suspension of the ancient Olympic Games, the modern Olympic Games at the end of the 19th century. The International Olympic Committee was established in 1894, the first Olympic Games were held in Athens, Greece in 1896, the first Winter Olympics in 1924, the first Paralympic Games in 1960, the first Winter Paralympic Games in 1976, the first Youth Olympic Games in 2010 and the first Holly Olympic Games in 2012. The Olympic events are also colorful, such as table tennis, track and field. Today, there are many other things derived from the Olympic Games, such as the Olympic spirit. In the "Principles of the Olympic doctrine" clause of the International Olympic Charter: "Everyone should enjoy the possibility of playing sports without any form of discrimination, and embody the Olympic spirit of mutual understanding, friendship, unity and fair competition." It is the Olympic spirit. The research is to explore the management and operation methods of the Olympic and to make some suggestions. Management and operation play an important role in a sporting event. It covers all aspects of the sports industry, from event planning to athlete management, from venue operation to marketing, which is an important part of sports operation and management. The Olympic Games have a long history and it must have its own unique management and operation methods.

2. Management of the Olympic Games

2.1. Event Management

The overall architecture of the Olympics Games include International Olympics Committee (IOC), International Federations (IFs) and National Olympics Committees (NOSc). The IOC is the top governing body for the Games, overseeing and coordinating the Games, as well as selecting the host city, developing events and managing Olympics brands. As the leading body of this global events, IOC plays the significant tole in ensuring the smooth hosting of the Olympic Games and keep international competition to be fair. Each Olympic event has a corresponding IFS responsible for the management and technical support. NOCs is the Olympic governing body of each country or region, responsible for the selection and participation of national athletes, while coordinating the relationship with IOC and IFs. NOCs also plays an important role in the development of athletes and international communication. Except these three parts, culture communication activities are also a part of the event management. It can show the cultural characteristics and historical tradition of the Olympic host country, help to promote international cultural exchanges and understanding. It can also increase the mutual reference and improvement of cultures.

2.2. Administration of Athletes

Management Olympic athlete requires a combination of multiple factors, including not only their training, competitive performance, physical, but also mental health, and mental and emotional conditions. A study on Su Bingtian said that the management of athletes requires systematic planning and personalized design schemes for the athletes themselves. As a result, because of this reasonable management, for his to create excellent results laid the foundation [2]. It has been proved that the proper management of athletes is an essential part of the success of the Olympic Games. In addition, it is also necessary to establish psychological counseling services to help athletes relieve the pressure of the competition and maintain a good mental state. Mental health is also very important for remote mobilization. So athletes' administration is also essential.

2.3. Site and Facility Management

The host country is responsible for building and maintaining the sports stadiums, sports facilities, transportation systems and other infrastructure needed for the Games. These equipment and venues need to be subject to the standards and requirements of the Games and can be maintained and repaired during the Games. After the Olympic Games, it can be provided to other sports events or left in the venues for human use. At the same time, the Olympic Organizing Committee can set up a functional department to handle the site management affairs. These construction projects are usually a major project of the Olympic Games, both to meet the needs of the Olympic Games, and to take into account the sustainable use after the games. Of course, some countries choose to use the sponsored products from other countries. One week before the opening, on the streets of Paris, two off-white tour buses were replaced with bright red, with photos of Liu Xiang and five other Chinese athletes printed on their bodies. They depart from the Louvre, pass the Eiffel Tower, and stop at the Arc de Triomphe. The company that contracts the buses is Chinese tea brand called Bawangchaji. Chinese companies are frequently present inside and outside the Paris Olympics: there are official partners or sponsors of the Olympic Games at all levels, partners of various national teams, as well as suppliers ranging from LED screens in venues to Olympic souvenirs... Various large and small enterprises formed the Chinese Economic Delegation to compete in this Olympic Games. This year, The Olympic Game in Paris used some basic equipment sponsored by China [3].

3. The Operating Mechanism of the Olympic Games

3.1. Pre-Olympic Games Planning and Design

Firstly, the location selection and layout of the Olympic Games are the key. The address should be chosen in a location with convenient transportation and perfect infrastructure. In addition, the layout of the venue should be considered to ensure that the connection of each venue is smooth and facilitate the movement of athletes and audiences. Next, infrastructure construction is the foundation of the Olympic Games. In response to the global sustainable development strategy, the infrastructure uses environmentally friendly materials as much as possible, giving full consideration to energy conservation and emission reduction, environmental protection and ecological restoration measures, using renewable energy to power the venues, and implementing rainwater collection and reuse systems, helping to reduce the environmental impact of the event. Thirdly, the organizer should set up the event operation team, clarify the responsibilities of each member, and provide professional training for the team members, in order to ensure the professional operation on the event and reduce the occurrence of accidents. Finally, propaganda for the Olympics is also a top priority. Olympic Games should find and establish relationship with sponsors, media, suppliers and other partners, and determine the cooperation mode and contract terms. Everyone can see ads for the Olympics in various places before each Games.

3.2. Operation Mode during the Event

During the early stage of the event, the site would be arranged, equipment installation and debugging would be completed, and the process of the event would be determined, including the opening ceremony, competition items and schedule, award ceremony and end time. These basic things should be decided at the beginning of the event. This operation teams also paid attention to identifying potential risks and making emergency plans. During competitions, this team ensured that the event continued as planned and handled emergencies right now. Leaders coordinated with all team members to ensure the smooth running of events. The host organization monitors paid attention to process of events and collected data and feedback. After the race, the results were evaluated, summarized the lessons learned and improved.

3.3. Post-Games Operation of the Olympic Games

A report on CNKI called the operation of foreign Olympic venues and their enlightenment shows that one is the American model mainly based on professional sports operation, and the other is the non-American model of comprehensive operation with multiple formats [4]. In the initial stage of the Olympic Games, the Olympic venues were generally rented existing venues, or there were some less cost construction, the overall cost is small. So, in the beginning, the organizer did not need to consider the use of the venue after the game. Then comes the modern stage of change in the Olympic venues. The Olympic venues of this period have many outstanding features. First, the Olympic venues exceed the standard and standard construction, which increases the difficulty of utilization after the competition. Second, the cost becomes higher, which increases the economic burden and difficulty of the host city. During this period, more and more Olympic venues were in operational trouble, and they often failed to recover their money.

4. Improvement of the Olympic Games

4.1. Aspects of Management

In this era of the rapid development, the management efficiency can be improved through high-tech methods. More terminal devices or mobile simultaneous interpretation headphones can be added to facilitate the communication of athletes from various countries. It can also provide a variety of information and services, such as checking the competition schedule, reminding sports items and the

athletes to prepare in advance, and also provide traffic, telephone, weather and other services. Information technology not only saves a lot of manpower and material resources for the organizing committee, but also greatly improves the scientific degree of the organization and management of the competition. In addition, before, viewers could only watch games through traditional media such as TV and mobile phones, with a relatively single perspective. Nowadays, with the development of technology, VR and AR technology can be introduced into the broadcast of events, and viewers can get a more immersive experience. They can switch between different perspectives, devote themselves to watching the game, and feel the speed and passion of the athletes. At the same time, the application of high-definition live broadcast, multi-angle slow motion playback and other technologies gives attention to the details of the game

4.2. Marketing Aspects

As good policy developed, sports venues and professional training institutions, public consumption level and increasingly diverse, and the leading sports, sports consumption presents a hot sports, popular movement to accelerate the popularization, young people join the slow movement trend, rich events and sports form will also bring more vitality for sports consumption market [5]. Therefore, the publicity of sports events will also catch the attention of young people, and publicize some niche events and some sports that young people like. Increasing publicity on social media means that young people know more about the Olympics. Olympic Games organizations can also use some star athletes that young people like to record some videos, post microblogs and other methods to attract more young people to pay attention to this event. It can consider joint marketing with other major international brands and use some sponsored products to reduce costs. In addition, the activities related to the Olympic theme can also be held during the Olympic Games, holding sports competitions and theme parties. Olympic theme can also sell Olympic cultural creation all over the world to improve the popularity of the Olympic Games.

4.3. Field Operation Problems after the Olympic Games

First, the post-race operation of the venue can be planned in advance, and the multiple functions of the venue can be explored, such as entertainment, punching in and taking photos, exhibition and other functions. Second, site manager can host professional sports events and improve the utilization rate of venues. The venue manager can sign up with specific teams and perform activities several times a year to ensure the normal financial operation of the venue. Third, fields will be improved the professional level of the venue, equip them with a professional team, and fully mobilize various companies to support the venue. These venues can also hold concerts, music festival and other large-scale events, such as Beijing's Bird's Nest, which will host some large-scale concerts by domestic singers. These venues can also be rented, used in a deadline buyout and club members to improve utilization.

5. Conclusion

Through the study of the whole research, it is not difficult to see that the management and operation means of the Olympic Games from ancient times are generally very standardized. This reasonable model has ensured the orderly progress of the Olympic Games for so many years. The Olympic Games will promote the local economic development. Local government can promote the prosperity of the hotel industry, tourism industry and other industries. At the same time, in order to meet the needs of the Olympic Games, the host country also needs to carry out a series of infrastructure construction to improve the urban living standards. In the future, the Olympic Games will use more scientific and technological means to make the event management more convenient and more rapid. At the same time, the operation organization can do more publicity for young people. With the younger development of young sports, Olympic Games can find some new sport forms, and find what young people like to endorse, so as to improve the popularity of the Olympic Games, which can bring

some economic benefits. There are also some limitations in the management of the Olympic Games, such as the poor handling of emergency incidents in time. In the future, the relevant organizations can improve the handling of this aspect and improve the efficiency to avoid the occurrence of major accidents. With the promotion of global environmental awareness, the Olympic Games should also replace more environmentally friendly materials and facilities, and actively respond to the call for environmental protection. In the future, the opening form of the Olympic Games can also be done more attractive, more national characteristics.

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