

## Analysis of the summer olympics

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**Abstract.** The Summer Olympic Games, the sports carnival for the whole world, which are held in different countries every four years. This huge event can bring the hosting country a lot of benefits, however, it will also cause some serious problems. In this paper we analysis The Summer Olympic Games in four different ways which are advertisement and sponsorship, economy, facility and security. In the end we conclude all those things which should be considered for the hosting department. Olympics could bring benefits to the hosting country due to a number of factors: advertisements and sponsorships and other investment for this event could bring durable influence to the country. However, some elements of this event can also cause some huge problems such as usage of the facilities, financial debt, and security. Therefore, local governments should pay more attention to their plan of facilities and other costs, and put more effort into keeping everybody who is involved in this event safe.

**Keywords:** Advertisement; Sponsorship; Economy; Facility; Security.

### 1. Introduction

The Summer Olympic Games, also known as the Games of the Olympiad, are a major international multi-sport event normally held once every four years. The inaugural Games took place in 1896 in Athens, Greece, and most recently in 2021 in Tokyo, Japan. The International Olympic Committee organizes the Games and oversees the host city's preparations. In each Olympic event, gold medals are awarded for first place, silver medals are awarded for second place, and bronze medals are awarded for third place; this tradition began in 1904. The Winter Olympic Games were created out of the success of the Summer Olympics. It is regarded as the largest and most prestigious multi-sport international event in the world.

In this paper, we will discuss the following four points: Advertisement and Sponsorship, economy, Facility and security. To analyze how the Olympics, bring benefits and problems to the hosting country.

Recently there have been many voices of protesters who believe that the Olympics are now no longer profitable. For a variety of reasons, the last few Olympics have been at a loss, so in the future, few countries will be competing for the right to host the Olympics anymore. So by analyzing these four aspects, the IOC and the host countries can improve the shortcomings and continue the advantages, so that each Olympic Games becomes more different, so that every detail becomes more perfect, so that the Olympic spirit can be carried forward and let it continue.

### 2. Advertisement and Sponsorship

The Olympic Games are a very good way to promote your country. As a global event, the Olympics are watched all over the world. Everyone in the world will see the Olympics, and even if they are not there, people can still enjoy the Olympics through television broadcasts. And before the exciting games begin, the most anticipated is the opening ceremony. The opening ceremony can be said to be a business card of the Olympic Games, leaving a first impression on people. The work and time required to prepare for the opening ceremony is very complicated and long, and all the actors, staff and directors have to make great efforts for it. The opening ceremony can directly affect people's

evaluation of this Olympic Games. If the opening ceremony is well done, the Olympic Games will be well received, and if the opening ceremony is not well done, people's impression of the country will be affected. No one wants to give their country glory.

Take the London and Tokyo Olympic Games as an example.

In a packed Olympic Stadium, three-time cycling Olympic champion Bradley Wiggins rang the world's largest harmonic bell. Seven young torchbearers lit the Olympic torch, made up of 204 bronze petals, in an extremely spectacular sight. Not only that, but the live performance was equally dazzling. Thousands of performers recreated the Industrial Revolution to the sound of drums, and a huge, spectacular Olympic rings rose slowly over the stadium. JK Rowling, author of Harry Potter, read the opening lines of JM Barrie's classic Peter Pan, an echo of the two great writers. "Mr. Bean" also showed the world the British slapstick humor. The opening ceremony of the London Olympics was undoubtedly a great success. From the industrial revolution to the modern highly developed technology and modern art, it perfectly shows the course of British history. The five Olympic rings forged against the backdrop of the industrial revolution were eye-catching and extremely shocking. Not only in the stadium, the fireworks display on London Bridge was also extremely spectacular. The opening ceremony of this year perfectly showed the history, culture, architecture and technology of the city of London.

Because of the epidemic, the large stadium became very empty and this opening ceremony was done almost without the audience present. Among the opening ceremony, there were some performances that made people feel uncomfortable. For example, some traditional Japanese dances, they do not show the Japanese culture well, but give people a feeling of demons and monsters. This was trolled by many people online. The Olympics are supposed to be a positive event that brings encouragement and hope through the passion of sports, but this Olympics has created a sad sentiment in memory of those who died because of the epidemic, which makes people a bit disgusted. The outside world decided that a different approach would be better and that the Olympics should convey an optimism that would take away the sadness in people's hearts through the Olympics.

By comparing the opening ceremony of the two Olympic Games, we can know why the opening ceremony of the London Olympics was unanimously praised, while the Tokyo Olympics was poor. National culture is the main body of the opening ceremony, but the meaning of the Olympic Games itself cannot be lacking. Only when the two are combined, the audience's perception will be good and the country's reputation will be improved.

Then goes to the Olympic Sponsorship, the Olympic Sponsorship program is divided into 2 groups, "The Olympic Partners" program known as the Top program, and the other one is the Olympic Games Domestic Partnership. Both of them are really important to the Olympic games.

The Olympic Sponsorship program was first started in 1985, it is because the 1984 Los Angeles Olympics did a really great job on how to work with sponsors and provided an awesome model to those future Olympic games. According to what was said on Olympic.Com, "Rather than accepting a wide variety of sponsors, suppliers and licensees, Los Angeles 1984 strictly limited the number of corporations and firms which were granted "official" sponsor or supplier status. Sponsors were required to make much larger contributions to the Games—in money and in kind—than in previous years and, in return, their exclusive association with the Olympic Movement was guaranteed." In this case, the 1984 Los Angeles Olympics earned 123 million dollars which is higher than the original target 116 million. And this stops the financial difficult tendency that those previous Olympics experience. Nowadays the TOP program makes 40 percent of Olympic income. In addition, the Olympic Games Domestic Partnership which is managed by the OCOG allows the hosting country to use the right of marketing, and the number of partnerships could be different depending on different countries. This can bring benefits to those local brands and companies, because those advertisements in the Olympic games can help them become more famous and attract more customers.

### 3. Economy

The Olympics can bring other economic benefits to the hosting country as well. First of all, it can develop local tourism, during the game time people from all over the world will come to that city. With great advertisements the hosting country can attract a large amount of people. And not just for the few weeks during the event, it can still attract a lot of people even after the games. For instance, many people will still go to Beijing to visit the Bird's nest even up till now.

Secondly, some of those investments for this game can make lasting benefits to the city and local business. Before the games, the Local governments will spend a lot of money on different kinds of facilities, some of them maybe just decoration of the city, nevertheless, others could make development to the city. For example, London built the London Olympic rail networks for the 2012 Olympic games, according to the Olympic.com, "The Olympic Javelin trains that carried spectators from central London to the Olympic Park in just seven minutes during the Olympic Games were later absorbed into the high-speed rail fleet of local rail operator Southeastern. In onward connections to Kent and Europe, the Javelins have helped cut commuter travel times by over 50 per cent on some services." This investment makes the transport in the city become much better than before and it reduces the congestion. Which can reduce citizens' time spending on their way to work, in this case it improves the efficiency of those local businesses.

What's more, the Olympics can create job opportunities. In order to build traffic systems like the London Olympic rail networks, or other hotels and stadiums, local governments need to hire a large number of workers, which can create a lot of jobs for unemployed people. According to the Denver Olympics, "LOCOG's Employment and Skills Update, published in July 2011, tracked the number of jobs at the Olympic Park. As of June 2011, 4,993 people have been employed by contractors. The Athlete's Village employs 5,628 people while there have been 457 people employed as apprentices working for contractors, 1,580 employed through the Olympic Delivery Authority's Brokerage, and 270 women have received assistance in finding work in the construction project. Over 25, 000 people have been employed at the Olympic Park for at least five days. Many additional jobs are being added as the opening date for the Olympic Games approaches."

Nonetheless, the Olympics will also bring problems to the hosting country. The most obvious one, the high expense. Local governments will invest a lot of money in this event. Sometimes the cost will be much bigger than the original plan, if they cannot handle that well then, the local government will face some debt. For example, the 2004 Athens Olympics. Regarding the Fox news, "The 2004 Athens Olympics cost nearly \$11 billion by current exchange rates, double the initial budget. And that figure that does not include major infrastructure projects rushed to completion at inflated costs. In the months before the games, construction crews worked around the clock, using floodlights to keep the work going at night. In addition, the tab for security alone was more than \$1.2 billion." Because of their terrible plan and budget estimate mistake, this Olympics caused Greece a huge debt which took them 10 years to pay.

### 4. Facility

As we all know, Olympic-level venues are very high-class and expensive. Many countries will re-build many new venues for an Olympic Games, which will cost a lot of money. Some countries will also renovate some venues, which will also cost a lot of money. Since the hard-earned right to host the Olympic Games, each country will certainly want to make money from the Games, so when the Games are over, the use of the venues will become a problem. If handled well, these venues are the facilities that can bring benefits and interests to the country, but if not handled properly, these venues will become a burden to the country. The subsequent use of the venues depends on three main aspects, economy, exercise and maintenance. There are two particularly stark examples of good and bad use of venues in previous Olympic Games.

The first, the 2008 Beijing Olympics. Before 2008, many new venues were built in Beijing, such as the Bird's Nest and the Water Cube, which are now well known as stadiums. The total cost of

building these stadiums was 1.47 billion dollars. This is a huge amount of money to spend. But instead of being abandoned after the Games, the stadiums continued to be used, making the Beijing Olympics one of the most profitable.

After the Olympics, the Beijing government thought of four main ways to keep the venues in use. 1. Beijing is the capital of China, and because of the Olympics, the city's reputation in the world has been raised, so more and more foreign tourists come to Beijing to visit. The Bird's Nest and the Water Cube, two artistic venues, will be a good place to visit. So the Bird's Nest and the Water Cube become an attraction, people can open some stores, restaurants, etc. in the surrounding area, driving the surrounding economy; 2. The Bird's Nest as the venue of the opening ceremony of the Olympic Games, the highest level venue in China, there are many exhibitions, concerts will be held there, which is also a way to make money; 3. Transform the venue a little, with a small cost in exchange for big benefits. Beijing Wukesong Gymnasium was transformed into the home of the CBA Beijing team, which allows the venue to continue to be used and can earn benefits. And the softball field was turned into a basketball park, which not only did not waste the venue, but also gave residents a place to play; 4. Open to the public. The Water Cube is the swimming pool for the Beijing Olympics, but it is open to the public and can be earned on admission fees. Achieve total fitness. Compared to Beijing, the maintenance of the venues done in Rio is much worse, and most of them are already in a state of disuse. The Maracana Stadium, where the opening ceremony of the Rio Olympics was held, has turned into a barren venue where weeds are overgrown and there is no one to manage this consuming venue. Even the 7,000 seats in the arena were stolen. Not only the Maracana stadium, but the swimming pool used for the Olympics has turned into a mud puddle and is very dirty. And the Olympic Village has turned into a ghost village because of its remote location. It can be said that all the venues of the Rio Olympics have not been well maintained and used, which is also a huge loss for Rio.

Similarly, there are four ways to solve the problem of subsequent use of the stadium, just like the Beijing Olympics. 1. Rio is the second largest city in Brazil and a coastal city with beautiful scenery, so every year there are also many tourists coming to Rio to play, and the Maracana Stadium can become a tourist attraction like the Bird's Nest, driving the surrounding economy; 2. Brazil is a super football country, people's passion for football is very high, so the Maracana stadium can become the home of the local team, and can hold a variety of large events; 3. many venues are equipped with the highest level of facilities, so these venues to hold a variety of concerts, exhibitions or events is completely possible, only the best venue maintenance, and the game tickets and cooperation will bring revenue far beyond the cost of venue maintenance; 4. Rio's population density is very large, so it is also a good way to transform these venues into a venue for citizens to entertain and exercise. It would give people a place to work out and earn fees through admission.

## 5. Security

Security plays a very important role in the Olympic Games. Because when hosting the Olympics, athletes are actually very dangerous. During the competition, it is very likely that terrorists or extremists will make very dangerous actions to hurt the athletes. At this time, security staff will play their role. They need to ensure that athletes and important personnel are not harmed in all aspects.

So how can we make sure that everyone is safe during the Olympics?

What are the benefits of security in the Olympics? I think they protect the safety of the players and the spectators in all aspects. They are well protected in every part of the arena. They deter would-be disruptors. In the Olympics, they will be placed at the ticket office, around the stadium and at every important position in the stadium [10].

They provide preventive measures that will intercept disruptions. The effectiveness of a security measure in intercepting an attempted security breach or preventing certain assaults or disruptions.

They can guarantee that everyone can respond in an emergency. The actions to take in various emergencies and the protocols of communication and tactics for such actions.

However, the weakness of security is that they cannot guarantee full protection of the athletes. Because on the way to or from the Olympic Village, the athletes are in a relatively weak state. On the way back, they are most likely to be attacked or kidnapped. Tragedy struck the 1972 Olympics in Munich when eight Palestinian terrorists invaded the Olympic Village on September 5 and killed two members of the Israeli team. Nine other Israelis were held hostage as the terrorists bargained for the release of 200 Palestinian prisoners in Israel. The negligence of security personnel led to this incident, which is the largest kidnapping and murder incident in Olympic history.

The solutions I have come up with are the following. Identify potential threats to events, distinguishing possible threats from perceived and imagined threats, protect special area and Make sure to minimize the threats

Differentiate possible threats from perceived and imagined threats. For events like the Olympics, these threats are often widely publicized. There were many dignitaries in attendance. Groups with political agendas - including terrorists and social protest groups - may use the Olympics to make their voices heard.

After addressing perimeter security, security planners also need to consider certain key areas within the event venue, such as the main event area, VIP and media areas, and exhibition areas. Disruptions or other issues in these areas may have an impact on the event

And we need Provide multiple designated safe areas for VIPs and guests. These provide a safe haven in the event of accidents and emergencies.

In conclusion, as mentioned above, Olympics could bring benefits to the hosting country due to a number of factors: advertisements and sponsorships and other investment for this event could bring durable influence to the country. However, some elements of this event can also cause some huge problems such as usage of the facilities, financial debt, and security. Therefore, local governments should pay more attention to their plan of facilities and other costs, and put more effort into keeping everybody who is involved in this event safe.

## 6. Conclusion

We have analyzed the Olympics from four aspects, listing many advantages and disadvantages. How can a country run a good Olympic Games and why do different countries have such different results in the same Olympics? These are all things that future IOCs and host countries will have to consider. The Olympic Games, as an event for all sports around the world, must be continued. It is not only an event, but also a spiritual pillar in the hearts of many people, which represents persistence, perseverance, courage and fearlessness. We all need to use the Olympic spirit in our hearts.

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