111 - STRUCTURAL AND SPORTS LEGACY OF OLYMPIC GAMES (2000 - 2008): A LITERATURE REVIEW

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1. INTRODUCTION

With the coming of significant issues about the World Cup Soccer and the Olympic Games and Paralympic Games, as Brazil will be responsible for carrying out both in 2014 and 2016 respectively, came under in the media discussion about the legacy that these games can bring to our country and people.

According to Raeder (2009, p.10), the legacy can be seen as "a set of tangible and intangible assets, which stays conform to the socio-spatial urban fabric due." By this definition, we can understand that these events can bring benefits to its host city, showing a return to investment often asked to perform them.

The legacy materials can be considered all structures that are left to the location that host the mega event, such as sports facilities, improvements in transportation, the village where the athletes are housed, and everything else that added to the landscape due to the demands by the arrival of tourists to follow the event. As immaterial legacies it might be considered stimulating sports practice, technical training of professionals involved in the event and the knowledge acquired by the town. At this point, according to Rubio (2008, p. 25) "The local people gain knowledge and skills by hosting a mega sports events."

The IOC was created in 1894 as a nonprofit institution with the ideology of free of foreign influences to games such as economic and political interests. This point was important in the European social order at that time, but this influence almost caused the dilution of its principles and the Games. Payne (2006, p. 24) addresses this issue: "The other pressing issue was financial. The Olympic Movement had not adapted to the rising costs of organizing a global event. ". Both revived through marketing and sponsorship investments, calling attention to the money needed to accomplish such a mega event. Money influences in the Games was cited by Proni, Araujo and Amorim (2008), who understand that the predominant interest of big business was marked by the election of Atlanta, instead of Athens to host the 1996 event.

The importance of having a population's knowledge about mega events and legacies of these Games is the headquarters for the collection to be made on the authorities that are involved in this project. Looking Almeida, Mezzadri and Marchi Júnior (2009, p. 186):

T*he production of a mega event requires a billionaire investment of public funds to host countries, whose impact should not be restricted to a short time period, as two weeks for the Olympics or a month as the soccer World Cup. Thus, there is a constant search for the possible positive consequences leverage of mega events.*

Our goal here is a definition of what can be considered a legacy, to observe the following legacy left after the sport events in the last three Olympic Games and analyze what can be considered as a positive result for the population.

2. SYDNEY OLYMPIC GAMES (2000), ATHENS (2004) AND BEIJING (2008)

Sydney was a big surprise to be named the host city of 2000 Olympic Games in the 101st IOC session held on September 23, 1993 in Monaco. To receive the mega event, Sidney bet in the environment as its main focus of application. Although a trend that began in the 1994 Winter Games in Lillehammer, Norway, which influenced the success of the Australian city (DACOSTA, 2008), Silva, Ferreira e Silva (2008) indicate that this was an element that ensured notoriety by size and investment results. .

The total spending for the Olympic Games 2000 by the Australian city was 6.5 billion dollars. And of these, three billion dollars were allocated to works such as infrastructure and sports facilities and the other 3.5 billion were used for matters directly related to the games. (PRONI, ARAUJO, AMORIM, 2008)

Literature brings us that the infrastructure can be considered a positive legacy for Sydney in the Olympic Games. In addition to this structural legacy, it could also be observed a immaterial legacy creation of new jobs due to the Games, as cited in Matias (2008, p. 188): "100,000 permanent jobs a year before the games, 24,000 jobs in the year of the Games and average appeared about 3,000 jobs for more than five years after the Games.".

Tourism was also a positive point in this issue. Farias (2008) cites a reference that indicates the number of probable interest in the American tourists that the city could receive that the visit by the interest awakened after being announced to host the 2000 Olympic Games.

We can thus conclude that the Olympic Games are considered by the authors who study the subject as positive, since its organization until their legacies. Works that were turned into benefits for its population, who can use them to their proper purposes, and preservation of a strong brand with a reduced environmental impact that these factors become an example for the later games.

The city of Athens, Greece, won the right to host the 2004 Olympic Games on September 5, 1997, a year after the centennial of the modern Olympics. Athens was the favorite candidate and was at the headquarters of the 1996 edition with a view to preserving the tradition which had already hosted the Games in 1896. However, he lost the election to the city of Atlanta.

The investment of the Athens Games, as has been shown to be common in the recent analysis of sports mega-events, was higher than stipulated in their application. In the competition for the Games, the figure was more than 5 billion euros, according to Valporto (2005). However, in a recent analysis, Chad (2011) reveals that the spending was twice the expected, reaching 11 billion euros.

The first difficulty was the terrorist attacks that occurred in previous years around the world, including Europe, which ended up reducing the number of spectators in Athens. Closer to the event, Athens ability to perform the Olympics was questioned, because of the delay of the works, which were finished very close to the beginning of games, and some that were not performed. Gomes (2010) also reported the misuse of the facilities after the Olympics, when four years after the event only one of the venues built had a proper use.

The legacy of Athens-2004 is one of the most challenged of all Olympic Games already studied. Several authors show

us that in general, this issue can be considered harmful, particularly economically, to Greece, the city Athens and Greek citizens.

Poyter (2008, p. 145) recalls the late works, which in turn influenced also increases in costs of these structures: "The experience of Athens 2004 courted disaster with construction projects starting late and rising costs to the extent that completion dates approached. "

Despite much criticism, the Games in Greece as a considered positive legacy brought to its population were the new airport, ports and hotel chain, with the construction of 11 new hotels and the refurbishment of 25 existing ones (MESQUITA, 2008).

In this analysis of Athens, which was found is that more results were expected for size and investment turned out that the damage due to lack of organization, resulting in a legacy of underachievement than in previous editions.

Following the analysis, we arrive at the first Olympic Games in Beijing, Chinese capital held August 8-24 in 2008. Officially known as the Games of the XXIX Olympiad, it had the participation of 205 countries on a total of 31 sports (BUSARELLO, 2008).

Beijing sought to host the games in order to show the world that in addition to its economy stronger every day and highlighted, it was capable of carrying an Olympic Games, thus proving capable and worthy of not only participate in the global community, but also receive investments. Just as had happened in Seoul, South Korea in 1988, as recalled Proni (2008, p.41), Beijing has had the opportunity to showcase "the beauty of their culture, the maturity of its institutions and the strength of the economy."

Were spent in total about 40 billion dollars between 2001 to 2008 to transform the Chinese capital in a city with a modern look, turning the city into a place totally fit for the tournament, which has spectacular dimensions. (Bocca, 2008)

This high amount of investment has turned Beijing and China. Investments had revolutionized transportation in the region, several stadiums and other venues built or renovated modern, and a structural reformulation completely for the reception of tourists, as observed by Uvinha (2009, p. 113):

At the Olympic Games led to the construction of ten thousand pieces of infrastructure such as stadiums, hotels, restaurants, largely since 2001, creating a striking contrast to the ancient temples. In transportation, the subway has received more than 87 miles inland, with six new lines. The reform of the airport was designed by world-renowned British architect Norman Foster.

With an investment as superior to other editions, of course there were much more significant changes as a legacy for the people, especially when we deal with materials legacy. However, intangible legacies that have been observed and Proni (2008, p.42) clearly highlights this issue:

The mega event brought to the city of Beijing a number of economic benefits and gave impetus to the preservation of the environment, confirming the legacy that the Olympics have left in their latest editions. Probably will henceforth a positive influence on China's economic development, particularly in sectors such as media, television, internet, mobile telephony, "clean" energy and sports material. The excitement for the Olympic Games led to the entry of many of these sectors in a kind of "world revolution". However, the decisive aspect, from the standpoint of the Chinese government does not seem to be the economic impact of the Games, but the demonstration that China is able to offer the world.

An analysis of the authors cited here and others who discuss the subject, approaching from our perspective, this Olympic Games has several strengths, which can be classified as good for the country's evolution brought the legacy after the games. In addition to the structures that were created, although not all are open and used by the entire population, there was a country's openness to the rest of the world population. A demonstration of the potential both economically and sports confirmed that China has the largest growth in several points among all countries worldwide, and growth potential demonstrated in the Olympics.

3. FINAL CONSIDERATIONS

We see this literature review that the three Olympics the last decade have proved very different from each other, from goals to the results obtained.

Authors herein placed Sydney and Beijing Olympic Games as regarded as a success because the headquarters are committed to achieving the goal plan, with planning efforts. Unlike, Athens is considered an example not to be followed by their works backward and the absence of a cohesive planning, dates and costs.

And these examples serve to Rio de Janeiro, so that we can see that future authors to write about the Olympics of Rio in 2016, they may notice that the entire cost of the Games has become a legacy to the Brazilian people, with the growth of the country.

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STRUCTURAL AND SPORTS LEGACY OF OLYMPIC GAMES (2000 - 2008): A LITERATURE REVIEW

ABSTRACT:

This paper is a review of the last three host cities of Olympic Games, Sydney (2000), Athens (2004) and Beijing (2008) addressing the legacies present in their accomplishments. More specifically, we use the scientific literature to look at the structural and sport legacy in the Olympic Games produced for the local population by analyzing the characteristics of these editions. Our overall objective is to identify what were the impacts of investments that occurred in these host cities. While specific goals will identify, in the scientific literature of the Olympic Games, what is meant by legacy, and analyze, from the previous cases of these mega events, which occurred were investments, the interest of cities to host the mega event and the legacy of games, whether considered positive or negative in a general context, with special attention to structural legacies for the people. Regarding the methodology, this study is a descriptive qualitative research, which uses as a source bibliographic data. This was done through books, national and international articles and online portals mentioning investments, bequests and the relationship of both. We emphasize that the literature shows a significant difference in the results, notably on the use and benefit later in the evolution of the country and benefit the local community structures and opportunities of the various cities that have hosted mega-events, from good planning to losses after the Games. Another common view is found on spending more than expected in the construction of these structures, and concern for the environment. Financial issues continue after the completion of events for the maintenance of structures and equipment, restricting their use. However, it is observed an increase in jobs during and after the Games, resulting in a benefit for the local population. For these observations, there is no event considered totally positive, despite the great interest of cities and countries to host them.

KEYWORDS: Legacy. Olympic Games. Sports.

STRUCTURE ET HÉRITAGE SPORTIF JEUX OLYMPIQUES (2000 - 2008): UN EXAMEN DE LA LITTÉRATURE

RÉSUMÉ:

Cet article est une revue de ces trois dernières villes hôtes des Jeux Olympiques, Sydney (2000), Athènes (2004) et Beijing (2008) traitant de l'héritage présent dans leurs réalisations. Plus précisément, nous utilisons la littérature scientifique à regarder l'héritage structurel et sportif produite aux Jeux Olympiques pour la population locale en analysant les caractéristiques de ces modifications. Notre objectif global est d'identifier quelles étaient les répercussions des investissements qui ont eu lieu dans ces villes d'accueil. Alors que les objectifs spécifiques permettra d'identifier, dans la littérature scientifique sur les Jeux Olympiques, ce qu'on entend par héritage, et à analyser, à partir des cas précédents des méga événements, qui sont survenus ont été des investissements, l'intérêt des villes pour accueillir le méga événement et l'héritage de jeux, que ce soit considéré comme positif ou négatif dans un contexte général, avec une attention particulière aux héritages structurels pour le peuple. Concernant la méthodologie, cette étude est une recherche descriptive qualitative, qui utilise comme source l'information bibliographique. Ce sera fait dans les livres, des articles nationaux et internationaux et des portails en ligne de mentionner les investissements, les héritages et les relations des deux. Nous soulignons que la littérature montre une différence significative dans les résultats, notamment sur l'utilisation et bénéficier plus tard dans l'évolution du pays et de bénéficier des structures communautaires locales et les possibilités des différentes villes qui ont accueilli les méga-événements, à partir d'une bonne planification des pertes après les Jeux. Un autre point de vue commun est trouvé sur les dépenses de plus que prévu dans la construction de ces structures, et le souci de l'environnement. Les questions financières se poursuivre après l'achèvement des événements pour l'entretien des structures et équipements, limitant leur utilisation, cependant, il est observé une augmentation des emplois pendant et après les Jeux, résultant en un bénéfice pour la population locale. Pour ces observations, aucun cas n'a été considérée comme positive, malgré le grand intérêt des villes et des pays pour les accueillir.

MOTS-CLÉS: Héritage. Jeux Olympiques. Sports.

LEGADOS ESTRUCTURALES Y DEPORTIVO DE LOS JUEGOS OLÍMPICOS (2000 - 2008): UNA REVISIÓN DE LA LITERATURA

RESUMEN:

Este artículo es una revisión de las sedes de los tres últimos Juegos Olímpicos, Sydney (2000), Atenas (2004) y Beijing (2008) frente a los legados presente en sus logros. Más específicamente, el uso de la literatura científica para ver el legado estructural y deportivas en los Juegos Olímpicos producida por la población local mediante el análisis de las

características de dichos cambios. Nuestro objetivo general es identificar cuáles fueron los impactos de las inversiones que se produjeron en las ciudades de acogida. Si bien los objetivos específicos se identifican, en la literatura científica de los Juegos Olímpicos, lo que se entiende por patrimonio, y analizar, a partir de los casos anteriores estos mega eventos que se produjeron fueron las inversiones, el interés de las ciudades para acoger el magno evento y el legado de juegos, si consideran positivo o negativo en un contexto general, con especial atención a los legados estructurales para el pueblo. En cuanto a la metodología, este estudio es una investigación descriptiva cualitativa, que utiliza como fuente de datos bibliográficos. Esto se hará en libros, artículos nacionales e internacionales y portales en línea mencionar las inversiones, los legados y la relación de ambos. Hacemos hincapié en que la literatura muestra una diferencia significativa en los resultados, sobre todo en el uso y beneficio más adelante en la evolución del país y beneficiar a las estructuras de la comunidad local y las oportunidades de las distintas ciudades que han acogido grandes acontecimientos, de una buena planificación de las pérdidas después de los Juegos. Otro punto de vista común se encuentra en el gasto más de lo previsto en la construcción de estas estructuras, y la preocupación por el medio ambiente. Cuestiones financieras continúan después de la finalización de eventos para el mantenimiento de estructuras y equipos, que restringen su uso, sin embargo, se observa un aumento en puestos de trabajo durante y después de los Juegos, lo que resulta en un beneficio para la población local. Por estas observaciones, ningún caso se consideró sólo positivo, a pesar del gran interés de las ciudades y los países de acogida.

PALABRAS CLAVE: Legados. Juegos Olímpicos. Deportes.

LEGADOS ESTRUTURAIS E ESPORTIVOS DOS JOGOS OLÍMPICOS (2000 – 2008): UMA REVISÃO DE LITERATURA

RESUMO:

Este artigo é uma revisão sobre as três ultimas cidades-sede dos Jogos Olímpicos, Sidney (2000), Atenas (2004) e Pequim (2008) abordando os legados presentes em suas respectivas realizações. Mais especificamente, utilizaremos da literatura científica para observarmos os legados estruturais e esportivos produzidos nos Jogos Olímpicos para a população local, analisando as características dessas edições. Nosso objetivo geral é identificar quais foram os impactos de investimentos ocorridos nessas cidades-sede. Enquanto objetivos específicos iremos: identificar, na literatura científica dos Jogos Olímpicos, o que se entende por legado; e analisar, a partir dos casos anteriores desses megaeventos, quais foram os investimentos ocorridos, o interesse dessas cidades em sediar o megaevento e os legados dos jogos, sejam eles considerados positivos ou negativos em um contexto geral, dando atenção especial aos legados estruturais para a população. Quanto à metodologia, esse estudo é uma pesquisa qualitativa descritiva, que utiliza da revisão bibliográfica enquanto fonte de dados. Esta será feita em livros, artigos nacionais e internacionais e portais online que citam os investimentos, legados ou a relação de ambos. Destacamos que a literatura mostra uma relevante diferença de resultados, marcadamente sobre o aproveitamento e benefício posterior, na evolução do país e em benefício da comunidade local, das estruturas e oportunidades das diversas cidades que hospedaram megaeventos, desde bons planejamentos até prejuízos após os Jogos. Outra perspectiva comum encontrada é acerca dos gastos maiores que o previsto na construção dessas estruturas, e a preocupação com o meio ambiente. As questões financeiras prosseguem após a realização dos eventos para a manutenção das estruturas e equipamentos, restringindo sua utilização, porem, é observado um aumento de empregos durante e após os Jogos, resultando em um benefício para a população local. Por essas observações, nenhum evento foi considerado como unicamente positivo, apesar do grande interesse de cidades e países para sediá-los.

PALAVRAS-CHAVE: Legados. Jogos Olímpicos. Esporte.