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## Contributions of the olympic games to the organizing country: Evaluations on preparation, application and aftermath

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### Abstract

The Olympic Games, the most important international competition organization in the sports world, have been places where countries have organized or competed with economic and social expectations as well as sports success and superiority since ancient times. In this study; It is aimed to examine the contributions of the countries organizing the Olympics to their sports, athletes, facility development, economy, country promotion and environmental development. The study was conducted by literature review method. The International Olympic Committee (ICO), which was established with the decision to revitalize the Olympic Games, is responsible for the control, development and supervision of the modern Olympic Games. The criteria that candidate countries must meet during the Olympic candidacy process contribute to the country's sports in many ways, even if the candidate country does not obtain the right to organize the Olympics. In this way, the Olympic awareness in the country is revived and the public's interest in the Olympics to be held is ensured. The Olympic philosophy is discussed on various platforms to ensure its dissemination and understanding. In terms of the Olympics to be held, the situation is evaluated and the necessary infrastructure is reviewed. There is no more important way to make a significant contribution to the image of the country and the city that organizes the Olympics in the world. Moreover, with the economic revival that will occur, many aspects of the city will be renewed, from transportation to infrastructure, from green areas to accommodation capacity. A breakthrough in facilities will be observed as one of the most natural events. The contribution it will bring to the region will reveal the city's effectiveness in the region where it is located. Prestige and spiritual aspects aside, organizing the Olympics is a profit factor in itself as an organization alone. Local and general governments are competing with all their might, as all expenditures are more than recovered. The games are watched via television from all over the world. It remains at the top of the world agenda throughout the competitions, and with its repercussions in the months before and after, it never leaves the agenda. Choosing a major event such as the Olympics and awarding it to a country among the candidate countries gives the host country prestige in the eyes of other countries.

As a result of the study, after the selection of the candidate city, the city where the games will be held remains on the world agenda for a period of four years, and a movement in sports, economic and social fields is observed. In this way, the promotion of the country increases and the country's image and tourism develops. There is no more important way to make a significant contribution to the image of the country and the city that organizes the Olympics in the world. Moreover, with the economic revival that will occur, many aspects of the city will be renewed, from transportation to infrastructure, from green areas to accommodation capacity. The city hosting the Olympics will have the most modern facilities of the age, as well as the contribution that post-Olympic sports competitions will bring to the region, which will provide a continuous input to the city.

**Keywords:** Olympic games, sports organization, sports tourism, sports economy

### 1. Introduction

The Olympic Games, the most important international competition organization in the sports world, have been places where countries organize or compete with certain economic and social expectations, as well as a means of providing sporting success and talent, since ancient times. In the Olympic Games, firstly, the interests of a team are included in order to operate successfully within the organization country and to achieve sporting success from this organization, and secondly, to participate in the organizations and achieve success.

In the Olympic games, both the countries as a whole are affected by the organization, economic, social, political and Providing benefit from sporting aspects<sup>[12]</sup>, has now become the world's largest sports and cultural festival for spectators all over the world<sup>[20]</sup>.

The sporting, political and commercial conflicts between countries before, after and during the Olympic games reveal how strong and world-wide important the Olympic track is<sup>[12]</sup>. One of the most important criteria for the International Olympic Committee in choosing the city that will organize the Olympics is community support. Community support is not only sufficient, it also needs to be made visible<sup>[7]</sup>.

Especially in countries that aspire to organize the Olympic Games, there is a need to reveal the contributions of organizing the Olympic Games to the city and the country through various studies, taking into account other countries that have organized the Olympic Games, in order to increase the awareness and volunteering level of the country's public in organizing the Olympics.

In this study, we will try to examine the contributions of the countries organizing the Olympics to their sports, athletes, facility development, economy, country promotion and environmental development before, during and after the Olympic Games.

## 2. General information

### 2.1 International Olympic Committee and its Purposes

The International Olympic Committee (ICO), which was established with the decision to revitalize the Olympic Games, is responsible for the control, development and supervision of the modern Olympic Games. The International Olympic Committee, together with the National Olympic Committees and International Sports Federations, has been the intellectual and actual leadership of the Olympic movement from the beginning. ICO is a permanent organization with legal personality, subject to international law. Its headquarters is in Lausanne, Switzerland and is managed from Chataeu de Vidy. ICO has 18 special specialized commissions. Each commission consists of 4 to 18 members. The ICO President, Vice Presidents and members, the ICO Director are ex officio members of all ICO Commissions<sup>[12]</sup>.

The Olympics bring together athletes who have been designated for this purpose by their (National Olympic Committees), accepted by the IOC to participate in the Games and compete under the technical management of the relevant IFs (International Federations). The IOC has final authority on any matter relating to the Olympic Games<sup>[12]</sup>.

The Olympic games are held as Summer and Winter Olympics; each of these is held once every 4 years. The Winter Olympics is a separate period that includes competitions related to winter sports. These sports performed on snow or ice are considered winter sports. The Winter Games are held in the second year following the year in which the Olympic Games take place. The first Winter Olympic Games were held in 1924 and have been held 18 times since then<sup>[13]</sup>.

### 2.2 Establishment, Development and Objectives of the Turkish National Olympic Committee

This process, which started when Baron Pierre de Coubertin, the founder of the modern Olympics, came to Istanbul in 1907 and met Selim Sırrı Tarcan, led to the establishment of the first National Olympic Committee with the 2nd Constitutional Monarchy movement in 1908. The Turkish National Olympic

Committee was accepted by the ICO in 1912. It is one of the top 16 organizations. After the Alliance of Turkish Training Societies was established in 1922, Selim Sırrı Bey reorganized the Olympic Association and was elected as its president<sup>[8]</sup>.

In the first article of its founding charter, the objectives of TOC are; to develop, disseminate, protect and strengthen the amateur athletes and sports spirit and Olympic movements in the country in accordance with the International Olympic Committee Statute, to conduct research and have it done, to take measures to ensure that athletes act in accordance with the principles of Olympic merit, to ensure that sports federations act in accordance with the principles of Olympic merit. To contribute to educational services in various ways<sup>[4]</sup>.

### 2.3 Organization of the Olympic Games, Application and Candidacy for the Organization

For the candidacy of the Olympic Games, municipalities apply, the state gives assurance, and the National Olympic Committee approves and presents. In order to not be affected by management changes in municipalities and governments, the organization of the Olympic Games is guaranteed by the state by law<sup>[8]</sup>.

Only cities can be candidates for the Olympic Games. This application is made by the official authorities of the city that wishes to be a candidate. The application must be approved by the National Olympic Committee of the relevant country. The National Olympic Committee of the country must guarantee that the candidate city will organize the Olympics for which it is a candidate, in accordance with the agreements, rules and standards of the International Olympic Committee<sup>[8, 15, 20]</sup>.

According to Article 4 of the Olympic agreement; If several cities in the same country wish to be candidates for the Olympics, it is up to the National Olympic Committee of the country to choose one among them. The National Olympic Committee of the country and the candidate city will jointly and individually undertake all responsibilities arising from organizing the Olympic Games, including all financial responsibilities. The International Olympic Committee will make a written agreement covering mutual commitments with the selected city and Country National Olympic Committee<sup>[15, 20]</sup>.

### 2.4 Issues to be stated in the candidacy file to be submitted by the candidate city to the International Olympic Committee

The city that applies for candidacy to become the Organization of the Olympic Games must provide information on some issues in the candidacy file that it will prepare and submit to the IOC 2 months before the election in order to achieve this request<sup>[20]</sup>.

These; country and international conditions, determination and notification of the candidate city, country entry and customs legislation, climate and environmental problems, security, health, Olympic village, hosting (outside the Olympic village), transportation, Olympic games program, award giving procedures, cultural program and youth camp, press, telecommunications, finance (the financial situation of the city), legal issues (legal regulations that will contribute positively to the Olympic Games)<sup>[17]</sup>.

### 2.5 Selection of the City to Organize the Olympic Games

The International Olympic Committee acts meticulously in

selecting the city that will organize the event based on the principles of justice, equality and merit. Three separate commissions are established for this purpose. These commissions consist of International Olympic Committee Members, International Sports Federations Members, and Members of the World Association of National Olympic Committees [15, 20].

All three commissions visit the candidate cities one by one and submit their reports to the International Olympic Committee. Nomination starts well in advance. Cities that wish to be candidates for the Olympic Games must appear years ago, after partially completing their sports facilities, and prove that they can successfully organize international sports organizations at various levels [15, 20].

In order for a city to win the Olympics, it is not enough for it to meet the Olympic conditions alone. Other criteria that are as important as sports in winning the games are a stable economy, government and business support, transportation, environment, accommodation and security services [10].

Again, in international organizations, the unity and solidarity between countries, ideologically or otherwise, will be given by such organizations; It is effective in determining the countries [4].

When it is decided that a city will be a candidate for the Olympic Games, that city becomes an "Olympic Location". Brief explanation of this expression; It means planning and implementing all kinds of events to be held in that city in a way that targets the games and meets the Olympic requirements [17]. The process of organizing an Olympics follows the following order [17].

#### **Candidate Preparation Period**

- Law Preparation
- Organization and work schedule arrangement
- Procurement and expropriation of necessary lands
- Allocation of necessary funds
- Consensus in the political environment
- Preparation of candidacy file
- Preparation of projects and plans
- Games Program

#### **Preparation and Realization Period of the Games**

- After the candidacy is finalized
- Construction of Sports Facilities, Construction of the Village
- Preparation of infrastructure
- Establishment of the Organization Committee at macro level
- Planning
- Performance of plays

#### **The Period After the Games**

- Account Liquidation
- Liquidation or allocation of village buildings
- Preparation of the final report and submission to the IOC

### **3. Contributions of the olympic games to the organizing country**

Organizing the Olympic Games, which is the largest and most popular sports organization in the world, provides benefits beyond just making a profit on a project basis. It contributes to the sports, athletes, sports facilities infrastructure of the country where the Olympics are held, the improvement of the general infrastructure of the city other than sports, the

country's economy, its exports, and its contribution to the country. Due to its contribution to foreign investors and the country's image and prestige in the world, it is the scene of a fierce and fierce struggle not only between cities but also between states [7, 10].

#### **3.1 In preparation**

The criteria that candidate countries must meet during the Olympic candidacy process contribute to the country's sports in many ways, even if the candidate country does not obtain the right to organize the Olympics. In this way, the Olympic awareness in the country is revived and the public's interest in the Olympics to be held is ensured. The Olympic philosophy is discussed on various platforms to ensure its dissemination and understanding. In terms of the Olympics to be held, the situation is evaluated and the necessary infrastructure is reviewed. By attracting the attention of scientists on various subjects, scientific preparation and foresight is put forward in every field related to the organization to be organized [11, 16, 17]. By using the preparation stages for the Olympic games in various ways, millions of people's attention is drawn to sports and it helps to improve the physical and moral qualities of people participating in all branches of sports [12].

Although Turkey was a candidate to participate in the 2000, 2004 and 2008 Olympics, it did not qualify. However, with the revenues obtained from the resources allocated for the Olympics, in addition to the promotion of Istanbul, investments were made in sports and maintenance and repairs of sports halls, Ali Sami Yen and Fenerbahçe stadiums were carried out, apart from these, Ataköy Many facilities such as swimming pools were built [3].

Again, during the three Olympic candidacy periods since 1992, when Istanbul started its first candidacy studies, many facilities and projects that were initially presented as plans have been implemented. This development is of great importance and sets an example, especially in our country, which is not accustomed to long-term planning and projects [10].

#### **3.2 Implementation and Post-Period**

The Olympics are the largest sports organization with the widest participation. The expenses incurred for the Olympics may sometimes lead to public reaction, but countries also expect to gain in many aspects by organizing this large and burdensome organization [12].

There is no more important way to make a significant contribution to the image of the country and the city that organizes the Olympics in the world. Moreover, with the economic revival that will occur, many aspects of the city will be renewed, from transportation to infrastructure, from green areas to accommodation capacity. A breakthrough in facilities will be observed as one of the most natural events. The contribution it will bring to the region will reveal the city's effectiveness in the region where it is located. Aside from its prestige and spiritual aspects, organizing the Olympics is a profit factor in itself as an organization alone [14]. Local and general governments are competing with all their might, as all expenses are more than recovered [7].

#### **3.2.1 Contributions of the Olympics to the Country's Sports**

With the Olympics, the country has the opportunity to evaluate its sports achievements, sports resources, potential, sports organizations and other factors [12]. The public's approach to sports will become more conscious, and in

addition to the increase in sports diversity in Olympic branches, the tendency towards sports is also increasing. With the Olympics, it is possible to create a sports base, to have new facilities, to repair old facilities, to gain experience for competitors, trainers and managers, to evaluate sports reserves and sports organizations, and to bring all the people of the country together in national feeling and excitement, and to be a means to integrate and integrate. is <sup>[12, 20]</sup>. As in the example of Spain, organizing the Olympics can make a great contribution to the training of young people who play and practice different sports and to raise conscious spectators for various sports branches <sup>[7]</sup>.

In addition, performance athletes are increasing in number and quality, and sporting success is achieved. Spain, which organizes the 20<sup>th</sup> Olympics, has won a total of 26 medals throughout their approximately 88-year Olympic history, and they demonstrated an incredible success by winning 22 medals in the 1992 Barcelona Olympic Games and reached this level in 1992. Again, the contribution of the Games to the development of sports in South Korea can be cited as an example of this issue. South Korean athletes, who won a total of 66 medals in their Olympic history from the 1948 Games in which they participated for the first time to the 1988 Games, showed great success by winning a total of 33 medals, including 12 gold, 10 silver and 11 bronze, in these games held in their own country and ranked 4th in the medal list at the end of the Games. They received it <sup>[10]</sup>.

It is also possible to increase the benefits of games at the national level. In this regard, we can give as an example the contributions of the Soviet Union to the country's sports at the national level with the 1980 Moscow Games <sup>[12]</sup>. First of all, in the Soviet Union, the preparations for the Movkova Games started with the "Sports Tactics Games", in which 77 million athletes participated in the qualifiers. In addition, through the Olympic Games, sports festivals, many regional competitions, millions of people were drawn into competitions in various ways and continuously, under various slogans, and efforts were made to get them accustomed to "active rest and physical education" <sup>[12]</sup>.

### 3.2.1.1 Contributions of the Olympics to Facility Development

The country's sports facilities and material resources are strengthened by ensuring the number, quality and maintenance of sports facilities after the Olympic Preparation and Olympic Games <sup>[15, 20]</sup>. For the Moscow Olympic Games, the Luzhniki Stadium, the "Olimpiyski" complex with an indoor stadium for 40 thousand people and a swimming pool, the ring road for cycling races, the Kryatski rowing canal, the Arrow Stadium, the artificially covered field hockey stadium and many other facilities were built in the 20th century <sup>[20]</sup>.

Most importantly, with the "Olympic Village" facilities to be established, the chance of organizing national and international organizations in literally every branch in the country increases <sup>[15, 20]</sup> and the facilities can be made available to the public. For example, the Olympic Village in Moscow became one of the residential centers of Moscow after the games. The people living here can benefit from the swimming pool and other facilities in the village <sup>[20]</sup>.

While the Olympic facilities of Barcelona, which organizes the Olympics, are used by approximately 50,000 people every day, another 300,000 people every year participate in sports activities for all held for the public in the streets of Barcelona <sup>[10]</sup>.

### 3.2.1.2 Contributions to Technological Development

The technology used in the field of sports is rapidly changing and developing <sup>[20]</sup> In order to carry out a successful organization with the latest technological opportunities, the country must increase its technological equipment. By organizing the organization perfectly and successfully by providing all kinds of technological and communication opportunities, it is possible to promote the technological development of the country <sup>[12]</sup>. In addition, the technological renewal brought by the Olympics also contributes to the country's technology industry.

For example, after the Olympics in Seoul, where the Olympics were organized, significant developments were made in the electronics industry and rapid progress was made, especially in communication infrastructure and tools. Again, improvements were made in the technical equipment used in sports <sup>[19]</sup>.

### 3.2.1.3 Effects on Social Life

The basic philosophy of all sports activities and the desired path as a result is to provide social events and services through sports competitions and other activities. It is known that the physical and mental activities of people who do sports increase. In this way, it is possible to raise healthier and more dynamic people. For this reason, countries support sports activities to grow a healthier and more dynamic society <sup>[4]</sup>.

With the Olympics, the environment in which the people live changes and provides psychological comfort within the framework of a lively, dynamic and responsible understanding. It highlights the public's sense of self-confidence and belonging. As a matter of fact, the revival and motivation brought by the public by organizing the Games are expressed by the Spanish authorities at every opportunity <sup>10</sup>. Even if the Olympics are not taken, the investments made during the candidacy process are not an economic burden but social investments made to meet the current real needs of the city <sup>[20]</sup>.

The indirect aim of the candidacy is to create modern sports opportunities for young people and the public who have to spend their time outside of school or work in the streets and coffeehouses due to inadequate sports facilities and fields, and to make sports a way of life <sup>[10]</sup>.

### 3.2.1.4 Contributions to Transportation and Security

The Olympics create an attractive environment for terrorism. Even if they are held in countries considered to be the safest, the games face the danger of terrorism <sup>[7]</sup>.

The highest level of security measures are taken to ensure the safety of spectators and athletes coming to the Olympics. In this way, the security of the country as well as the security of the city gains importance and people have a more comfortable living environment <sup>[20]</sup>.

With the Olympics, the transportation infrastructure of the city that will organize the Olympics is handled at the highest level and solutions to the problems are sought. Thanks to the Olympics, permanent measures are taken for the traffic problem <sup>[16, 20]</sup>.

By organizing the Olympics, rapid transport infrastructure is provided to the country. In our country, which is a candidate for the 19th Olympics, projects have been produced to solve the traffic problem and these projects have been realized to a large extent. The first phase of the Istanbul Metro between Taksim and Levent has been completed by 80%. The metro and light rail system Its completion will accelerate urban transportation and reduce air pollution and traffic noise <sup>[16]</sup>.

### 3.2.1.5 Effects on Athlete Health

Olympic Games can cause serious health problems for both athletes, delegates and spectators. The weight that the host country will give to this issue within its organizational chart is of great importance. In addition to the adequacy of the health-related infrastructure of the city where the games will be held, it is necessary to provide services with trained personnel in sports fields <sup>[14]</sup>.

With the Olympics, the health infrastructure is fully equipped for a certain number of people for whom the host city will take responsibility <sup>[20]</sup>. By undergoing public health screening, the provision and quality of health services in the country increases. Vaccination campaigns are organized and quality technical devices are provided <sup>[15]</sup>.

After the Olympics, all these technical devices and experienced personnel are offered to the country's sports service.

In order to prevent the use of harmful and prohibited substances by athletes, in cooperation with the competent authorities, in cooperation with the units in universities and Sports High Schools, Federations and Sports Clubs on athlete health, seminars, courses are organized and educational magazines and books are prepared. Universities in Turkey, which is a candidate for the Olympics, are also Fair play and the newly accredited Doping laboratory, established in cooperation with the Fair Play Committee and the Fair Play Committee, provide significant assistance on this issue <sup>[14, 9]</sup>.

### 3.2.2 Contributions to Cultural Promotion

Games are used as an ideal tool to promote and advertise cultural, artistic and various economic riches to the whole world. Such advertising and promotional efforts, which can be done with big money and within certain limitations, can be done much more cheaply and effectively through games, all over the world and down to the smallest unit <sup>[12]</sup>. In addition to the sports organization, it is necessary to reveal all the symbolic values that the Olympic Games represent in the past and still today, by involving the artistic geniuses of the countries, museums, and all organizations interested in art and aesthetics <sup>[15]</sup>.

The services offered by the country hosting the Olympic Games, the promotion program it prepares and the general appearance that emerges as a result of all these can determine the quality of the country's national promotion and give serious positive or negative messages to the whole world. For this reason, the Olympics, which are held every four years and have a universal outlook, become an arena where countries, especially the host country, present their cultural characteristics secretly or openly and compete <sup>[19]</sup>. The main thing to watch in the Olympics is the various sports events that take place during the games. However, there are other images presented to the audience; These are the opening and closing ceremonies of the games and all the activities aimed at creating an impact on the audience and the media at a widespread level <sup>[1]</sup>.

Culture means the area of constructive and creative efforts to organize what exists, to reveal it with its different aspects, to keep it in good condition, to develop it, and to introduce innovations. With the Olympic Games, the cultural values maintained by the society have the opportunity to be recognized by other societies. During the Olympics, the cultural presence in the host country is activated and the cultural identity that emerges with it is explained <sup>[21]</sup>.

### 3.2.3 Economic Return of the Olympics

The Modern Olympic Games, which have been held every four years since 1896 (except for the period of World Wars 1 and 2), brought a great burden to the country's economy, as well as to the city and country that organized it until the 1980s <sup>[10]</sup>. However, later on, it was seen that international sports organizations achieved very high financial gains despite their large investment needs and other expenses. People from many countries come to the organization of an international sports event held in a country, as spectators, journalists, etc., and leave foreign currency. In addition, advertising revenues and similar revenues can also enable organizations to close with profit <sup>[4]</sup>.

The fact that organizing the Olympic Games is a profitable business in every aspect was revealed at the end of the 1984 Los Angeles Olympic Games, when all expenses were deducted, leaving the city with an income of 250 million dollars and the Games contributed approximately 3.29 billion dollars to the Southern California economy. At that time, a record number of six cities were nominated <sup>[10]</sup>.

Before it was determined exactly where and by whom the 2004 and 2008 Summer Olympic Games would be organized, the International Olympic Committee signed a contract with the American NBC company and the European television association. From this agreement, 650 million dollars of TV revenue was allocated to the city that will organize the festival in 2004 <sup>[6]</sup>.

1984 Los Angeles Olympic Games were broadcast by television in 156 countries and generated a television revenue of 287 million dollars. 10. Qatar 1988 Seoul Olympic Games were broadcast by television in 160 countries and generated a television revenue of 403 million dollars <sup>[10]</sup>. If we take a look at the Atlanta 1996 Olympics in terms of revenue from broadcasting rights alone, this figure is stated as 900 million dollars <sup>[18]</sup>. The Sydney 2000 Olympic Games were broadcast by television in 220 countries and generated television revenue of 1,331.5 million dollars. While marketing revenue in the Olympics was 180 million dollars in the 1980s, it reached 594 million dollars in 1992 <sup>[21]</sup>.

The 2004 Games are expected to make a great contribution to Greece's economy, tourism and sports. The Athens 2004 Olympic Games are expected to bring in \$1,497.5 million in television revenue <sup>[10]</sup>.

If Istanbul, which is a candidate for the Olympics, organizes the Olympic Games, a direct investment of 1 billion 772 million dollars will be made within the framework of the Istanbul Olympic project within the seven-year preparation period from the time the Games are acquired until the organization is organized, and the budget will be collected with the revenues from the international television broadcasting rights of the Games, ticket sales and sponsorship program. It will be balanced. During this period, 180,000 jobs will be created annually, an additional contribution of approximately 8 billion dollars will be made to our gross national product through direct and indirect investments, and 2.5 million additional tourists will visit our country <sup>[10, 20]</sup>.

The Olympics also increase the country's trade capacity. The industrial goods exports of South Korea, which organized the 1988 Seoul Olympic Games, increased by 28.3% compared to the previous year and reached 60.67 billion dollars. National income per capita, which was 2,321 dollars in 1986, decreased to 3,728 dollars in 1988; Again, the gross national product, which was 953 million dollars in 1986, increased to 1

billion 561 million dollars in 1988. The Seoul Games created additional employment for 302,000 people between 1982 and 1988, causing the unemployment rate to decrease <sup>[10, 19]</sup>.

The contribution of the 1996 Olympic Games, held in Atlanta, United States of America, after Barcelona, to the economy of the state of Georgia between 1991 and 1997 was 5.1 billion dollars, and at the end of the Games, the state government obtained tax revenue of 176 million dollars. Employment has been increasing every year since the Games were held in Atlanta, reaching 77,000 people in 1996, the year the Games were held <sup>[10]</sup>.

The income obtained from the sponsoring companies constitutes the second largest financial source of the countries responsible for organizing the organization. The IOC was founded in 1983 in order to guarantee financial stability, to prevent uncontrolled trade in the games and to control the use of Olympic symbols due to the diversification of income sources obtained from television broadcasting rights. It created the "New Resources Finance Commission". The New Resources Finance Commission launched the Top Program two years after its establishment. Sports marketing standards have been established with this world's largest sponsorship program. The revenues obtained from companies through sponsorship help the continuation of the Olympic movement. Approximately 20% of the revenues obtained from TOP resources are transferred to the National Olympic Committee program, which helps support the athletes participating in the games. Apart from the revenues to be obtained through television broadcasting rights, sponsorship and Olympic solidarity of the candidate cities for the organization of the Olympic Games; State support, licenses, Olympic coins and income from lotteries are other sources of funds <sup>[18]</sup>.

However, the financial burden that organizations will impose in the initial stage is very large. For this reason, countries with financial constraints cannot apply for such organizations even though they would like to. For example, to date, no African country has yet organized an Olympic Games. In addition, organizations that organize an international sports event only take into consideration the demands of countries if they believe that this organization can be done in the best possible way <sup>[4]</sup>.

### 3.2.3.1 Effect on Advertising and Promotion

The games are watched from all over the world via television. During the competitions, they remain at the top of the world agenda and remain on the agenda with their repercussions in the months before and after <sup>[12]</sup>. In this way, the promotion and advertisement of the touristic, historical and economic products of the organizing country can be easily provided. Perhaps the most important element for the country organizing the Olympics is advertising and promotion. That is to say, millions of tourists and billions of people, in addition to the incoming delegations, watch this organization, and it can help the organizing countries have the chance to promote their own elements and open up to the outside world at every opportunity during the competitions <sup>[12, 16]</sup>.

The fact that the answer given to the question "How much do you trust South Korean industrial goods" in an international public opinion survey conducted three months before and three months after the 1988 Seoul Olympic Games increased by 35% after the games, best demonstrates the positive impact of the Olympic Games in other areas as well as the image of the country. explains <sup>[10, 20]</sup>.

In line with these general thoughts, the indirect aims pursued by the countries hosting the Olympics are;

- To be able to propagate countries in various aspects in the international arena,
- To contribute to friendship and peace in the international arena,
- It can be listed as showing the ideological and political superiority of their countries in the international arena through sports. These goals are not obvious to countries, but can be felt, and thus countries can gain the opportunity to promote and propagate in various aspects on the occasion of the Olympics<sup>4</sup>.

### 3.2.3.2 Contributions to Tourism Development

Tourism input is a very important source of income for countries. While the Olympics facilitate the supply of the country's touristic opportunities, the participants who come for the organization enter the country as tourists themselves. Domestic tourism in the country accelerates. In addition, the image of the country as a safe country is reinforced. In addition to the increase in the number of tourist facilities, more importantly, the quality of service increases. With the increasing number of tourists, sports teams and tourists travel to all over the country, ensuring the social and economic vitality and dynamism of other cities of the country <sup>[20]</sup>. The Olympics promote that country in a way that no Ministry of Tourism and Promotion can do. 4. For example, the number of tourists visiting South Korea in 1988 increased by 23% compared to the previous year, reaching 2,300,000 and providing an income of 3 billion 300 million dollars to the country's economy <sup>[10, 19]</sup>.

### 3.2.4 Political and Policy Implications

The views of countries not only on the Olympic Games but also on other international sports organizations and their evaluation of these organizations in terms of economic and political aspects as well as sporting interests have manifested themselves in the events that took place in every period of sports history. The situation is no different for developed, developing and underdeveloped countries at almost all levels <sup>[2]</sup>. Today, knowing the benefits of sports as a peaceful, integrative, promotional, economic, social, political and cultural factor has led countries and other powers to ask "How much and how can we benefit from sports at the national or international level?" It led me to think like this <sup>[12]</sup>.

Many events have taken place and important results have been obtained from major international sports organizations to ensure international and world peace. It has been seen in many events that the tension or lack of relationship between the discordant countries is resolved through sports organizations, that it is the first step to start relations, and that the friendships between the peaceful countries are strengthened and solidified <sup>[12]</sup>.

International sports activities such as the Olympics brought the ideological and political effects of the countries to the agenda, and during the Cold War period, especially the countries belonging to the Eastern Bloc tried to demonstrate the superiority of their own ideologies in the field of sports <sup>[4]</sup>. Again; Due to the size and importance of the games, political, ethnic, racist, religious or terrorist groups have wanted to achieve their own goals, other than sporting purposes, by using the games. This situation has brought the Olympic Games, which is the world holiday of amateur sports, into politics along with world amateur sports, among various issues. Sports have always lived side by side with politics since ancient times. This situation has been constantly staged with different events until today. Of course, sports must be

completely depoliticized. unthinkable. The effectiveness of the sports phenomenon, the events and the attitudes of the countries that have been going on for years constitute the understanding of political propaganda and superiority. With this idea, biological and physiological changes can be brought about in the organism by artificial means so that the human can achieve greater degrees. The human being is like a mechanical 'tool'. It is seen that it is used for 'purposes' [12].

### 3.2.4.1 Contributions to the Reputation and Prestige of the Olympic Organizing Country

Choosing a major event such as the Olympics and awarding it to a country among the candidate countries gives the host country prestige in the eyes of other countries. Moreover, the arrival of convoys from countries around the world has a meaning in itself [12]. International prestige is at stake in the Olympic games. However, in domestic organizations, it is aimed to offer the best possible organization to the citizens, thus to attract more people to the sports field, and also to offer a perfect organization in every aspect to the citizens, that is, to the sports fields [15]. The organizing country makes good use of all these and similar advantages to make propaganda for various purposes. Among the seemingly innocent propaganda, we can count their efforts to demonstrate their modernity and level of development by organizing a successful organization with modern social and sports facilities, communication and transportation facilities, trained and well-organized staff, and a program carried out without interruption. Again, with the public taking the side of the athletes, among millions of people The national spirit and excitement are awakened and their unity is ensured. Games are also used for this purpose [12].

### 3.2.5 Contributions to Environmental Protection and Urbanization Awareness

Today, studies are carried out to convey the issue of Environment, which is the third important dimension of the Olympic Movement, to the relevant organizations, and care is taken to inculcate from an early age the awareness of helping to improve the environment, rather than harming it in our daily lives, especially in sports activities and facilities [9].

The Olympic Games do not pose an environmental threat; on the contrary, they can provide benefits. In other words, the general aim is not only to protect the environment from further damage, but also to significantly improve it by using this opportunity. Contrary to the opinions that argue that the 18th Olympic Games are an important opportunity for the environment, there are also opinions that argue that the games will pose a significant threat to the environment. According to these views. It is argued that for the Olympic park where the Olympic Games will be held, bird species and endemic plant species will be destroyed and will lead to concreting [5].

Green has great importance in human psychology. This should also be reflected in the Olympics. For this reason, great importance has been given to green planning and regulations in the Olympics held to date. For example, the slogan of the 1972 Munich Olympics was "Green Olympics" [21].

Since the Olympic organization is given to a city, the urban plan of the city that undertakes the organization must be reviewed for this large organization. When it was decided to hold the 1992 Olympics in Barcelona, the municipal authorities first decided to build an Olympic village on the coast that would bring the mystery of the sea to the city. The 1976 Montreal Olympic facilities were designed within the

city. The environmentally friendly facilities include a stadium, stadium tower and swimming pool built on an area of 50 hectares [11].

In this sense, an environmentalism and urbanization discipline is being developed.

One of the important aims of Istanbul's candidacy for the Olympic Games is to reduce the infrastructure problems that Istanbul, one of the most beautiful metropolises in the world, would have to solve in 30 years, to seven years through the Games, and to create a livable world city and lay the foundations of sustainable environmental conditions. An important prerequisite for this is raising ecological awareness [16]. Istanbul's Olympic project prioritizes the goal of sustainable development, and the places chosen for the Olympic organization directly reflect this goal. Innovations and sample applications proposed within the scope of the project are also discussed within this framework. Among these, the Olympic Park is a great innovation in terms of being designed to integrate sports and the environment and develop them together. Sports environmentalism is a new concept all over the world and it does not have an application on this scale. On the other hand, some technologies used in other cities of the world have not become widespread in Turkey. These applications, such as double water networks and alternative energy, are planned to be implemented in Turkey, using the Olympic example. Similarly, new developments in environmental technology will also be reflected in the Olympic project during the implementation phase [16].

### 3.2.6 Gains for Education

It can be accepted that this belief is a very idealistic thought, due to the political and commercial vortices into which sports have been thrown from time to time. However, the principle that realizes the Olympic Games by spending great effort, economic power and political effort is the principle of bringing together the participating countries and athletes, increasing each time. It develops feelings of peace and friendship. It will take world sports forward with giant steps and attract the attention of millions of people to sports, helping them raise healthy, happy and peaceful generations [12].

The whole world has accepted sports as an education and strives for young people to accept and adopt it as a way of life. Sports in our country is far behind the times. It is necessary to set a goal in order to bring our sport to an advanced level in the short term. Even the studies carried out since 1992 have taken us forward in many matters. The seminars, panels and meetings held at the Olympic house explain this and it can be seen from the participants [6].

### 3.2.7 The Contribution of the Olympics to International Organizations

The importance of the games from another perspective for the country organizing the games; It aims to train technical personnel at an international level and increase the ability to organize events. The Olympic games are attended by tens of thousands of people from all over the world, as competitors or spectators, with their opening and closing ceremonies, breathtaking competitions in many sports branches, hard-to-reach records, entertainment, artistic performances and established friendships. It is held as a sports festival [12].

A significant increase in experience, knowledge and knowledge is provided for the athletes and trainers who take part in the competitions, as well as for those who are outside

the competition <sup>[12]</sup>. As a result of a professional comprehensive organization, the organizing ability of the country's people in Sports Organizations increases. Moreover, the candidate countries to organize the Olympics ensure that their staff gain experience by organizing many international organizations during the preparation phase <sup>[4]</sup>.

#### 4. Conclusion

Nowadays, states rather than cities are in a race to win the Olympics. Because the Olympics provide extremely high gains to countries in every field. Aside from the prestige and spiritual aspects of organizing the Olympics, it also provides profit in itself as an organization <sup>[14]</sup>. Due to the large recovery of all expenditures, local and general governments are competing with all their might to organize the Olympics <sup>[7]</sup>.

After the selection of the candidate city, the city where the games will be held remains on the world agenda for a period of four years, and a dynamism is observed in sports, economic and social areas.

In this way, the promotion of the country increases and the country's image and tourism develops. There is no more important way to make a significant contribution to the image of the country and the city that organizes the Olympics in the world. Moreover, with the economic revival that will occur, many aspects of the city will be renewed, from transportation to infrastructure, from green areas to accommodation capacity. The city that organizes the Olympics will have the most modern facilities of the age, as well as the contribution that post-Olympic sports competitions will bring to the region, which will provide a continuous input to the city. But the most important achievement that should not be forgotten here is the Olympic spirit and the Olympic movement. Thus, in addition to sports sharing, feelings of peace, friendship, brotherhood and cooperation are also developed.

The ideal of organizing the Olympics, which many countries in the world see as an important locomotive for overall development, began to be discussed in Turkey since the early 1980s. When it was first put forward in 1984, it was underlined what the Olympics brought to a city. Organizing an Olympics primarily meant contributing to sports and athletes <sup>[8]</sup>.

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