HISTORY of OLYMPICS and CONTRIBUTIONS of OLYMPIC GAMES to THE CITY

Abstract

Olympic Games have been a means for providing peace between countries and people for ages. Olympic Games held in every four years have become a symbol of peace without discriminating between religions, languages, and races and color discrimination between people. Olympic Games that gather lots of sportsmen from different countries are the biggest sport organizations of the world. Though many problems and unwanted situations are experienced in Olympic Games, they have been representing the most crucial event of the world for ages. Olympic Games are developing and growing day by day, and are a universal sport field that covers and unite whole world. Hosting countries in which Olympic Games are held have to put up with high costs for the organization to be perfect. So, that makes Olympic Games hold only in developed countries. Moreover, Olympic Games influence national economy positively by affecting tourism income of the country considerably. The present study examines the countries where Olympic Games were held, and the effects of Olympics on the culture and economy.

Keywords: Olympics, Olympic Games, Cultural Events

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OLİMPİYAT TARİHİ VE MODERN OLİMPİYAT OYUNLARININ ŞEHRE KATKISININ ARAŞTIRILMASI

Özet


Anahtar Kelimeler: Olimpiyatlar, Olimpiyat Oyunları, Kültürel Etkinlikler

Introduction

The Olympic Games are the greatest organizations that bring countries and people together. The Olympic Games are the universal sports field that aimed at developing the human physical and mental strength and abilities. The Olympic Games are the greatest social event in the world that try to embrace the whole World without making any discriminations (TMOK, 1985). Olympic Games are based on polytheistic ancient Greek. The Olympic Games were organized for the first time in Greek mythology in the name of Zeus considered as the greatest god. Nowadays the modern Olympic Games, which are organized in different countries every four years have become a symbol of peace between countries. Olympic Games are high cost organizations and costly sports organization with the participation of athletes, spectators, journalists and television broadcasters. Countries can supply the various costs in modern marketing concept that makes a large contribution to introduce the host country, modern sports facilities, and to gain the revenues of tourism activities. In the present study, the various aspects of the Olympics, especially its contributions to the country's economy will be discussed.

The Ancient Olympic Games

The ancient Olympics, for the first time was arranged in 776 BC Greece Olympia neighborhood. Although BC.776 organized sports estimated that dates back to the 8th century with the ancient Greeks Olympics is recorded in history (Karaküçük, 1988). According to the oldest records of the Olympic, the ancient Olympic Games were held every four years as a traditional athletics are confronted. (Koryürek, 2003).

In 776 BC, on behalf of the god of the gods, the Zeus, the King of Isparta on the recommendation of Lykurg, The King of Elis by Iphitas Olemp religious meaning and importance in large-scale festivals are organized from, Elite holy city of Peloponnesus region.
(Atabeyoğlu, 1984). The ancient Olympic games, were hold 292 times, every four years between the BC. 776 and 392 A.D.

The ancient Olympic games continued till 1168, which were influenced by religious, political, social, and cultural elements (Karaküçük, 1988). Ancient Olympic Games were not just celebration and entertainment purposes. During the Olympic Games, Greeks aimed to demonstrate and prove their religious and social union.

There are two purposes in ancient Olympic Games (Sel, 1949);

• First, body of emphasis on the religious aspects of people and also the desire to satisfy move closer to their god.
• The second goal, Greeks tried to avoid hostilities and establish peace between different sites.

The ancient Olympic games from the beginning of the Peloponnesian region have been fighting the three-site of the public in the fight to stop the making of a treaty.

Name of Ekecheri this agreement, by means of "God's Peace". This treaty was signed between İphitas Elisa King, King of Isparta Lykurg Kleasthenes the King and Pisa, the text of this treaty was excavated in a column.

The treaty text is in holy area of Olympia. Anybody who dared to enter there armed, would be considered as committing the greatest sin against God and that would be labeled as a bad behavior, and immoral (Alpman, 1972).

Olympia was not just a settlement. There were three sites that were established for religious, political, cultural, social and sports purposes. The intervention of the military forces to that area was prohibited. Thus, people in the region could easily enter this area. This center had a continuous peace prevail (TMOK, 1988). Olympia was a holy area. It was strictly forbidden to enter the area with a gun. Athletes participating in the games, and more of the audience also for more than a month, the war was stopped (Demirci, 1995). The ancient Olympic Games had a committee that regulated races. Olympic delegation called Hellanodi would be selected and consisted of ten people this year. The Games continued under the leadership of this committee.

The committee, for the regulation of the games, was responsible for the award of the safety (Tarcan, 1948).

Games lasted approximately for five days. On the first day of the Games, vows and religious ceremonies were held. Games of the second, third and fourth days, coming from all over Greece by male athletes, running, jumping and throwing, wrestling, boxing, car races, discus throw, javelin throw, such as games was played. On the last day of the games, awards were given to the winners (San, 1985). Winners of the games wore crowns of laurel leaves. Champions of the players were guaranteed a lifetime of living. However, the champion athlete would win prestige in the society (Holt, 2004).

The ancient written sources related to the Olympic Games, Iranian-Armenian prince Varezdates 291. The Olympics has gained in the boxing in the Olympics, with the championship ends. (AD 385) (Alpman, 1972).
Modern Olympic Games

Theodosius the Roman Emperor, abolished the Olympic Games in 393 AD and games were not played for 1500 years. In 1896, the Olympic Games began to be played again and have been continuing since. French Baron Pierre De Coubertin suggested the idea of reorganization of the Olympic Games in 1982. Coubertin said that sports were big benefits for young people, and he stated in the following words: “Willingly, rules, some of the risks, and as always further to go to the muscular sports studies” (TMOK, 1988). Coubertin did not give up and continued their attempts to re-start the Olympic Games. Sports conference was organized in Sorbonne in 1892. In this conference, he expressed an interest about the Olympics in these words; our oarsmen, our runners, our jumpers, let exported to other countries. This is a genuine independent trade of the future and Europe did accept that this independent trade when the cause of peace will gain new and powerful allies. However, on 23 June 1894, of the first “International Olympic Committee” was established by 79 representatives of 13 countries. The committee decided to reorganize of the Olympic Games and the first Olympics were held in Athens in 1896 (Seçilmiş, 2004). Olympic Games were revived in 1894. The Committee met in Sorbonne, adopted the following principles related to the Olympic Games (Seçilmiş, 2004).

- The Olympics will be held every four years.
- The competition will only include adults.
- Amateurism rules are essential.
- Every Olympics will be held in different countries.
- Olympics will be open to everyone.
- The committee's chairman will be Baron Pierre de Coubertin.
- The International Olympic Committee (IOC) was also established with this decision.

Contribution of Modern Olympic Games to The City

Olympic Games are a significant contribution to the country's sports and athletes, and also to the country's economy on a large scale. The Olympic Games, involve the introduction of the city. The place where the city of the Olympic Games, although the property is selected and proud of the whole country (Coskun, 1995). The need for both the city this big organization, the entire country is making a great effort to successfully spending perform. For the country to host the Olympic games, the most majestic in the way of organization and manage games to the world in a big way, to transfer. Olympic Games are a universal elements of propaganda according to the (Bayatlı, 1989). Olympic Games to be held in the city and the country gained is a lucrative investment through this organization. As the best way to introduce a city and a country to the world, the Olympic Games are a good propaganda tool.

The Olympic Games are the most serious advertising tool to promote a country. Countries can promote itself in the international arena with Olympic Games (Yetim, 2005). Countries with a large organization for the promotion of the Olympic Games, which is aware of the economic impact, countries are making huge investments in sports and athletes. In both the host country and the at the Olympics, if successful, is a big win for the country. Nowadays, governments are spending a lot of money to attain success from the athletes in the Olympic Games. (Doğan, 2004).
For countries with sports and sports-related organizations, has become a huge industry. Countries of the economic activity”, providing the organization movements in order to receive their share of the serious competition. Countries in world trade, as well as one of the leading companies in this sport organization on the lookout for themselves (Seçilmiş, 2004). According to (Erdemli, 2002) sport, sports-related inputs and changing with the introduction of the processed material is obtained wealth. Olympic Games stimulate the economy as well as the country’s credibility provides in the international dimension. Olympic Games lure in audiences with the visual aspects of the organization will increase trade relations and international sales (Ekinci and İmamoğlu, 1998). Olympic Games really contribute to the host country.

Countries are brought that aware of the economic contribution of the organization. So, the number of candidate countries to host Olympic Games is increasing every year (The Confederation Of Amateur Sports Clubs in Turkey 1989). The Olympic games, the country and the city's contribution to the promotion of the economic contribution and creates employment. Olympic Games to be held in the city of preparing the necessary infrastructure and skilled labor to construct sports facilities are employed. Olympic Games held in countries where employment growth and economic development that comes with it is inevitable.

In addition to the economic contribution of the Olympics costs is important to take into consideration. The 1976 Montreal Olympic Games costed $ 100 million, but could be closed the debt in 2000. To loss of the Olympic Games in Montreal in 1976, during that period of another city for the Olympics brought to be aspire. On top of that, Los Angeles Olympic Games in 1984 brought a new regulation Committee instead of the old plant and the new facilities have been renovated. In this way, the city got rid of additional cost. 1984 Los Angeles Olympic Games spent 545 million dollars but 786 million dollars revenue reached. For the first time in the Olympic Games, profit was made (The Olympic Movement, 1988). The impact of the Olympic Games in employment was clearly seen the Olympic Games in Seoul. In 1988, for the Olympic Games held in Seoul, additional jobs were created for 302,000 people in South Korea. In addition 3.3 billion dollars of additional income was obtained for the national economy (Erdem, 2002). However, the cost of the Seoul Olympic Games was 3.1 billion dollars (Human and Olympism, 1991).

This case, the high cost of the Olympic Games, but also a return is so high that shows. Olympic Games in the world have a substantial volume of business. Countries that will create jobs and income to take into account the volume and to increase their investment in sports should be a priority (Kale and Erşen, 2003).

1992 Barcelona Olympic Games in Barcelona resulted in an urban transformation. The Olympics created a 1.638 million dollars of revenue, while 1.635 million dollars was spent. Olympics, the city has left a positive account. The majority of the expenditures made for the Olympics were for infrastructure investments. In addition to the Olympics, the city provided employment for 5,965 people. During this period, unemployment rate declined. However, tourism revenue was also important. 1996 Atlanta Olympic Games made great contributions to the city and country. Olympic Games in Atlanta brought economic income, and employment rates increased number of tourists. For 1996 Atlanta Olympic Games, 2,815 million dollars were spent, and $ 5,141 million were made. 2000 Sydney Olympic Games, the country has provided only a 4% increase in revenue affected negatively (Ataçoğlu, 2008).
For the 2004 Athens Olympic Games, Greece spent approximate $12 billion. However, Greece did not receive full return for the money spent. According to most economists, the effect of the 1976 Montreal is approaching. The speed of the Olympic Games that managed Greece for several years but could not recover from the economic crisis.

2008 Beijing Olympics in China increased the construction industry. The Chinese economy is an extra impetus. 200 thousand people in the preparation of the 2012 London Olympics volunteers full-time employees and subcontractors have taken half. The cost of the Olympics for London was about 11 billion pounds. However, Britain's GDP growth was recorded. (Ercan, 2012). Although the economic value of the Olympic Games is investigated to host the Olympic Games, the country provides a great prestige. Millions of people around the world watching the spectacular organization of the host country is a great honor. The Olympic Games are the most important sports organizations in the world. Together with the Modern Olympic Games held every 4 years to host the Olympics in many countries of the world are in a race. Countries that can win this race and cities can increase their income as the economic, employment can be created and can increase the prestige of the country and the city.

Conclusion
The Olympic Games are peaceful organization that offered to the world through sport. Dating back to the ancient Greeks to the present, Olympic Games are an Olympic movement that provides peace and friendship between nations. This organization has enabled the masses approach each other easily without any language, religion, race and color separation over the years. World athletes meet at a common point for everyone and assume the role of a bridge between people.

The Olympic Games are one of the most important organizations in sports history. Which is one of the world's largest organizations to organize the Olympic Games, every city and every country has proudly want to do. To organize the Olympic Games makes a large contribution to the national economy, promotion of country and tourism. At the same time, the host country and the country's image and prestige considerably increase. Hosting the Olympic Games for the country to go through the flawless organization brings many pluses to country. In addition to this, quite a long process of the organization of the Olympic Games and the cost is too high to be, besides the gain in losses is important for the host country.

To host the Olympics is an important phenomenon for developing countries such as Turkey. Besides, economic assessment and planning should be done for Olympic organization. The organization's profits and losses should be calculated and these calculations should be placed as a result of the nomination.

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