2014

A Review of Olympic Host Cities: Analyzing the Exclusion of South American and African States

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SUBMITTED TO
Professor Aseema Sinha

AND

DEAN NICHOLAS WARNER

BY

NICHOLAS HOBBS

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SENIOR THESIS

SPRING 2014
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**Introduction**

Olympism in the modern age is a chance for national pride that is attainable by any athlete that earns the honor of a gold medal. Every four years states across the globe send their best and most competitive to a host city to battle for the title of international victor. A gold medal is not awarded to the athlete from the state that holds the highest GDP, most nuclear weapons or largest population. The Olympics allows for citizens from each nation to enter into competition with no fear that they will be hindered by their country's political status, economical power or societal stability. In addition for individuals to bring pride to their nations is the chance for the host state to showcase their country to the entire international community. Athletes are not the only figures to seek attention during the Olympics but also the hosting nation. Incredible spectacles such as the opening ceremony, competition facilities and the Olympic village are designed and implemented. It is no secret that a nation is judged against past Olympic sites and ranked in order of originality and execution. Thus the Olympics are a highly desired event. However, there exists a difference in Olympism for athletes and nations. Athletes may have no anxiety over their chances because of their background, but selection of a host nation is almost solely based on status and your position in the international class system.

Observing the time line of the Olympics shows a very evident trend of hosting nation belonging to solely what is deemed as the “first world” or high income developed nations. ¹ Wealth and status have become an important factor in hosting the games and it has not gone unnoticed as “those responsible for the health of the Olympic Movement fear the consequences of 'over-commercialization' and the loss of Olympic ideals.”² The Olympic games have begun to take on a different form than its earlier counterparts and the initial goals stated by the founding

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² Elgar, Edward “The Economics of Staging the Olympics”
fathers of the modern games. As the Olympics continues to stray from it's creators goal, they
grow increasingly more political and outlandish. This causes the games to begin to become
outrageously expensive as seen with the record shattering Sochi Olympics in Russia at an
estimated $51 billion. 3 This comes as a shock as it was hard to believe anyone could spend more
than the Beijing Olympics in 2008 at an estimated $44 billion. 4 As the Olympic bar for not only
extravagance but budget is continuously raised, it is no shock that the modern Olympic games
have never been hosted in two major continents: South America and Africa. The upcoming
Olympics of 2016 Rio de Janeiro will be the first Latin American city to host the Olympics but
its inclusion does not change the exclusion of Africa or of any country below the UN's threshold
for developing or “Upper Middle Income”. With a world population of around 7.1 billion and
Africa and South America (excluding Brazil) having a population of 1.2 billion, a seventh of the
world has been unrepresented in hosting cities for the Olympics. And it is hard to imagine any
time in the future how any of these nations below the threshold will have the capability, finances
and international support to win the candidacy as an Olympic host city.

After reviewing these facts, several questions arise. What has caused this exclusivity
trend? What are the detailed factors that are keeping certain nations out and certain nations in? Is
this trend naturally wrong or does it have a rational foundation? Do we need to change the trend,
and if so how do we do it feasibly? This essay will look at these questions foremost objectively
but it will also try to point a normative lens at all of these questions. In order to present a
normative but unbiased opinion, the Olympic charter and its interpretation will serve as the basis
for any normative conclusions that are met.

Chapter 1: Host City Trend Analysis

Before any discussion can be had we must look at the Olympic host city trend empirically.

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<td>2020</td>
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Table 1 Olympic Host City Timeline

The United States leads the world with four host cities and the United Kingdom follows with three host cities. As of 2014 there have been 30 summer modern Olympics held. Roughly a quarter of the total modern summer Olympics have been held in two nations. There are a total of
195 recognized independent sovereign states on the Earth.\textsuperscript{5} Just by pure numbers we see that 1% of the world has hosted 25% of the Olympics. Widening the lens a bit more, combined Europe and North America have hosted 22 of the last 30 summer Olympics. Approximately 75% of the summer Olympics have been shared between only two of the seven continents. Through a solely quantitative and objective glance it is evident that a large portion of the globe has been unable to host the summer Olympic Games. The Olympic games are an international cultural event and there also exists a normative analysis. Stated in the Olympic Charter under the Fundamental Principles of Olympism is the following value “the Olympic Movement is a concerted, organized, universal and permanent action, carried out under the supreme authority of the IOC, of all individuals and entities who are inspired by the values of Olympism. It covers the five continents.”\textsuperscript{6} Deconstructing the entire Olympic Charter will see this theme of universal involvement and inclusion of all nations, but this section specifically highlights the intention of global reach. Charters and mission statements represent the core values of any enterprise and undoubtedly are very closely and concisely written. Thus when analyzing the intention of an organization it is instrumental that it's charter is read word by word. This statement is listed third in a list of the seven core principles of the Olympic Games and Olympic Movement.

The Olympic Movement is an unimaginably massive entity and encompasses numerous facets. To aggregate all that the Olympics entails into seven principles is a feat and places even greater significance on the decided values. Principle three begins with 3 words: concerted, organized, and universal. For the purpose of this essay we will not dispute the efficiency of the Olympic Movement. Thus the assertion of organization will not be disputed. Concerted and universal however, are very pertinent to the idea of inclusiveness. Concerted gives the

\textsuperscript{5} “A World Countries List” http://www.nationonline.org/oneworld/countries_of_the_world.htm
\textsuperscript{6} Fundamental Principles of Olympism, Olympic Charter IOC Pg. 11
impression of a joint consensus. The decision making of the IOC affects billions of people across the globe and shapes the Olympic Games. It would be disheartening to think that the decisions of the IOC were done unilaterally by the President of the IOC as the last three presidents have all been from Europe: Germany, Belgium, and Spain. The initial sentiment of principle three and the use of concerted seeks to ease any tension that may arise from questions about the decision making of the IOC. Composition of the IOC as a whole ensures that various countries are represented. Once we are assured that policies from the IOC are created from various viewpoints and cultures, the next task is to assert that the policies and missions of the Olympic Games are intended for the masses and not a select few. Universal adds a layer of inclusion to the principles. There are not any listed conditions that state for whom within the network of Olympic states the principles are created. The Olympic Charter outlines the rules and rights of every single state within the network. This Charter and the Olympic movement are meant to be universal, in that it they are non discriminative and are not subjective in their reach. Each and every nation should feel that they have equal rights under the Charter, but also that every nation must oblige to the same regulations.

Under principle three of the Olympic Charter it would appear that the Olympic Movement is a universal concept that is accessible to any and all that promise to follow its guidelines. This would include athletes participating and also nations hosting the Games. Empirically it is shown that this is not true for host nations. The third of only seven principles of the Olympic Charter is proven to be incorrect. The Olympics has not reached all five continents. The Olympics as of 2014 can be described as an event that primarily is held in North America and Europe. Principle three of the Charter either needs to change its wording or the IOC needs to adhere to the words that it has stated are its mission.
Analysis Rationale

Showcasing the hosting city of the Olympic Games is not the main objective of the sporting event. Displaying athletes and their talents from every walk of life was and is the primary goal of the Games. If the host city is not the primary focus of the Olympic games, then why should we be concerned where the games are held? The athletes are not affected by where the Games are held. What if the Games picked a permanent location? We should be focused on the performances and not the venue in which they are happening. There is logic in questioning why the Olympic host city should be a topic of discussion. The Olympic Games are still highly venerated sporting and cultural events. Every four years the entire globe tunes in to watch the summer Games regardless of where they are hosted. Widespread protests do not cover the streets calling for the inclusion of Africa and South America into the host city category. So how and why is the location of the Olympic host city an international interest? The answer is multifaceted and quite complicated, but it can be boiled down to simple reasoning.

The Olympic Movement which encompasses the Olympic Games and the promotion of sport throughout the globe has become a staple in the international community. As globalization has swept across every corner of the globe, interaction between countries has become imperative to growth but also contributed to state independence and pride. Nations are benefiting from sharing products, knowledge and culture. These linkages increase a state's ability to grow and become a player on the international playing field. The Olympic Games have inevitably become another tool of globalization and change. Reputation in business can be a very beneficial asset or detrimental cancer. Hosting the Olympic Games has become a chance for the host city and state to showcase to the globe that it is a reputable and competitive site. Hosting a successful Games gives you a resume boost when attempting to create partnerships with other cities and states. In
addition to increasing the cities and in turn the state's attractiveness, the Games give a nation that opportunity to make substantial and needed change internally, regionally and internationally.

The Games have also become a stage for states to advertise new programs and institutions that affect themselves but also the Olympic Movement as a whole. Hosting the Olympic Games does not only entail hosting the games, but brings with it a responsibility to enact change for the betterment of humanity in some facet. The International Olympic Committee's Evaluation Commission submits a report to the IOC on the final three candidates for each Olympic Games. This report summarizes each cities strengths and weaknesses and their overall ability to host the Games. In the IOC's evaluation report the candidate cites must submit a brief statement that outlines their core platform for hosting the games. In these brief statements it is clear that the three candidate cities are aware of the power of the Olympics to demonstrate a city's potential to the globe, but also the significance hosting can mean for not only their city and nation but the region as a whole. Below are the candidate statements for the most recent Winter and Summer Games. The 2014 Winter Olympic Games had three candidate cities: Sochi, Russia; PyeongChang, South Korea; and Salzburg, Austria.

Russia, which would go on to win the privilege, noted

Hosting the 2014 Olympic Winter Games would serve as a catalyst to achieve the government's objectives of transforming Sochi from the country's most popular summer destination into a high level, year round resort and developing Russia's first world class ski facilities.\(^7\)

PyeongChang noted

Plans for an Olympic Winter Games in PyeongChang are embedded in a national government programme aimed at developing the region's tourism- including the construction of a new high speed rail line and abundant new year round tourist accommodation- and creating a centre for winter sports in Asia. In turn, this would increase awareness and promote the practice of winter sports with the goal of raising the level of Korean athletes' performance in line with those of other winter sport nations. The Bid Committee hopes that staging the Olympic Winter Games, together with youth programmes created by the OCOG, would contribute to peace, harmony and reconciliation on the Korean peninsula.\(^8\)

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\(^7\) IOC 2014 Evaluation Commission Report, IOC June 2007 (68)

\(^8\) IOC 2014 Evaluation Commission Report, IOC June 2007 (72)
Salzburg claimed:

Salzburg's plan is based on using existing venues and facilities, which would minimise Olympic-related capital investments and the environmental impact of the Games, and would provide a positive, sustainable legacy. The vision presented by Salzburg is based on capitalizing on the traditional alpine setting of the region and its long history of hosting winter sport events. A particular feature of Salzburg's plan is its focus on youth and providing a unique and memorable Games experience to young people. Austrian ice sports athletes would benefit from new competition and training venues. 9

Economic growth, sustainability, and fostering youth are all stated as goals for these host cities. Evident that simply providing a venue for the sporting events will not suffice. For the 2012 Summer Olympic Games the final candidates were: Paris, France; New York, United States; Moscow, Russia; London, United Kingdom; Madrid, Spain.

Paris stated:

Paris has its vision on the longstanding relationship between Olympism and France...Paris has committed to providing a legacy to the city, region, French athletes and the community generally...With the planned urban development and the strong support for environmental responsibility and accessibility at the highest level across all Olympic projects, the Olympic Games legacy should be significant. 10

New York:

Through the bid, New York intends to create a legacy for sport and for the city of New York. This is coupled with a genuine desire to host many more international sports events in New York...The Olympic Games would act as a catalyst to accelerate the redevelopment of degenerated river front areas in close proximity to the city centre, and providing more housing, employment and sports facilities for the residents of the five boroughs of New York City. 11

Moscow:

Moscow seeks to further build on the legacies of the 1980 Olympic Games which have served the needs of the city very well by supporting the growth of sports and the continued success of Russian Athletes. The City Development Master Plan for the period up to 2020 would be enhanced and accelerated with the staging of the 2012 Olympic Games particularly through the increased housing capacity provided by the proposed Olympic and media villages. 12

London, which won the campaign, noted:

The Olympic Games would be a catalyst for the re-development of the Lower Lea Valley...Along with major new public infrastructure, this re-development would provide long term benefits for the residents of London, including employment, housing, educational and recreational opportunities and the development of sport...The bid process is providing the basis for London and the United Kingdom (UK) government to significantly improve the availability of sports facilities of an international standard in London. 13

9 IOC (70)
10 Report of the IOC Evaluation Commission for the Games of the XXX Olympiad in 2012, IOC (10)
11 Report... , IOC (28)
12 Report... , IOC (46)
13 Report... , IOC (64)
And finally Madrid

Madrid has proposed humanist, sustainable and environmentally friendly Games. A rich cultural programme is planned, aimed at bringing together the people of Madrid and Spain in a celebration of the Olympic ideals...Madrid gives priority to sustainable development, using the Olympic Games to take a significant step forward in improving environmental conditions in the city. 14

Reading through the numerous and various goals of host city candidates it is apparent that hosting the Olympic Games has an incredible amount of meaning below the surface of just providing a location for the Games. These cities are looking to the Games to give their cities and nations the shock to improve the overall environment and quality of life. Seen frequently is the work catalyst. Economic, political, and urban developments are very difficult plans to introduce to a struggling or stagnate society. The Olympic Games have become a needed catalyst for change and improvement. Cities are using the Games to rally the government and public together in support of bringing their home to a higher international level. PyeongChang, New York, London, and Sochi all spoke of transforming their cities into world class sporting locations. They desired for their cities to become the future home of many international sporting events, bringing their city tourism and either growing or creating a strong service sector. Hosting the Olympic Games is a means for improvement that can not be matched by any other event, “the Games provide a unique opportunity for politicians and industry to move hidden agendas such as the improvement of infrastructure for sport, housing, communication, traffic and other sectors.” 15

Along with the Olympics being an entity in itself, there is the simple fact that the core of the Games is sports.

Sports add an additional layer of significance to the Games. Sport transcends language, culture, and geography. There are few institutions that can be understood by every culture, and are a vital part of society. Understanding sport through a sociological lens shows “sport is a

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14 Report..., IOC (82)
15 The Economics of Staging the Olympics, Holger Preuss (1)
social institution which has primary functions in disseminating and reinforcing the values regulating behaviour and goal attainment and determining acceptable solutions to problems in the secular sphere of life.”16 Sports are a means to problem resolution and societal maintenance that is peaceful and near noncontroversial. Professor Harry Edwards whom cited above declares sport is a social institution, views sport as an equally powerful tool as any other to bring stability and order to a society. Sport gives people a place to put aside trivial differences and come to agreements fostered by a shared interest. The Olympic Movement and sports in general give great validation to the desire and reasoning behind hosting the Games.

Highlighted in the statements from Paris and Moscow is another national interest in the Games, historical pride. France has partial claim in reviving the Olympic Games from the efforts of Pierre de Coubertin who played an instrumental role in creating the modern Games. They have also hosted successfully two Games. Moscow alluded to a specific year that they hosted and sought to remind the world of what they are capable of bringing to the Olympic Movement. History with the movement is a sense of pride for these two nations. Being a piece of Olympic History is something to wear proudly. When done correctly, hosting the Olympics can change opinions of nations and place them in a positive light to the international community. Global media aggregates reactions and sentiments to the Games and this is not lost on the hosting city.

The New York Times said of the 2014 Sochi Winter Olympics “In a lot of ways, these Games were better than Olympics past. The venues, the transportation, the setting, the security—all winning.”17 A newspaper from the United States portraying Russia in a positive and approving light is not a common occurrence. While Russia is not always known for their concern

16 Sociology of Sports, Harry Edwards (90)
of international public opinion, it does not hurt their reputation by receiving an accolade from the US. Rather it is solely an increase in ego and a sense of power, praise for the 2014 Winter Games is a pride booster. Moving back to the 2008 Summer Olympic Games we encounter an even greater controversial nation, China. The great eastern power has faced numerous attacks on its human rights, poverty, political authority and environmental impact. As with Russia, China responds to global critique, if at all, with a strong defense of its actions. A leading concern for the Beijing Olympics was the avoidance of the egregious human rights violations throughout China and the criteria in which is used to choose hosting cities by the IOC was called into question. A negative film was placed over the Beijing Games before they began. Studies conducted in *Encoding the Olympics: The Beijing Olympic Games and the Communication Impact Worldwide* collected data from across the globe and “assembles a uniquely representative international team of media experts to provide a comprehensive review of the global impact of media and cultural communications associated with the Beijing 2008 Olympics.” The collection gives the opinion of the Beijing Olympics from the perspective of different nations. Francoise Papa, the French correspondent, wrote, “it is nonetheless true that the Beijing games were an extraordinary adventure for sports fans and inquisitive minds. When the amazement over the opening ceremony subsided, the Olympic Games aroused keen interest in not only in the sporting events themselves but also in a country, culture and civilization that was unknown to most...the mediatization of the games nevertheless contributed to a better understanding of China.” Every nation has its negatives and secrets. The Games allowed for China to show to the rest of the world that there are other aspects to the Chinese. There is pride to be had in the rich and important Chinese culture.

18 *Encoding the Olympics: The Beijing Olympic Games and the Communication Impact Worldwide*, Edited by Luo Qing and Giuseppe Richeri
19 *Encoding....(271)*
Chapter 2: Importance of the Olympic Movement

We have already discussed the new modern importance of hosting cities and nations. Understanding the Olympic Movement history and its modern resemblance is needed to fully comprehend the issue. Before one can care for the exclusion of certain regions from the Olympics, one must first care about the Olympics in general. Learning of the history of the Games, the idea of Olympism and the Olympic Movement is the first step in building an admiration for the institution.

The modern games as we perceive them began in 1896 with the incredible persistence of a Frenchman named Pierre de Coubertin. Pierre was an avid supporter of sport as a means of educating and balance thus he was “convinced of the importance of including sport in the balanced education of a person, he then devoted himself to spreading this idea using all means available.”20 Originally he was not focused on reviving the Olympic Games but “decided to attempt to build up the French race physically through the medium of an intensive national athletic program.”21 He was a very proud French citizen and at the turn of the century wanted to increase not only the quality of life for the citizens of France, but the French society as a whole. It is imperative to understand the philosophy of Pierre to understand where the modern Olympics get their foundation.

Pierre was a wealthy individual and traveled to various parts of the world. He gained a passion for education and believed that through education the standard of humanity could be elevated. Being an athlete himself, Coubertin conceived the idea that education could be taught through sport. Sports were not simply physical activity to maintain a healthy living, but they could be the mechanism in which to give people a vital item, education. Sport became his

20 Pierre de Coubertin: Overview of the content of the archives concerning his biography, mandates and activities from 1882 to 1999, IOC, July 2006
21 The Story of the Olympic Games, Harry Spencer Stuff (31)
platform and he spoke at conferences and wrote extensively on the subject. In 1893 he sent letters to sports leaders across the globe calling for the revival of the Olympic Games. And in 1894 he would hold a meeting gathering these leaders to create the Modern Olympic Games to be held in Athens in 1896. Support and enthusiasm was created from this meeting by other nations but there is no doubt that “only thirteen of the twenty-four countries that had promised to send teams complied. Indeed, were it not for Baron de Coubertin's driving force, the games at Athens might well have died aborning.” The modern Olympic Games are the child of Coubertin and his goal of making sports a path to education and the betterment of people physically and mentally.

![Image of Pierre de Coubertin, Founder of the Modern Olympic Games](image)

**Figure 1** Image of Pierre de Coubertin, Founder of the Modern Olympic Games

The following Olympics would be a struggle as had Athens, but Coubertin was relentless and would not let the Games fail. He would also establish the International Olympic Committee (IOC) as the governing body of the Games and would serve as its second president until 1925. Along with his ideology of sport as a tool for the betterment of people, was his thought of sport

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22 *The Story...*, (32)

23 *The Story of the Olympics: B.C. to A.D.* Paul B. Zimmerman
and specifically the Olympic Games as a tool for national pride. In a speech Coubertin exclaims that

Germany had excavated what was left of Olympia. Why should France not be successful in reconstituting its splendour? It was only a small step from that idea to the less brilliant but more practical and fertile project of reviving the Games, especially given that by now it seemed time for international sport to play a role in the world once more.24

He saw the potential in the Games to be a catalyst of change for nations that are recovering or simply in a stage of development. From its inception, the modern Games have been viewed as a multipurpose and effective means for transformation. Coubertin was a supporter of sport and reviving the Games for the athletes and the presentation of human excellence, but he was also aware of the benefit they offered to states. Coubertin laid down the foundation of the modern Olympic Games but also the foundation of what we call Olympism and the Olympic Movement.

Our modern thought of the Summer Olympic Games entails the Games held every four years but also the Olympic Movement that operates daily. Olympism is a term that was derived from the traditions of the ancient games and the values of Coubertin. A simple but instrumental idea of Olympism is “a philosophy of life which places sport at the service of humanity,” 25 an idea that is a clearly influenced by founder Coubertin. Navigating through the official Olympic website will bring about a plethora of sightings of the term Olympism. Olympism is the core of the modern games. Stated on olympic.org, Olympism is “to build a better world through sport.”26

24 Une campagne de vingt et un ans, Pierre de Coubertin
25 Olympism and the Olympic Movement, IOC The Olympic Museum 2013
26 Olympic.org/olympism-in-action
The Olympic Movement was created in order to effectively implement the goals of Olympism. There is no period throughout the history of the Games to pinpoint the creation of the Olympic Movement, but it is understood that its roots were planted during the presidency of Coubertin and the establishment of the IOC. The IOC notes that the “the goal of the Olympic Movement is to contribute to building a peaceful and better world by educating youth through sport practiced in accordance with Olympism and its values.” In essence the Olympic Movement is the entirety of the actions of the IOC and member states. These include the execution of the Games, and the activities held throughout the world between the Games. The IOC breaks down these activities into six categories: Sport for All, Development through Sport, Education through Sport, Women and Sport, Peace through Sport, and Sport and Environment; six very large and all encompassing categories.

Programs that range from Olympic Youth Development Centres to the IOC Sport and Environment Awards aid the IOC in seeing progress and success in the six sectors. The Olympic Movement is an institution that has been an important player in the international community's ever-going fight for global peace and unity. The Olympics is not simply a sporting event that occurs every two years in the Summer and Winter, but an actor for peace and the betterment of humanity. In the words of Coubertin once again “The Olympic Movement gives the world an ideal which reckons with the reality of life, and includes a possibility to guide this reality toward

27 Olympic Charter, IOC (15)
the great Olympic idea.\textsuperscript{28} While many question the actions and decisions of the IOC, there is no question that regardless of instances of corruption and bias, the Olympic movement is a vital part of providing situations of peace and growth throughout the globe. This essay will not take into account any claims of illegitimacy of the Olympic movement, but will rather call into question processes and procedures. Discussing issues such as legitimacy or corruption within the IOC does not contribute any helpful or relative facts to the question of host cities. It remains an interesting topic, but would be better served being reviewed in a different essay and setting.

\textsuperscript{28} Complete Collection of the 39 Official Programs Games of the Olympiad, Los Angeles U.S.A 1932
Chapter 3: Host City Selection Process

Discovered earlier was the vast under representation of the globe in hosting cities for the Olympic Games. Is this trend merely a coincidence and naturally caused or is there a manufactured reason? How in the 118 year history of the Modern Olympic Games has the hosting city not once resided in Africa or South America? In order to answer these questions we need to first understand the application process of hosting the Olympics. Following outlining the candidacy process we can then dive into the reason behind this exclusionary trend.

Authority over the selection of the host city rests solely with the IOC. The IOC is composed of 115 members: 70 individual members, 15 active athletes, 15 representatives of the IFs (International Federations), and 15 representatives of the NOCs (National Olympic Committees). The process is broken into three phases.

![Timeline of Olympic Candidacy Process](image-url)

**Figure 3** Timeline of Olympic Candidacy Process

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29 The Organisation, IOC  http://www.olympic.org/about-ioc-institution?tab=members
The first phase being the Applicant Phase, Second phase is the Candidature Phase, and lastly the third phase is Election of the Host City. The process spans over a nine-year period.

During phase one, applicant cities submit an initial IOC questionnaire and application file. Cities that have submitted application files must have the support and official approval of their state's NOC. Each member state of the Olympic Movement has a National Olympic Committee which serves as the official decision making body of the nation for matters pertaining to the Olympic Movement. Applicant cities submit their application to their NOC, which then approves which city it wishes to nominate as its sole applicant. A committee composed of IOC stakeholders, NOCs and IFs does a detailed feasibility tests for all the applicant cities. A report is submitted to the IOC Executive Board, which uses the report as the basis for the selection of the candidate cities. Candidate cities are then required to submit a more detailed plan, which outlines “a city's blueprint for the Olympic Games.”30 The IOC creates an IOC Evaluation Committee, which reviews the candidate's “blueprint” and evaluates and scores in 16 areas. Table 2 shows the areas of judgment.

<table>
<thead>
<tr>
<th>Olympic Games Concept and Legacy</th>
<th>Political and Economic Climate and Structure</th>
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<tbody>
<tr>
<td>Legal Aspects and Guarantees</td>
<td>Customs and Immigration Formalities</td>
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<td>Marketing</td>
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<td>Paralympic Games</td>
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<td>Accommodation</td>
<td>Transport</td>
</tr>
<tr>
<td>Media Operations</td>
<td>Olympism and Culture</td>
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</tbody>
</table>

Table 2 List of the 16 Categories Scored in the IOC Evaluation Committee's report on Candidates

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30 The Organisation, IOC
Along with the Evaluation Report the Commission visits each candidate city. A feasibility report is drafted from findings on the visit and this is submitted to the IOC along with the Evaluation Report. Combined these two reports are lengthy and extremely detail oriented. Applicant cities and their NOCs need to be organized, concise, and persuasive in order to make it to the candidate stage, and to find yourself hosting the Olympic Games your application must be near flawless.

The IOC uses these 16 fields to judge the potential of the host city candidates. But they are not the only factors in winning the bid for the Games as it is clear, as seen with Sochi or Beijing, that a host city can be transformed into whatever is necessary for the Olympic Games and satisfy all of the required areas. This does require an incredible amount of finances and structure but it is possible to bring a city that may have been underdeveloped or stagnate up to Olympic standards.

What is highlighted throughout this process that may not be obvious on the surface but stands as a key factor in a host city being elected is the support, organization, and determination of the host nation. Hosting the Games would be an impossible feat for any city by itself even global super hubs such as London and Los Angeles. A strong and stable government must back each city.

Political instability and unrest are common trends across the globe for any state whether it sits in the developed or the underdeveloped world. Thus instability and civil unrest are not tell signs that a city does not have the capability to host a successful Olympic Games. Criticism from every corner of the world was directed at China as they prepared to host the 2008 Summer Olympics and with justification. In China

Many Chinese thought that with the world's eyes turned to China for this year's Olympic Games, whose slogan is "One World, One Dream," they had a rare chance to pressure the government. Disgruntled Chinese—dissidents, farmers, factory workers, the displaced—saw a moment when authorities might hesitate to use their usual practices to silence them. They were wrong. A spate of detentions and arrests related to the Olympics over the past two years has been met with near silence from foreign countries.31

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31 Preparing for the 2008 Beijing Olympic Games, China's Authorities Go After Human-rights Advocates: China Leader's see the Olympic Games as an opportunity to dazzle the world, Paul Mooney, U.S. News February 14,
As was shown in China, the Games are not chosen based on political approval ratings or societal stability. China demonstrated a vital instruction to future candidates; in the absence of support internationally or domestic stability the government must present the image of success. When the world holds disbelief in a nation's ability to host the Games, a strong and joined government must be molded in order to push aside any factors that are not related to its ability to host the Games. The IOC has proven once before in history that it does not let opposition of political ideology affect the decision of Olympic host cities.

The 1936 Summer Olympic Games were held in Berlin, Germany under the peak rule of Adolf Hitler. A plenitude of nations called for the relocation or cancellation of the Games due to reports of anti-Semitic cruelty in Germany. But as with China, through the actions of the IOC and Olympic patrons it is clear that “it should be emphasized here that the passionate devotion to Olympism – or more specifically, the view that despite the political obstacles, the Olympic Games had to go on.”32 The Games were won and held by these two nations because despite their political record, their governments presented organized and powerful proposals to the IOC, and proved that they would host an Olympic Games worthy of the concept of Olympism. This essay will tread lightly on the subject of the role politics should play in the Olympics, these two situations were noted to prove the point that a bid can be won regardless of human-rights, political approval or difference from a euro-centric mindset. This will be an important reference point later when we discuss the problems faced by the underdeveloped nations.

In a concluding glance at the Olympic bid process a few important observations are made. As mentioned previously in this essay, being selected as an Olympic host city is a desired event and nations give a great deal of thought firstly, to if they are able to host such an event, and

32 The Nazi Olympics, Richard D. Mandell (69)
secondly, which city they will put up for candidacy. Once nations place their bid for the Games, the IOC goes through an extensive detailed analysis of each applicant and then candidate. Candidates are judged vigorously on factors pertaining to the Olympic games and Olympic Movement as a whole. Following a visit by the IOC to rate the validity of the applicant's proposal, the IOC selects the host city. A process that begins nine years before the actual Games and takes two years to complete, the selection of the site for the Olympic Games stands as one of the most crucial decisions in the international community. And once the city has been chosen, seven years remain for them to rebuild their city to become the next stage in Olympic history.
Transforming the City

Now with an understanding of the selection schedule and procedures, to further our knowledge of the process to fully answer the problem this essay tackles, we need to have a general picture of the measures a city goes through to transform themselves into an Olympic city. Seven years separate winning the bid to host and the Opening Ceremony, which starts the recreations, and in these seven years the city and state must deliver on the promises they made during their candidacy. The 16 categories shown in Figure 4 are used as the criteria for selecting a host city, but they also simultaneously lay out the 16 areas that a host city needs to either improve or create. Every host city will need to create an Olympic Village and organize the Paralympic Games, but for a majority of cities their efforts will go into building up the already existing system for these areas. Security, media, transportation, and accommodation are already existing industries in these European and North America cities. Everything will need to be increased and modified to bring them to Olympic standards but this is not as extraneous as starting from nothing. Along with Olympic standards, host nations also compete with their predecessors, as President of the Russian Sochi 2014 Olympic Committee accounts “London managed to make the 2012 Games some of the most memorable in history...And practice shows: Every successive Games are more creative and more dramatic than the last.”

Thus the host city NOC has two checklist to confer to when creating their Olympic model; they must meet the IOC and Olympic Charter standards but also they must surpass the level of success and extravagance of their predecessors. It would be rare to find an Olympic building schematic that did not allude to the advancement or betterment of an existing Olympic design. In modern times the desire to meet the basic standards of the IOC has begun to take the back seat in being the main objective of the host city NOC and they are beginning to focus more on outshining their counterparts.

33 Sochi 2014 more creative than London Olympics – organizer, R-Sport, April 7, 2013
Construction projects devised for Olympic cities are some of the most lavish and complex. The Games require what has become to be known as the Olympic Park. Within this park host cities are required to build an Olympic stadium, Olympic Village, aquatic center (or ice rink for the winter Games), and Media Broadcasting center. In order to grasp the needs of these facilities, we will look at the 2014 Sochi Winter Games by the numbers. The expected number of athletes was ~3,000, Media Staff ~13,000, Volunteer staff ~25,000, and an occupancy level of 75,000 for the entire park.\textsuperscript{34} Adding in the factor of there being 17 competition days and it is clear that the Olympic Village will easily find over 100,000 people passing through daily. At these numbers the demands on the Olympic Park are high. For nations such as the United Kingdom, United States or Russia they are well equipped and experienced in hosting such a large number of tourists; for other nations this will be one of the main challenges in hosting a successful Games. Along with the Olympic Village, nations must improve their infrastructure throughout the entire city and nation.

Transportation, security, and tourist accommodation are not related to the sporting events or athletes but are just as significant in the Olympic experience as a whole. A well-known and extensive project taken on by host cities is the improvement of local airports and transportation to and from the Olympic Park. Athletes and spectators will literally by gathering from all corners of the globe and current airport conditions are normally not able to withstand such a large increase in traffic. Host cities will at times build entirely new airports to accommodate for the influx of traffic. In addition, the local train and bus system are expanded greatly. Railways are built to connect the Olympic Park to all existing airports and ports to the city. For inland cities transportation projects can become complicated and prove to be one of the larger challenges of preparation for the Olympic Games. Accommodation for the athletes is accounted

\textsuperscript{34} Sochi 2014: Winter Olympics by the numbers, Richard Allen Green, CNN
for in the Olympic Village, but cities must also consider hotel capacities for spectators. The practicality of most cities having an existing hotel system that can host over millions of guests is not commonplace. Here the public and private sector partner together for the betterment and reputation of the city. While the Olympic Charter does outline a set list of required buildings and venues, the IOC Executive Board must approve all Olympic designs. It would be near impossible to host an Olympics without all of the above listed structures. There are two important conclusions to make from the development of host cities. Constructing entire villages, revamping the national transportation system and coordinating over 25,000 volunteers takes 2 instrumental tools: Financial resources and organizational skills. Financial resources are an obvious need for rebuilding a city. While the IOC provides some financial support it is only a fraction of the total cost for a host city. Host cities rarely are under budget from their original plan to the IOC. Unexpected costs arise during construction and in recent years the need for higher and more complex security measures has added a great deal to the budget.

![Figure 4 Source of Revenue Breakdown](image)

With the trend of the increase in budgets the IOC and host nation spend a great deal of energy on optimizing the revenue created by the Games. Ticketing and Memorabilia only contribute a small portion of the total revenue thus host cities must work closely with their national governments in
implementing taxes and finding corporate sponsors. It is a risky business attempting to either break even monetarily from the Olympics and almost impossible to make a profit. One factor of this is because the host city does not control the greatest source of revenue. The IOC, not the NOC, has complete control over the broadcasting and media rights to all aspects of the Olympic Games. It can be troublesome to think that one has no control or say on the greatest revenue stream when bearing the financial cost burden. Citing “the IOC takes all necessary steps in order to ensure the fullest coverage by the different media and the widest possible audience in the world for the Olympic Games,” the Olympic Charter gives responsibility of Olympic broadcasting to the IOC in order to ensure that coverage of the Games are subject to the same philosophy as the participation of athletes. Every nation in the world should have the ability to view the Olympic Games. Broadcasting would become a profit competition across the globe if the IOC allowed for each individual nation to set the guidelines and prices for coverage. Smaller and impoverished nations would find themselves completely cut off from the Olympic Games and the Olympic Movement would be severely threatened. Nations can find solace in the IOC and their jurisdiction over media because according to the IOC “distributes over 90% of its revenues to organisations throughout the Olympic Movement to support the staging of the Olympic Games and to promote the worldwide development of sport.” This leaves only 10% of revenue returning to the IOC. To look at these numbers in a quantitative lens let's take the 2008 Beijing Summer Olympic Games.

Every four years the IOC releases a final report of the progress of the Olympic Movement including the Summer and Winter Olympic Games that were held during the outlined time frame. According to the 2005-2008 Final Report, the Beijing Games brought in a record setting

35 Media Coverage of the Olympic Games, The Olympic Charter, IOC (92)
amount of revenue from both the TOP sponsorship program and broadcasting. The Olympic Partner, TOP, sponsorship program is a partnership between the IOC and a group of international private companies. TOP companies are long-term sponsors of the Olympic Movement and Olympic Games, and are given certain marketing privileges by the IOC. Currently the TOP companies are: Coca-Cola, Atos, Dow, GE, McDonalds, Omega, Panasonic, P&G, Samsung, and Visa. At the Beijing Games these companies donated USD $866 Million. TOP companies are not only financial supporters, but also “their contributions, be it through products, technology or expertise, are critical for the staging of the Olympic Games and their global reach and consumer understanding help us communicate the Olympic values to people around the world.” TOP companies are an essential part of the Games and their donations, whether they are financial or tangible, have taken a considerable burden off of the IOC and host nation. It would not be unreasonable to estimate that TOP’s product contributions in addition to their financial contributions bring the total generated for the Olympic Movement to be well over the actual recorded USD $866 Million.

The Beijing Games record breaking Broadcasting total was USD $2.5 Billion; let us recall that broadcasting is the largest percentage of revenue and is controlled solely by the IOC. For usage later in this essay we will look at these two numbers in a different light. The IOC in essence is responsible for the broadcasting and sponsorship of the Games. NOCs are able to find additional sponsorship and revenues and they do, but the IOC guarantees broadcasting and TOP revenues. At current operations, the IOC is responsible for 92% of the revenue generated from the Olympic Games. This translates to host nations having a guaranteed and trusted 92% of the revenue generated by the Olympic Games already being allocated. This gives host nations a great

37 Thomas Bach, President, International Olympic Committee http://www.olympic.org/sponsors
deal of relief and allows for them to place more focus on the running operations of the Games and building an Olympic Park that is a beacon of pride for their city. In Beijing the IOC generated USD $3.3 Billion dollars for the Olympic Movement. This is a substantial amount of money when observed independently, but in the larger scope of an estimated USD $40 Billion for the Beijing Olympics, it is just a drop in a large bucket. IOC contributions in this light seem insignificant, but this leads us to a crucial question. At USD $3 Billion the IOC paid for less than a tenth of the total cost of the 2008 Summer Games. For a state in China's position this is a difference that can be absorbed easily by the economy, but for a smaller nation this would leave them in a disastrous state with debt that they could not hope to pay off within a few years. Thus a wide gap is created between countries that have the capability to host the games and those that do not; a flaw in the Olympic Movement ideology. Does this flaw originate from the ability of the IOC to raise capital or does is it stem from the ever growing cost of the Olympic Games?
Chapter 4: Explaining the Exclusionary Trend

We began this essay first realizing then analyzing the host city demographic and its exclusionary trend. We then observed and deduced various aspects of the Olympic Movement and what is required in order to be selected as an Olympic host city. At this point we have a significant knowledge base to begin to dissect the problem at hand; and it can simply be stated. A vast majority of the world has not hosted the Olympic Games and at the current rising means necessary to host the Games many nations will be excluded from this honor indefinitely, Why? Perplexing to believe that such a large and complex issue can be questioned in only a single word, but in order to not take focus off of answering the question and place it on understanding a complicated and tiered question, in essence why encompasses all that is needed. Piecing together the location of previous host cities, their economic and political standing, and the growth in cost and legacy of the Olympic Games the Why can be explained by four factors: Financial Resources, Stability of national governments and politics, National political cohesiveness, and National Reputation.

Financial

The national economy and financial power of cities is the primary rational behind their exclusion from the Olympic host city time line. This problem is twofold and depends on the national economy but also the growth in financial cost of the Games. For an international event as large as the Olympic Games a budget of USD $1 Billion is not outlandish. Considering all facets: security, infrastructure, concessions, media, and tourism accommodation the Olympic Games' budget will always hover around one billion; a number that at first glance may not appear to be too costly. But again we must look at these numbers empirically and not make subjective observations. As noted before, the United States and the United Kingdom have hosted
the highest number of Summer Olympic Games; both of these nations are situated in the top ten list of countries by GDP. The United States sits at the top with a GDP of over USD $16 Trillion and the UK in the sixth seat with just under USD $2.5 Trillion.³⁹ A billion is less than half of a half of 1% of the total National GDP for the UK and well under half of a half of 1% for the United States. A figure that will not damage the economies of these two nations and when compared with the benefits gained from hosting the Olympic Games make this number insignificant. With the exclusion of Greece, which has seen a dramatic decrease in national GDP in recent years, every nation since 1990 that has hosted the Summer Olympic Games has been located in the top 20 in terms of countries listed by national GDP, and in addition all have national GDPs over USD $1 Trillion. This relationship is not broken factoring in the next two Summer Olympic host cities; Rio de Janeiro, Brazil and Tokyo, Japan. Japan has the third largest economy by GDP at USD $5.9 Trillion and more importantly has hosted the Summer Olympic Games previously in 1964. Japan also sits in Asia, a continent that has now been represented three times in Olympic host cities. The Summer 2016 Olympic Games being held in Rio de Janeiro can be used as the primary antithesis to this essay. Brazil will be the first nation in either South America or Africa to host either the Summer or Winter Olympic Games. Taking a closer look at Brazil and its significance we will question if its inclusion discredits this essay's argument.

Objectively Brazil is separated from Latin America by two factors; economy and language. Brazil fared very well throughout political transformation across South America during the 20th century and has emerged now in the 21st century as the 7th largest economy by GDP at USD $2.2 Trillion dollars, note just below that of the UK. This places Brazil well above

any nation in South America. Secondly Brazil, having an official language of Portuguese, does not share a common language with the other states of South America. These two factors have caused a divide between Brazil and Latin America. Historically “the point to be emphasized here is that none of the Spanish American intellectuals and writers who first used the expression 'America Latina', nor their French or Spanish counterparts, thought that it included Brazil.”

Language and the paths that Brazil has walked historically places Brazil in a different category from the rest of Latin America. As before mentioned, the Olympics has been criticized of being a Euro-centric entity and this is not necessarily disproved by Brazil, as “Brazilian intellectuals and Brazilian governments only had eyes for Europe and increasingly, after 1889, the United States.”

Brazil has always had a tendency to strive to implement policies and mold the government and society into some resemblance of Europe and the United States. Arguably, though somewhat controversial, this can be seen as a factor as to the expansive growth in the Brazilian economy and the foundation for its rise to become the 7th largest economy in the world. Coupled with being a non Spanish-speaking nation, it is unclear if Brazil shares anything else but physical geographic location with the other states of South America. For the sake of the argument raised in this essay, these differences will place Brazil in a gray area as to its validity in representing South America.

Returning to quantitative analysis, Argentina has the second largest economy in South America. One billion is a small percentage of a trillion, but the drop in GDP after the top 20 countries makes this number a bit more interesting. Argentina with a GDP of USD $477 Billion sits as the top country in either South America or Africa and is 26th globally. Argentina's economy is significantly lower than any of the previous or future hosting cities, but it is the top

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40 Brazil and 'Latin America', Leslie Bethell (460)
41 Brazil..., [Abstract]
contender when considering its position in South America. One billion is about .2% of the Argentinian economy. One might argue that .2% is such a small number that is compares to the ratio of one billion to the countries that surpass the one trillion threshold. Considering the entirety of programs, services, and costs that it takes to govern a nation of 41 million people, the number begins to gain a bit of weight to it. How does one reason spending .2% of a country's GDP on a single event that has no direct effect on reducing poverty, reducing long-term unemployment, or raising standard of living? It will take an attractive PR campaign to convince a nation of the importance of long term and indirect beneficial affects the Olympic Movement bring to a city. As you move down the GDPs of countries list, you next hit South Africa at a drop to USD $384 Billion and then Venezuela at USD $382 Billion.

Continuing down the list, the GDPs drop and the percentage of one billion to the total GDP begins to rise. A majority of countries in South America and Africa are below the top 50 countries, and their GDPs drop below USD $100 Billion. This brings one billion to 1% of total GDP and makes the legitimacy of hosting any international event nonexistent. Hosting the Olympic Games and spending any percentage of GDP on a sporting event in states where poverty, hunger, and corruption are prevalent may be interrupted as irresponsible and uncivil. Thus solely from an economic standpoint the Olympics should be held to countries that are financially stable and will not find themselves in a troubling situation if they were to bear the cost of the Games. Luckily the Olympic Movement cannot be dealt with solely on an economic basis. Recalling the goal of the Olympic Movement, the Games are an institution that believes that any state or athlete should have the privilege of participation. Athletes are funded by sponsors and the NOCs, which allow for them to compete, is it possible that host cities can find comparable sponsorship? Could an equal and fair system exist when deciding which nations
were to be funded and which were not? The IOC redistributes 90% of the revenue it collects from the Games back into the Olympic movement and hosting. By allocating a portion of the revenue earned by the IOC and placing a cap of roughly a USD $1 Billion on a host nation is a possible solution. Here, however, we come across the second issue regarding financial capabilities. China and Russia ushered in a new era of the Olympic Games breaking the 40 and then 50 billion dollar threshold for cost of hosting the Games. An almost inconceivable and astonishing number, the Olympic Games have now been thrown onto a new level of complexity.

The cost of the Olympic Games has seen a staggering but overall consistent rise and every nation cannot fight the allure to surpass the legacy of the previous Olympics.

<table>
<thead>
<tr>
<th>Year</th>
<th>Cost</th>
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<tr>
<td>Montreal 1976</td>
<td>$1.2 Billion</td>
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<tr>
<td>Moscow 1980</td>
<td>$2 Billion</td>
</tr>
<tr>
<td>Los Angeles 1984</td>
<td>$546 Million</td>
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<tr>
<td>Seoul 1988</td>
<td>$4 Billion</td>
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<tr>
<td>Barcelona 1992</td>
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<td>Atlanta 1996</td>
<td>$1.8 Billion</td>
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<tr>
<td>Sydney 2000</td>
<td>$3.8 Billion</td>
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<td>$15 Billion</td>
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<td>Beijing 2008</td>
<td>$40 Billion</td>
</tr>
<tr>
<td>London 2012</td>
<td>$14.9 Billion</td>
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</tbody>
</table>

Table 3 Cost of the Summer Olympics Games 1976-2012 All values are stated in USD

Beginning in the 1980s the Olympic Games budget slowly began its increase. There is a drop during the 1984 Los Angeles Games because “Los Angeles strictly controlled expenses by using existing facilities except a swim stadium and a velodrome that were paid for by corporate sponsors,” an advantage only possible by cities that are large and have hosted the Games or large sporting events previously. Athens brought the Games for the first time over the 10 billion dollar range and it skyrocketed up with Beijing. London knew that it could not compete with

42 How Does London’s Olympics Bill Compare to Previous Games?, Patrick Rishe, Forbes
43 How Does...
such a lofty budget but still retained an Olympic budget above 10 billion. It is unclear as to why the cost of the Olympics continued to rise, especially with the realized debt associated with this new budget.

Beginning as far back as the Montreal Games, which “were such a financial disaster that (a) the city of Montreal did not pay its final bill until 2006 and (b) it scared many cities for years from even bidding on the Olympics.” An important finding to note; Olympic debt began as the cost of the Games began to rise and this deterred cities from even debating a bid. Montreal took 30 years to pay off its debt and this is a city located in Canada a nation in the top 20 countries by GDP. Being a state in South America or Africa and viewing this fact would deter any politician from considering an Olympic bid. It is said that we learn from our mistakes, but Greece would follow in their footsteps and amass an immense amount of debt. While some countries made a profit over the last 40 years it must now be noted that “Given the skyrocketing, multibillion-dollar cost of staging an Olympics, the math has become particularly tricky for host cities and countries — to the point where many Olympics experts say it may be increasingly difficult for the host to ever turn a profit, much less break even.” Making a profit will no longer be possible if the Games continue on their current trajectory, and debt will become a common occurrence when hosting the Games. Associating the Olympic Games with debt creation tarnishes the image of the Olympic Movement as a whole, and places greater burden on future host cities. The Olympic Games have simply just become too expensive.

There are a few factors that have given to a natural increase in the cost of the Games that host cities are not responsible for such as natural inflation, rise in the need for security and increase in global population. Security in the modern world has become an increasingly bigger

44 How Does...
concern for Olympic Organizers. In a world now riddled with terrorists attacks, the Olympic Games have needed to assure the public that all athletes and spectators will come to no harm during their stay in the host city. Beginning back with the killing of 12 Olympic participants at the 1972 Munich Summer Olympic Games, the Olympic Games have become a target for terror groups. China, in 2008, would experience the killing of policemen just before their Games and two unspeakable bombings would hit Russia just a month before their Games. Terror groups have proven on multiple occasions now that they do have the will and determination to obstruct the Olympic Games in order to bring attention to their agenda. Thus it can be agreed upon that an improvement and concurrently an increase in the security budget was necessary. But a majority of the increase of cost rests solely on host cities.

Athletes expect a certain quality of competition facilities and sleeping accommodation and spectators expect a certain level of grandeur and excitement from the host cities. These expectations can be met without spending over billions of dollars. Throughout history the Games have been successful and met all requirements posed by the IOC without expanding the budget to an excessive number. Athletes and spectators were satisfied without straining the economy. Going back through images of the early Olympic Parks, when the Olympic budget was a reasonable amount, demonstrates how moderation can be equally as impressive as luxury.
Figure 5 Aerial View of Olympic Village, 1932 Los Angeles Summer Olympic Games

Figure 6 Olympic Stadium, 1932 Los Angeles Summer Olympic Games

Figure 7 Olympic Stadium, 1948 London Summer Olympic Games
Let us also jump to the 2000 Sydney Summer Olympic Games which were the last Games to operate under a ten billion dollar budget.
Building infrastructure and Olympic venues accounts for a large portion of the Olympic budget. These three Olympic Parks and Stadiums all served the purpose of providing excellent facilities for the Olympic Games and all were under USD $4 Billion. The 2000 Sydney Olympic Park is an impressive size and its signature Olympic Stadium is an architectural accomplishment. There is no evidence in either the functionality or the aesthetics of these Olympic venues to suggest that they are inferior to venues built after the era of 10 billion dollar Olympic budgets. Thus it is evident that it is not necessary to spend over x amount of money to have a scenic Olympic Games. One must then question is there any significant difference between the Beijing and Sochi Olympics from the other Olympic venues.
While these are impressive structures and show the architectural innovation and quality of China and Russia, it is unclear if they are worth their elevated cost. In a concluding note there will be anticipated and necessary increases in the Olympic budget, but these are to ensure that the Games remain a safe environment for both athletes and spectators. These necessary increases do not, however, account for the tremendous jump in Olympic spending seen over the last twenty years. At current Olympic spending, it would be nearly impossible for any South American, African, or developing and underdeveloped nation to host the Olympic Games.

Political Stability

The Olympic Games are awarded to cities not nations, but the national governments play an instrumental role in the organization of the Games. Bidding for and hosting the Olympic Games, one of the largest spectacles on the planet; requires near perfect planning, construction, and implementation. It is inconceivable to imagine a city producing any aspect of the Olympic process without the full support of their national government. The resources and expertise required to execute each step in the Olympic Games is well beyond the abilities of a single city budget or mayoral knowledge base. Host cities need the support and aid of the local government, national government and NOC. It also must be noted that support must come from a
comprehensive and prepared government. There is little to nothing gained if the hosting city is aided by a national government that is as ignorant and unprepared as the city itself; an observation that cannot be overlooked. It is empirically proven that by ratio there are more nations in Europe and North America that have higher GDPs than states in South America and Africa. While a nation's economy is not the only factor in assessing the political stability and power of the government, it can be a strong indicator. Intelligent political policies, efficient tax structures and controlled government spending build a thriving economy, which gives a state a competitive GDP. But there is the reverse effect of a strong economy, in that corruption and instability are an effect of a higher GDP as in certain Middle Eastern and African Nations. In essence a high GDP can be a symbol of a solid government but it is not a definitive sign. Along with GDP, countries can be rated by standard of living, political corruption level and transparency. Below we see the results of an annual study done by Transparency International, a global organization that works to highlight and fight political corruption in governments, which ranks every nation in terms of political corruption.
Corruption is a clear issue residing in many South American and African nations. These high levels of corruption and failure of transparency cause for the government to be less stable and thus less effective. In order to move forward we must understand that "the problem is all the more important in developing countries because high political corruption would impede the establishment of a political order and the stability of political institutions and the legitimacy of the political class." Political corruption weakens the government and causes for political institutions to suffer. This is a detrimental fact when considering the work that is required for a bid for the Olympic Games. Recalling Table 2 there are 16 categories that an applicant city is scored and rated upon. Applicants must show exemplary organization and planning skills in their submission to demonstrate to the IOC that they are capable of meeting and at times excelling in standards for all 16 areas. Incredible time and detail must be dedicated to the application in order to answer complicated questions that may arise from any of the categories such as Medical

46 Understanding Political Corruption, K. Balachandrudu, The Indian Journal of Political Science, 809
Services, Sports and Venues, Finances, or Legal Aspects and Guarantees. In a political system where politicians do not have a complete image of these areas for their countries outside of the Olympic Games, it is implausible to believe they have the capacity to create these complicated systems for an international mega event such as the Olympic Games. In an application pool that contains states with much higher GDPs, past knowledge of hosting an Olympic Games, and political cohesiveness an inexperienced applicant would need to produce a flawless application to the IOC to be considered. A separate but equally detrimental problem arises from political instability. The IOC does provide the host city with some nominal assistance but it does not take the complete financial burden. Host cities will need to manage either create or manage a tax on its citizens in order to fund the rest of the cost of the Games. Taxes are unattractive and complex. Small tax increases on minor items can take years to pass in type of government and deciding where and how to distribute the revenue can require additional time. Host cities are given seven years from the time of selection until the Opening Ceremony. Creating an Olympic tax would be a difficult task for a sturdy government, thus in an unstable government it would be an impossible feat. In countries with political corruption and weak political institutions and without a large GDP or political influence to provide a safety net this has proven to be an unattainable goal.

Political Cohesiveness

Corruption does not hinder a city’s Olympic aspirations in total if it has the potential to form a cohesive national government. For this case we are looking specifically at two nations: China and Russia. Both states are ranked relatively high on the Corruption Index for developed nations, but yet both have won the bid and hosted the Olympic Games. What attributed to their success with winning the bid that is not present in other corrupt nations? The difference lies in
their ability to bring the government together regardless of political stability prior to the Olympic Games. China and Russia at the time of their selection by the IOC were led by two very strong presidents, Hu Jintao and Vladimir Putin respectively. Both men led the Olympic agenda with firm and concise hands. They did not erase corruption from their political cabinets or stabilize the political environment, but rather when it was necessary redirected the efforts of the government to work towards creating an Olympic legacy. A skill that is not held by all political leaders, the ability to bring together a nation for a single cause regardless of the state of the nation is what separates China and Russia from their counterparts in the Southern Hemisphere. Without strong and motive focused leaders, South America and Africa are susceptible to political corruption excluding them from Olympic goals.

National Reputation

Finally a small but undeniable stigma towards South American and African nations hinders their likelihood of winning an Olympic bid. Beginning before the Cold War but being solidified during it, the world was introduced to the terms “First”, “Second”, and “Third” World. First World represented your richer and capitalistic countries, Second World the richer but communistic nations, and Third World your poorer nations primarily in the Global South. As the Cold War ended we left behind these terms but adopted new ones that still had some residuals from the Cold War terminology. Entering the 21st century we began classifying countries into Developed, Developing, or Underdeveloped. Latin America and Africa being the Global South found a majority of their countries listed in the Third World and then following in the Underdeveloped World. Such classifications connect certain connotations to these continents that place them on a subpar level from the Developed and Developing World. The IOC is

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composed of members from various states including South American and African nations, and in a normative way of thinking should not be affected by these classifications. But as history proves continuously, normative statements are difficult to hold true. Negative stigmas placed on South America and Africa decades ago, are possible factors in their exclusion from the Olympic time line.
Conclusion

Pierre de Coubertin revived the Olympic Games in order to create an Olympic Movement that would use sport in order to educate and progress humanity. He was successful in that athletes across the globe strive for excellence with dreams of one day winning an Olympic medal. Athletic participation has been unbiased and has proven to bring great pride to nations. As the Modern Olympic Games have progressed and grown, they have added another means of pride for nations in being selected as the Olympic host city. South American and African nations up to this date have faced a form of barricade obstructing any opportunity of hosting the Games. But this barricade has been created by manmade factors. In order to fully adhere to the Olympic Movement and to the founding mission of Coubertin, the Olympic Games need to depart from their current trajectory and return to their original state. Olympic pride should be obtainable to both athletes and nations.
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