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OLYMPIC GAMES IN LONDON AND THEIR IMPACT ON TOURISM DEVELOPMENT

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OLIMPIJSKE IGRE U LONDONU I NJIHOV UTJECAJ NA TURIZAM

ZAVRŠNI RAD

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ZAHVALA:

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Anamarija Kalavarić
ABSTRACT

London is the capital city of the United Kingdom and the most famous tourist destination. It lies on the river Thames and it is one of the oldest cities in the world. The city is known for its shopping, shipping, fashion, finance and tourism industry. Every year, tourists spend more than 100 million nights in major hotel facilities. Tourism is very interdisciplinary and includes a lot of other disciplines such as history, law, psychology, politics and geography. Travel and tourism have become the biggest and very important industry and it has implications on the economy, environment and the local population. There are many forms and types of tourism but sport tourism has become a trendy form of vacation. Today’s modern sport can be seen form the aspect of competition and the aspect of entertainment. Major sporting events are very important for tourism, the Olympic Games being one of them. Nowadays they are the greatest major sporting event in the world, which attracts many visitors. The host of the Olympic Games upgrades the whole infrastructure of the tourism sector. Over the last 110 years the Olympics have evolved into an event that every 4 years offers to the host city the opportunity to become the centre of the attention of the whole world. The International Olympic Committee (IOC) is the institution responsible for the organisation of the Olympic Games. It selects the host of the Games, takes risks and sets standards. Cities that host the Olympic Games invest billions of dollars hoping to see intergraded tourism spending. The Olympic Games 2012 were held in London, but it is not the first time London hosted the Games. The city hosted the Games twice before – in 1908 and 1948. According to the Office of National Statistic, more than 3 million tourists visited Great Britain in August. Statistical data showed that the 590,000 people who visited the 2012 Olympic Games in London spent on average £1,290 during their visit.

Keywords: London, Olympic Games, Olympic Games in London, sports tourism, tourist
1 INTRODUCTION

This final paper describes the Olympic Games in London and its impact on the economy and tourism. London is the capital city of the United Kingdom and the most famous tourist destination. It lies on the river Thames and it is one of the oldest cities in the world. Although London has many attractions such as Big Ben, London Eye, London Bridge, Hyde Park and etc., the economy of the city has diversified most in the field of trade and administration, but it is also known for its most convenient shopping malls, finance, tourism and shipping industry. Travel and tourism have become the biggest and very important industry. Tourism has implications for the economy, built environment and the local population. There are many forms and types of tourism but sport tourism has become a very trendy form of vacation. Tourism and sport have become two mutually dependent phenomena of the society today, in a way that tourism promotes certain sporting activities for which tourists come to a tourist resort. Major sporting events are extremely important for tourism, especially the Olympic Games which attract many visitors. “Olympism is a philosophy of life that extols and blends in a balance between similar bodies and minds, and connects sport with culture and education” (Škar, 2012). Over the last 110 years, the Olympics have evolved into an event that every 4 years offers the host city the opportunity to become the centre of attention of the whole world. The International Olympic Committee (IOC) is the institution responsible for the organisation of the Olympic Games. It selects the host of the Games, takes risks and sets standards. The 2012 Olympic Games were not the first Olympics in London. The city had hosted the Games twice before 2012 – in 1908 and 1948. The Olympic Games as major sporting event are based on the belief that it will enhance the city's image and attractiveness to tourists. According to the Office of National Statistic, more than 3 million tourists visited Great Britain in August 2012. Statistical data showed that the 590,000 people who visited the London 2012 Olympic Games spent on average £1,290 during their visit. Tourism of the Olympic Games can be divided into two parts, pre-Olympic and Olympic tourism, which includes all the authorities responsible for organizing the Games. Today, the economic benefits of sport are more appreciated in society than in the last thirty years.
All experts and researchers agree that generally there are major benefits from organizing and hosting major sporting events like increased tourist spending and infrastructure upgrading.

2 GENERAL INFORMATION ABOUT LONDON

London is the capital city of the United Kingdom and an island nation located in Western Europe. It is located in southeast England, lying on the river Thames. It is one of the oldest cities in the world and its history extends to over 2 millennia. London is the United Kingdom's largest metropolis and an economic, transport and cultural hub. The city has more than 8.5 million inhabitants.

Picture 1 Geographic position of London

Source: https://www.britannica.com/place/London

London has a temperate ocean climate mostly like the entire British Isles. Summers are hot with average highs of 21 °C - 24 °C, and lows of 11 °C - 14 °C. Over several days’ temperatures can exceed 25 °C, and almost every year for several days they can be above 30°C (https://es.climate-data.org/europe/finlandia/london/london-291048/).
“If London is a place to win influence and make money, it is also a great playground – a leisure metropolis” (https://www.britannica.com/place/London/The-multiethnic-metropolis#ref13498). The economy of modern London has diversified most in the field of trade and administration. The city is known for its most convenient shopping malls along with New York and Hong Kong, where currency and commodity traders operate and trade globally. It is widely known that London is the most popular tourist destination and about 30 million visitors visit the city every year. London has many attractions for the tourist to visit and only some of them are Big Ben, London Eye, London Tower, London Bridge, Hyde Park, the Thames, National Gallery, Oxford street, London Zoo, and many more (http://www.uncsbrp.org/). The role of London as a major financial centre has long historical roots. In the 1990s, the most significant function of revenue collection was to provide a centre for the international banking market. The city has thus attracted a large number of investors and has made London a major European securities trading centre. Tourism is another important branch which
largely contributes to London’s economy. Every year, tourists spend more than 100 million nights in major hotel facilities. Although it is known that tourism trends are the most difficult to track, as well as employment due to the black economy, according to recent data, employment in tourism is more than 200,000 (https://www.britannica.com/place/London/Finance).

2.2 GENERALLY ABOUT TOURISM

Travel and tourism have become the biggest and very important industry. According to the data of the World Travel and Tourism Council (WTTC) travel and tourism became the leading economic sector in the world. It is interesting that tourism has also been given priority in economic development. Tourism is very interdisciplinary, and it therefore includes the disciplines such as history, law, psychology, agriculture, sociology, geography, politics and many more. There are many definitions of tourism and there are many authors that have studied it and tried to explain its purpose. The World Tourism Organization (WTO) defines tourism as „the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes” (http://cf.cdn.unwto.org/).

Beaver’s tourist dictionary (2012) explains tourism as the activity of travelling to a place for pleasure, the business of providing hotels, restaurants, entertainment, etc., for people who are traveling. To understand the definition of a tourist it is very important to differentiate between a few different terms; tourist, visitor, traveller, travel group and travel party (Beaver A, 2012).

Bartoluci and Čavlek (2007) define tourism as social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal business or purposes. Tourism also has an impact on the economy and on the local population. There are basic forms of tourism, which are domestic, inbound and outbound tourism. Since tourism is a multifunctional phenomenon which is influenced by many factors including social and economic, it is necessary to observe the changes in many areas of human activity (Bartoluci and Čavlek, 2007).
Sports tourism has become a form of vacation that is “trendy”. Stability guarantees increased demand for sporting forms of tourism. Tourism and sport have become two mutually dependent phenomena of the society today. The connection can be explained in a way that tourism promotes certain sporting activities, for which tourists come to a tourist resort (Batroluci, Čavlek, 2007). Today’s modern sport can be seen from the aspect of competition and the aspect of entertainment. “Sport has become a big business for many years, very attractive to entrepreneurs” (Škaro, Stipetić, 2016). A great amount of financial resources are spent on sporting activities especially in the developed countries. That is why sport has a great significance, which brings people together and encourages them to take action. Major sporting events are extremely important for tourism, especially the Olympic Games, which attract many visitors. The Olympics and their features are discussed in more detail in the following chapters (Škaro, Stipetić, 2016).

3 OLYMPIC GAMES IN GENERAL

“Olympism is a philosophy of life that extols and blends in a balance between similar bodies and minds, and connects sport with culture and education” (Škaro, 2012). The character of the Olympic Games has evolved through times. Sport was primarily a recreational activity that strengthened the psycho-physical abilities of man. Over the last 110 years, the Olympics have evolved into an event that every 4 years offers the host city the opportunity to become the centre of the attention of the world (Škaro, 2012).

The Olympic Games are also called Olympian Games. They are the greatest of the games or festivals of ancient Greece. They were held every four years at the foot of the mountain Olympia in honour of Zeus. Today’s modern Olympic Games are held once every four years (https://www.dictionary.com/browse/olympic-games).
3.1 ANCIENT OLYMPICS

The beginnings of the Olympic Games are linked to Ancient Greece, and today they are a major sporting event. The first Olympics date back to 776 BC. The Games were judged by the Hellenic judges who administered the festivities (https://www.olympic.org/ancient-olympic-games).

In the beginning, the Games lasted one day, but later the programme was extended to 5 days. The judges took great care to respect the Olympic rules, and in particular the opening of the competition and the announcement of the winner. Initially, only native Greeks participated in the Games. The Olympic winners were given the highest honours such as songs or statues. "The moral significance of winning the Olympics was invaluable and without any material deductions" (Škaro, 2012). The winner of the Seventh Olympic Games was given an olive wreath of branches of two olive trees growing in front of the Temple of Zeus. The visitors were the most famous public figures, scientists, artists and politicians. Olympia was the centre of social movements in ancient Greece. The last ancient 292nd Olympic Games were held in 392 AD (Škaro, 2012).

Picture 3 The Ancient Olympics

3.2 MODERN GAMES

The initiator of the modern Olympic Games is Pierre de Coubertin. He was born in 1863 in Paris. Thanks to his father he discovered the culture of old Hellas in the family library. Pierre the Coubertin unveiled the premature work of Arnold Thomas, a principal of a private school in Rugby\(^1\) who was an advocate for students to engage in sporting activities (https://www.thoughtco.com/modern-olympics-founder-pierre-de-coubertin-1773993).

Picture 4 Pierre de Coubertin

Source: https://www.thoughtco.com/modern-olympics-founder-pierre-de-coubertin-1773993

In 1883 young Pierre de Coubertin visited Rugby. He was amazed that students followed Arnold’s work after his death, and revealed the modern meaning of the Olympics. In implementing his ideas, Coubertin introduced a reformation of activities in all French schools. The idea of rebuilding the Olympics already existed in Europe, but there was no one to start anything. Coubertin suggested a formula for success. He knew that modern sport could be useful, and he correctly assessed in which direction the new sport movement was heading. At the end of his presentation in Paris in 1892,

\(^{1}\) Rugby - Rugby school is a famous public school in England (https://www.britannica.com/place/Rugby-England#ref96006).
Coubertin proposed the renewal of the Olympic Games. The first modern Olympic Games were held in Athens in 1896. (https://www.britannica.com/event/Athens-1896-Olympic-Games). Coubertin died in 1937. He was buried in Lausanne and according to his wish, his heart was placed in a small chamber of a monument near the ruins of ancient Olympia. The following is written in the ancient Greek language on the monument: "Olympia receives the heart of one who revived the Olympic Games" (Škaro, 2012).

3.2 INTERNATIONAL OLYMPIC COMMITTEE

The International Olympic Committee (IOC) holds the property rights on the Olympic Games, selects the host of the games and in the end coordinates the organization of the Games. The selection of the host city by the IOC is described in detail in chapter 4 of this paper. The IOC also sets up a Coordination Commission which works with the Organising Committee for the Olympic Games² (OCOG). Finally, the IOC puts together other activities like a securing and global sponsorship. Gauthier (2017) claims that when cities seek to host the Olympic Games, they are seeking to host a sporting event with the Olympic brand. For example, the Olympic rings are the most recognized brand in the world. Despite the connection of the IOC with the Olympic Games, IOC is not directly involved in organizing the Olympic Games. Its role is to select the host and set the standards that guide the organization of the Games (Gauthier, 2017).

3.3 SYMBOLS OF THE OLYMPIC GAMES

Symbols of the Olympic Games generally represent certain events and manifestations. The Olympic symbols include the olive branch, medals, Olympic rings, Olympic flag, doves, Olympic flame and Olympic oath. Each of these is described below.

² “The organization of the Olympic Games is entrusted by the IOC to the NOC of the country of the host city as well as to the host city itself” (https://www.olympic.org/ioc-governance-organising-committees).
The olive branch dates from the ancient Olympics, where the winner wore an olive branch wreath on his head.


The medals began to be used at the beginning of the modern Olympic Games of 1896. All winners in the 1896 and 1900 Olympics were presented with an olive branch and a silver medal. In 1904 three medals were introduced to be given to the 1st (gold medal), 2nd (silver medal) and 3rd (bronze medal) placed athletes in each event. The design on the reverse of the medals is changed for each game (https://www.historyonthenet.com/the-olympics-symbols).

![Picture 6 1896 Athens’ Gold, Silver, Bronze Medals](http://www.olympicartifacts.com/winners-or-prize-medals/attachment/1896/)

Source: http://www.olympicartifacts.com/winners-or-prize-medals/attachment/1896/
The founder of the International Olympic Committee, Pierre de Coubertin designed a *symbol of five interlocking rings to represent the modern Olympics*. These five rings represent 5 continents – Africa, two Americas (North and South), Asia, Australasia and Europe. Each ring signifies equality. The five colours, blue, yellow, black, green and red, are the five most used colours on national flags. According to the official website History on the Net, the symbol was officially adopted in 1914 and first used in 1920 (https://www.historyonthenet.com/the-olympics-symbols).

**Picture 7  Illustration of the meaning of the Olympic rings**

![Illustration of the meaning of the Olympic rings](http://www.planetsmarty.com/2016/04/story-of-olympic-rings-free-printable.html)

The symbol of **five Olympic rings** is depicted on the white background to form the Olympic flag, which is carried in procession during the Opening ceremony of the games and then flies throughout the duration of the games. It is interesting that during the Closing Ceremony the flag is presented to the next host nation (https://www.historyonthenet.com/the-olympics-symbols).

**Picture 8 Olympic flag**

![Olympic flag](https://curiosity.com/topics/the-meaning-of-the-olympic-rings-curiosity/)
The Olympic Games in 1920 were first to be held after World War One. According to the History on the Net, the Games were originally scheduled to be held in Budapest but this was disallowed as the Austro-Hungarian Empire was allied to Germany during the war. Instead, the Games were awarded to Antwerp Belgium in recognition for the suffering endured by the people of Belgium during the war. At the Opening Ceremony, doves, a traditional symbol of peace, were released. It is a tradition to release doves at the Games’ Opening Ceremony (https://www.historyonthenet.com/the-olympics-symbols).

Picture 9 Doves


During the ancient Olympics a flame was lit in a cauldron and burned for the duration of the Games. In 1936 it was decided that the flame should be at the torch and carried in relay from Olympia to Berlin (https://www.historyonthenet.com/the-olympics-symbols).

Picture 10 The Olympic Flame

Source: https://www.worldatlas.com/articles/who-lit-the-olympic-flame.html
The idea that an Olympic oath should be taken by athletes was championed by Pierre de Coubertin and was first used at the Antwerp Games in 1920. The original oath was: “We swear. We will take part in the Olympic Games in a spirit of chivalry, for the honour of our country and for the glory of sport” (https://www.historyonthenet.com/the-olympics-symbols).

Picture 11 Reading the Olympic oath


Picture 12 Olympic mascots

Source: https://www.cbc.ca/cbckids/olympics/rio2016/blog/the-history-of-olympic-mascots
The first mascot appeared in 1972 for the Olympic Games in Munich and it was named Waldi. The mascot became the spirit of the Olympics with a good luck character. Since then there have been animal mascots, imaginary characters and mythical creatures (https://www.cbc.ca/cbckids/olympics/rio2016/blog/the-history-of-olympic-mascots).

Picture 13 Waldi – the first Olympic mascot

Source: https://www.muenchner-stadtmuseum.de/en/muenchner-stadtmuseum/highlights/waldi.html

The creator of the 2012 London Olympic Games mascot was an Irish design agency. The mascot’s name was Wenlock. Wenlock takes his name from the town of Munch Wenlock in Shropshire, which still hosts traditional Wenlock Games. All streets, parks even the underground stations were decorated with 84 sculptures of Wenlock (https://www.olympic.org/mascots).

Picture 14 Wenlock (left), the mascot of London Olympics 2012

Source: https://www.bbc.co.uk/programmes/b00sqzg8
4 LONDON 2012 OLYMPIC GAMES

It is important to say that the Olympic Games 2012 are not the first Olympic Games held in London. The city hosted the Games twice before 2012 – in 1908 and 1948. The 1908 Olympics were planned to be held in Rome but they were moved to London. As there is no Colosseum in London, the Games were held in the stadium and hosted around 68.000 athletes and other players (http://www.legacy.com/news/explore-history/article/a-history-of-the-olympic-games-in-london).

Picture 15 Olympic Games in London, 1908

After the Games in 1908, once again, London hosted the Olympics. The games were supposed to be held in 1944 but they were cancelled due to Word War II. So, London was given the chance to host the first post war Olympics in 1948. The war was over and the economic situation was very bad, so the Olympic Games in 1948 were known as “Austerity Games”. This means that the Games were held on the existing stadiums and there was no Olympic village to house all athletes. The Games were known for their record number of participants, even 59 participant nations and 14 nations made their first appearance (http://www.legacy.com/news/explore-history/article/a-history-of-the-olympic-games-in-london).

Picture 16 Olympic Games in London, 1948

At the Olympics in 2012, 204 nations took part in 302 events. The Olympic park, which held nine venues, was 2.5 km² in size of 357 football pitches. There were about 8.8 million tickets available. Over 21,000 accredited media communicated the Games to a potential worldwide audience of 4 billion people. A total workforce of around 200,000 people, including staffs and volunteers were involved in the Games. About 14 million meals were served at the Games, incorporating 45,000 servings per day.

### 4.1 CANDIDATURE ACCEPTANCE PROCEDURE

According to Law No. 37, which was accepted by the IOC in December 1999, there are 2 stages each candidate city must pass (https://www.olympic.org/host-city-election).

| NOCs to inform the IOC of the name of Applicant city | 15 July 2003 (by letter) |
| Meeting between the IOC and Applicant NOCs/Cities | Autumn 2003 |
| IOC receive replies from Applicant cities to the “Questionnaire for cities applying to become Candidate Cities to host XXX Games of the Olympiad in 2012” | 15 January 2004 |
| Examination of replies by the IOC and experts | By June 2004 |
| IOC Executive Board meeting to accept Candidate Cities for the XXX Games of the Olympiad in 2012 | By mid-June 2004 |

Source: https://www.olympic.org/host-city-election

**Phase 1** is named as candidature acceptance procedure. The candidature acceptance procedure is conducted under the authority of the IOC Executive Board. For the 2012 Olympic Games, this phase was conducted by mid-June 2004. In concluding this candidature acceptance procedure, the IOC Executive Board determined which cities to be accepted as “Candidate Cities” (https://www.olympic.org/host-city-election).
Phase 2 is named as candidature phase. The cities accepted as “candidate cities” by the IOC Executive Board go through the second phase. During this phase it is required to submit a Candidature File to the IOC. An Evaluation Commission is composed of the members representing the members of the National Olympic Committee (NOCs), IOC members and IOC experts. According to the Olympic Charter, the NOC shall supervise and is jointly responsible for the actions and conduct of the city. So, close cooperation is required between the NOC and the candidate city. The IOC expects all candidate cities to organize the Games including the Olympic spirit, respect, friendship and fair play. The following nine cities applied to host the Olympic Games in 2012: Paris (FRA), Leipzig (GER), New York (USA), Moscow (RUS), Istanbul (TUR), Havana (CUB), London (GBR), Madrid (ESP) and Rio de Janeiro (BRA). Each of these cities attended the information seminar, which was held in Lausanne on 6-10 October, 2003. The aim of the seminar was to brief the cities on IOC requirements and to assist them in understanding the scope and the minimum cost of the Olympic Games. After that, numbers of experts led by Professor Philippe Bovy (IOC transport expert) and other IOC members (also known as Working Group) studied the candidate cities. For each of the cities, the Working Group gave its ratings available on the official sites of the Olympic Games (https://www.olympic.org/host-city-election). Later in this paper, more attention will be given to London as the city chosen to be the host of the 2012 Olympic Games. The Working Group has based its analysis on the technical and factual data provided by the applicant cities, on the reports provided by experts and their own expertise. The method of analysis they used was a decision matrix and mathematical background. The analyses were based on government support, legal issues and the public opinion, infrastructure, sporting venues, Olympic village (which includes the concept, city concept and distance), then environmental conditions and impact, accommodation, transport concept, security and protection, experience from past sporting events and finances (https://www.olympic.org/the-ioc).

3 NOC – National Olympic Committee
4.1.1 GOVERNMENT SUPPORT, LEGAL ISSUES AND PUBLIC OPINION

The London candidature had the support of the Prime Minister, the Mayor and the municipal authorities. Letters of support were provided by the Government, the Mayor and the NOC. Main reasons for support are given as promotion of the city and county. According to the report by the IOC, London has one of the world’s most extensive rail and underground systems. The main London transport infrastructure ratio was one of the highest amongst the applicant cities. Airport Heathrow is the London’s International Airport and one of the busiest airports in the world. It was supposed to be a principal European hub during the Olympic Games (https://www.olympic.org/host-city-election).

4.1.2 SPORTING VENUES

The sports concept was very well planned with the use of 20 existing venues (which is 60% of whole concept) based on three main areas named as the Olympic park. The Olympic park included the Olympic Village, providing a very good competition environment for the majority of athletes (https://www.olympic.org/host-city-election).

4.1.3 OLYMPIC VILLAGE

The criteria for the Olympic Village were based on the location or distance to the location, a concept which includes accommodation (number of villages) and environment. The Olympic Village was very compact; it stretched on 35 hectares. 13 sports competitions were located within 10 km of the village, a total distance of 19.2 km. Athletes competing in shooting had the option of using additional accommodation.

In the post-Games period the Olympic Village provided affordable housing for teachers and medical personnel, and was part of a larger redevelopment project in the East London area (https://www.olympic.org/host-city-election).
4.1.4 ACCOMODATION

Accommodation of the tourists and visitors in the city during Olympic Games was based on the following table.

<table>
<thead>
<tr>
<th>Minimum number of rooms required for the 2012 Games (in 3-5 star hotels)</th>
<th>Number of rooms</th>
</tr>
</thead>
<tbody>
<tr>
<td>29.000</td>
<td></td>
</tr>
<tr>
<td>+ contingency for rooms</td>
<td>5.000</td>
</tr>
<tr>
<td>+ spectators</td>
<td>6.000</td>
</tr>
<tr>
<td>TOTAL</td>
<td>40.000</td>
</tr>
</tbody>
</table>

Source: created by the author

In the process of accepting the cities according to the rules set by the IOC, it is indicated that the number of rooms for non-athletes’ visitors must be at least 29,000 and it was therefore concluded that there was more than an adequate number of hotel rooms within
a radius of 10 km of the city centre to cover all needs in London” (https://www.olympic.org/the-ioc).

### 4.1.5 OTHER CONDITIONS

Other conditions to be considered are explained below. They are: environmental conditions and impact, transport concept, experience from past sporting events, and finance. It is very important how the environmental assessment would affect the current state of the environment in the city, new investments and infrastructure, migration, and development of the city in global. There are two sub-criteria and factors that the Working Group used: current environmental conditions and environmental impact.

The Games are built on the principle of sustainability and environmental quality. According to previous experience of the Olympic Games, this process was based on 2 factors. The first is the distance and time of travel, and the second is transport organization and traffic management. In London, average travel distances are amongst the longest of all applicant cities. In the Olympic Games, security operation is the largest in the world. The preparation takes several years. Security organization includes all emergency services that respond to all necessary actions. The most important factor in this part is the human factor, which is expected to have 24 hours working time and can take up to 50 days. It is interesting that even 46.000 people worked at the whole Olympic project in London and 23.700 worked in insurance. The assessment of the Olympic Games was based on two following criteria’s and weighting factors: number of major international events (60%) and quality of the events (40%). Whole Great Britain has big experience and very long tradition of organizing major events such as the tennis championship in London and equestrian events (https://www.olympic.org/host-city-election).

### 5 OLYMPIC GAMES AND TOURISM

Olympic Games as major and largest sporting event in the world are based on the belief that it will enhance the city's image and attractiveness to tourists. A majority of conditions depends on politics and the economic situation of the country, but also the countries from which the tourists come. The host of the Olympic Games upgrades the whole
infrastructure of the tourism sector and launches new tourism products. Most viewers arrive at the destination combined with tourist visits to the city and the country. The organization of the Olympic Games in the host country is a unique opportunity to create a new image for tourists, modernize, create a skilled workforce and benefit from media attention (Tsiotsou and Gouri, 2008). There are levels of estimates of the number of tourists shown in Table 3.

Table 3 Number of non-Olympic visitors (estimate)

<table>
<thead>
<tr>
<th>Olympic Games</th>
<th>Visitors from other places</th>
<th>Olympic family</th>
<th>Visitors from other places (total)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>400.000 - 608.760</td>
<td>28,460</td>
<td>640.000</td>
</tr>
<tr>
<td>Seoul</td>
<td>Less than 240.000</td>
<td>39,332</td>
<td>240.000</td>
</tr>
<tr>
<td>Barcelona</td>
<td>250.000 - 422.666</td>
<td>55,000</td>
<td>450.000</td>
</tr>
<tr>
<td>Atlanta</td>
<td>736.000 – 2,000.000</td>
<td>72,543</td>
<td>968.000</td>
</tr>
<tr>
<td>Sydney</td>
<td>110.000</td>
<td>57,000</td>
<td>475.000</td>
</tr>
<tr>
<td>Athens</td>
<td>150.000</td>
<td>60,000</td>
<td>660.000</td>
</tr>
<tr>
<td>Beijing</td>
<td>600.000</td>
<td>60,000</td>
<td>660.000</td>
</tr>
<tr>
<td>London</td>
<td>590.000</td>
<td>60,000</td>
<td>650.000</td>
</tr>
</tbody>
</table>

Source: Compiled according to Preuss, H. (2004). The Economics of Staging the Olympics, p. 42

If well managed, the visits may affect the hotel industry of the host country. However, the hotel industry has to be very careful with distant investments. Although it is pointed out that the Olympic Games have a lasting impact on increasing tourism in the country where they are held, in practice this is not always the case. According to Figure 1, the 2004 Athens Olympic Games estimated that the number of pre-Olympic visitors would be about 25,000. Post-Olympic tourism includes an increased number of tourist arrivals. The example given by Preuss (2004) refers to Sydney, where organizers

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4 Olympic family - a term that refers to international federations, national governing bodies, athletes, and International Olympic Committee (https://www.macmillandictionary.com/dictionary/british/olympic-family)

5 Source: (https://www.ons.gov.uk/)
expected an increase in tourist arrivals. Between 1998 and 2002, the number of international visitors noticed 16% growth even two years after the Games. According to Tsiotsou and Gouri (2008), 406,500 international tourists visited Australia in September 2000 and 110,000 visited Sydney. Olympic Games in Sydney were declared by the IOC as the best Olympic Games ever. The Australian Tourists Commission (ATC) involved the Post-Game strategy with key elements that maintained Australian popularity.

Table 4 Tourism financial benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Pre-Games</th>
<th>Games</th>
<th>Post games</th>
</tr>
</thead>
<tbody>
<tr>
<td>London Percentage</td>
<td>17%</td>
<td>35%</td>
<td>48%</td>
</tr>
<tr>
<td>UK Percentage</td>
<td>15%</td>
<td>31%</td>
<td>54%</td>
</tr>
<tr>
<td>London Fiscal</td>
<td>£249.9 million</td>
<td>£514.5 million</td>
<td>£705.6 million</td>
</tr>
<tr>
<td>RUK Fiscal</td>
<td>£63.6 million</td>
<td>£133.4 million</td>
<td>£423.0 million</td>
</tr>
<tr>
<td>UK fiscal</td>
<td>£313.5 million</td>
<td>£647.9 million</td>
<td>£1128.6 million</td>
</tr>
</tbody>
</table>


According to Table 4, four months before the 2012 Olympic Games in London, the UK government extended the budget for this event from £2.4 billion to £9.35 billion and the tickets for the Games were completely sold out (https://www.ukessays.com/essays/tourism/impact-olympic-games-tourism-9291.php). According to the Office for National Statistics, more than 3 million residents visited Great Britain in August. The statistical data showed that the 590,000 tourists who visited the Olympic Games spent on average £1,290 during their visit. The biggest number of tourists came from the United States (102,000), France (70,000), Germany (64,000) and Australia (32,000). Today, the Olympic park is the largest construction site in London. During the organisation, the existing Olympic Stadium, Basketball Arena, Aquatics Centre, Handball Arena, Hockey Centres and
VeloPark\textsuperscript{6} were renovated. In April 2013 London launched a Post-Games strategy named by “VisitBritain”. “VisitBritain” attracted 40 million inbound tourists. After the Games the brand of the country was recognized around the world. According to VisitBritain, the 2012 London Olympic Games had a positive effect on the United Kingdom’s nation and on the national brand (https://www.ons.gov.uk/).

Figure 1 The host of the Olympic Games

Source: Compiled according to Preuss, H. (2004). The Economics of Staging the Olympics, p. 5

A- Visitors who would visit the city but not for the Olympics
B- Time switchers who want to travel but at another time (e.g. when the Olympics are not held)
C- Tourists who do not come to the city but would come to the Olympics
D- Tourists who would definitely come
E- Visitors traveling solely for the Olympics (example media, sponsors, guests ...)
F- Residents staying in the city during the Olympics
G- Residents leaving town for the Olympics
H- Residents leaving town for the Olympics but not spending the rest elsewhere.

Figure 1 shows how travel is related to the Olympics, from the locals leaving town during the Olympics to the tourists arriving solely for the Olympics. The tourism of

\textsuperscript{6} Center for cycling competitions (Track and BMX)
the Olympic Games can be divided into two parts, pre-Olympic and Olympic tourism, which include all the authorities responsible for organizing the Games. Today, the economic benefits of sport are more appreciated in society than in the past thirty years. All experts and researchers agree that there are generally major benefits from organising and hosting major sporting events.
6 CONCLUSION

With the information provided in this paper, it is evident that London is one of the top tourist destinations in Europe. It is one of the oldest cities in the world and the United Kingdom’s largest metropolis, economic and cultural hub. Economically speaking, tourism is always a great source of revenue so it is very important to invest in tourism. Nowadays tourism is the biggest and very important industry and it has become a leading economic branch in the world. Sports tourism has become a form of vacation that is trendy. Major sporting events such as the Olympic Games, are very important for tourism today. The first Olympic Games were held in honour of Zeus in Ancient Greece and date back to 776 BC. The visitors at the ancient Olympics were famous politicians, artists and scientists. The last ancient Olympics were held in 392 AD, and the first modern Olympic Games were held in 1896 in Athens. The International Olympic Committee (IOC) is responsible for the entire organization and coordination of the Olympic Games. The official symbol of the Games are the Olympic rings which represent each of the inhabited continents. The Olympic Games are held every 4 years but their organization begins with the candidature acceptance procedure. Deadlines for the 2012 Olympics were 2003 and 2004. Every candidate city must pass 2 phases. Phase one is known as the Candidature Acceptance Procedure. The IOC determines which cities are accepted as “Candidate Cities” and phase two is Candidature Phase. Before the Olympic Games in 2012, London hosted the Games in 1908 and 1948. The Olympic Games as major sporting event are based on the belief that it will enhance the city's image and attractiveness to tourists. During the Games in London 3 million residents visited Great Britain, and 590,000 people visited the Olympic Games. A majority of conditions depend on politics and the economic situation of the country, but also the countries from which the tourists come. Tourism of the Olympic Games can be divided into two parts, pre-Olympic and Olympic tourism, which includes all the authorities responsible for organising the Games. Today, the economic benefits of sport are more appreciated in society than in the past thirty years. After the Games the brand of the country is recognized around the world. According to VisitBritain, the 2012 London Olympic Games had a positive effect on the United Kingdom’s nation and on the national brand. All experts and researchers agree that there are generally
major benefits from organising and hosting major sporting events like the infrastructure upgrades and increased tourism spending.

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