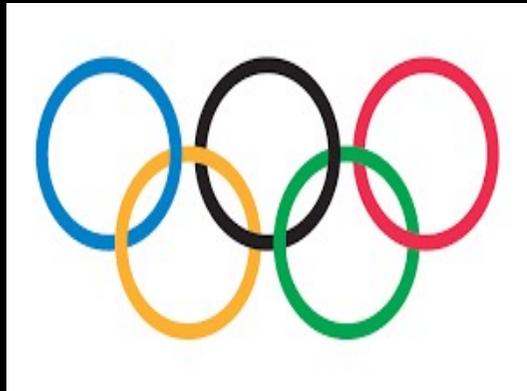


Silent Starter

What are the features of these events?



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Tuesday, 24 March
2020

Benefits and drawbacks of hosting major sporting events

Key Learning:

- **Identify** the benefits and drawbacks of hosting major sporting events
- **Describe** the reasons why they are benefits or drawbacks.
- **Evaluate** the impact of benefits and drawbacks.



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Ready Respectful Safe

Benefits of hosting major sporting events

- Improved **transport** system
- Increased direct and indirect **tourism**
- Commercial benefits (e.g. money from sponsors)
- Increased **participation** in some sports
- New and improved **facilities** can be used again by people in local area
- Raise the **status** of the country / shop window effect
- **Morale** of the country is raised
- Provides **employment** for local people



You must know at least 4 advantages



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Why are these advantages of hosting a major sporting event?

Drawbacks of hosting major sporting events

- Expenses when bidding for event
- Costs of event
- Facilities **not used**
- Sport popularity may suffer
- Negatively impacts **status** of country if the event is run poorly or is disorganised

You must know
at least 4
disadvantages



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Why are these disadvantages of hosting a major sporting event?

TASK

Task: Complete the two tables that detail the advantages and disadvantages of hosting major sporting events. You must:

- 1) Give a reason of why it is a benefit/drawback
- 2) State whether it is a sporting, economic or social legacy.



Answers - Benefits

Benefit of hosting a major sporting event	Reason why this is a benefit	Social/ Sporting or Economic legacy benefit
Investment in developing and improving transport system	Improving train lines could help commuters have a better journey to work.	Economic / Social
Increased tourism	Greater tourism and visitor numbers means local business can make more profit	Economic
Commercial benefits (e.g money from sponsors)	The city will receive money from external companies like sponsors. This can be spent on improve different aspects of the city.	Economic
Participation in sports may increase	People may be inspired to take part or become aware of sports they did not know about which they then take part in such as handball.	Sporting
Sports facilities will be improved or new facilities built	Provision improved or now available so there are actually places where people can participate in sport	Sporting
Raise the status of the country/'shop window effect'	Large global audiences become aware of countries and cities, meaning they may want to visit or do business. A well organised event reflects well on the country/city.	Economic
Morale of the country is raised (National pride)	The population have something to look forward to, feel proud of and have an occasion to celebrate together if performers are doing well on 'home soil'.	Social
Provides employment for local people	People of the local area will have jobs both during and after the event. This will give more people jobs and will reduce unemployment rates.	Economic / Social



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Answers - Drawbacks

Drawbacks of hosting a major sporting event	Reason why this is a drawback	Social/ Sporting or Economic legacy drawback
Expenses when bidding for event	Bidding to host can be expensive and you may not be awarded the event	Economic
Costs of event	Event can cost host countries more than it raises in revenue	Economic
Facilities not used	Facilities can end up not being used after the event if not planned properly	Economic/ Sporting
Status of the country impacted	Hosting major sporting events can have negative impact on the status of the country if event runs poorly/is disorganised	Social/ economic
Sport popularity may suffer	While hosting the event will help to promote one area of sport, others may suffer as a consequence	Sporting
Negatively impacts the status of country	If the event is run poorly then it can affect the status of a country. It could affect people's opinion of the place and may not want to visit and could harm the economy.	Social / Economic



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Olympic Legacies

Task: Number yourselves 1 and 2.

Number 1 will read the information on the Rio Olympics and highlight any points that link to sporting, social or economic legacies

Number 2 will repeat the above task but for the London Olympics

Stretch: Do any of the statements refer to more than one legacy? E.g. social and sporting legacy? Identify this on the information sheets



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Exam Question - 'Evaluate the social, sporting and economic impact of hosting the Olympic Games' 8 marks

To do this we need to know and understand:

- What are social, sporting and economic legacies? 
- The advantages and disadvantages of hosting a major sporting event 
- Sporting examples of places that have hosted the Olympic Games and the impact of this 



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Evaluate the social, sporting and economic impact of hosting the Olympic Games (8 marks)

Model paragraph:

One social advantage of hosting the Olympic Games is it provides employment for local people. **An example of this was at the London 2012 Olympics where** 46,000 jobs were created where 10% of these people were previously unemployed. **This created a positive social legacy in London because** jobs provide people with skills and makes them feel happier.

On the other hand one social disadvantage of hosting the Olympic Games is it can cause divisions in the country if only one city is perceived to be benefitting from it. **An example of this was at the Rio 2016 Olympics where** the improvements that were made were seen as only benefitting the wealthy people. **This created a negative social legacy in Rio because** the poor people in Brazil felt that they were being treated unfairly as they could not afford to access or use the new facilities.

Key:

Paragraph 1



Paragraph 2



Paragraph 3



Point:

Repeat points 1, 2 and 3 for a **social disadvantage** of hosting a sporting event (4, 5 & 6) (use same colour).

Then repeat all for sporting and economic impacts in your 2 other colours

Advantages: (1 per paragraph)

- Improved **transport** system
- Increased direct and indirect t
- Commercial benefits e.g. **money** from sponsors, otherwise have
- ... in local
- ... window effect

Underline a sporting example that links to your first point



"46,000 jobs were created and 10% of these were previously unemployed"

2

1

Disadvantages: (1 per paragraph)

- Bidding to host the event is **expensive** and you might not win the bid
- The event can **cost more** to host than the amount of money it actually raises
- Facilities can end up **not being used**
- Negatively impacts **status** of country if the event is run poorly or is disorganised
- **Other sports** that are not the focus may **suffer as a consequence**
- Can cause **divisions in the country** if only one city is perceived to be benefitting from it

4



Rio 2016:
Disadvantages – (1 per paragraph)
"Rio is \$31 billion dollars in debt"

Identify a social advantage of hosting a major event

This created a **negative social legacy** in Rio because....

6

Underline the sentence starter that you will use to then describe how your chosen example created a positive legacy

is created a **negative economic legacy** in Rio because...

3

legacy in



Evaluate the social, sporting and economic impact of hosting the Olympic Games (8 marks)

Model paragraph:

One social advantage of hosting the Olympic Games is it provides employment for local people. **An example of this was at the London 2012 Olympics where** 46,000 jobs were created where 10% of these people were previously unemployed. **This created a positive social legacy in London because** jobs provide people with skills and makes them feel happier.

On the other hand one social disadvantage of hosting the Olympic Games is it can cause divisions in the country if only one city is perceived to be benefitting from it. **An example of this was at the Rio 2016 Olympics where** the improvements that were made were seen as only benefitting the wealthy people. **This created a negative social legacy in Rio because** the poor people in Brazil felt that they were being treated unfairly as they could not afford to access or use the new facilities.

Key:

Paragraph 1

Paragraph 2

Paragraph 3

Point:

Advantages:

- Improved **transport** system
- Increased direct and indirect **tourism**
- Commercial benefits e.g. **money** from sponsors, external investment which would not otherwise have been attracted
- Increased **participation** in some sports
- New **facilities** can be used again by people in local area
- Improved sports facilities
- Raise the **status** of the country / shop window effect
- **Morale** of the country is raised
- Provides **employment** for local people

Disadvantages:

- Bidding to host the event is **expensive** and you might not win the bid
- The event can **cost more** to host than the amount of money it actually raises
- Facilities can end up **not being used**
- Negatively impacts **status** of country if the event is run poorly or is disorganised
- **Other sports** that are not the focus may **suffer as a consequence**
- Can cause **divisions in the country** if only one city is perceived to be benefitting from it

Evidence:

London 2012 – Advantages

“The Games inspired people to take up coaching and volunteering roles in their local communities”
 “The Olympic Stadium is now home to West Ham United and numerous athletics competitions.”
 “46,000 jobs were created and 10% of these were previously unemployed”
 “The UK economy has seen a £9.9 billion trade and investment boost from hosting the Games
 “1.4 million more people are now taking part in sport every week.”

Rio 2016: Disadvantages

“Rio is \$31 billion dollars in debt”
 “3,600 empty apartments in the boarded up Olympic village”
 “Half a dozen empty sports arenas and most are vandalised”
 “The improvements only benefit the wealthy people in Rio”
 “Public sector workers wages and pensions have been cut”
 “Crowding on the new express buses and a lack of security”

Explain the impact:

This created a **positive social legacy** in **London** because....

This created a **negative social legacy** in **Rio** because....

This created a **positive sporting legacy** in **London** because....

This created a **negative sporting legacy** in **Rio** because....

This created a **positive economic legacy** in **London** because....

This created a **negative economic legacy** in **Rio** because...