

Part 2

Argument

Directions: Closely read each of the *four* texts provided on pages 11 through 18 and write a source-based argument on the topic below. You may use the margins to take notes as you read and scrap paper to plan your response. Write your argument beginning on page 1 of your essay booklet.

Topic: Should the United States bid to host a future Olympic Games?

Your Task: Carefully read each of the *four* texts provided. Then, using evidence from at least *three* of the texts, write a well-developed argument regarding the United States bidding to host future Olympic Games. Clearly establish your claim, distinguish your claim from alternate or opposing claims, and use specific, relevant, and sufficient evidence from at least *three* of the texts to develop your argument. Do *not* simply summarize each text.

Guidelines:

Be sure to:

- Establish your claim regarding the United States bidding to host a future Olympic Games
- Distinguish your claim from alternate or opposing claims
- Use specific, relevant, and sufficient evidence from at least *three* of the texts to develop your argument
- Identify each source that you reference by text number and line number(s) or graphic (for example: Text 1, line 4 or Text 2, graphic)
- Organize your ideas in a cohesive and coherent manner
- Maintain a formal style of writing
- Follow the conventions of standard written English

Texts:

Text 1 – Impact of the Games on Olympic Host Cities

Text 2 – When the Games Come to Town: Host Cities and the Local Impacts of the Olympics

Text 3 – 3 Reasons Why Hosting the Olympics Is a Loser’s Game

Text 4 – Factsheet: Legacies of the Games

Text 1

Impact of the Games on Olympic Host Cities

Introduction

...Staging an Olympic Games represents a long and expensive commitment of a city to this mega event. The impact can be divided into four separate periods:

1. the preparation of a bid and the winning of the right to host the Games;
2. the seven year period of preparation for the staging of the Games;
- 5 3. the short period (16 days in 2000) when the Olympic Games are staged followed by the Paralympic Games;
4. the much longer post-Games era.

There are also many types of impact to consider:

- alterations in design of the city;
- 10 • changes to the physical and the built environment;
- the representation of a city and country and its culture;
- improvements in air, road and rail transport;
- increased costs and taxes;
- changes in governance and public decision-making;
- 15 • innovations in politics and political relationships;
- potential increased tourism and business activity;
- the creation of new sporting venues which have potential for post-Games community use;
- the potential of greater community consultation, involvement and even protest;
- 20 • the involvement of the community as volunteers and torch-bearers.

Debates and controversies

The impact of an Olympic Games on host cities is a matter of continuing debate and controversy. There are many continuing issues and questions and [*sic*] about the impact of the Games. Below are six areas of continuing debate.

1. The decision to bid for the games — does it represent ‘manufactured consent’?

25 While an Olympic bid is made on behalf of all the people of a city, the majority are only indirectly consulted as to whether they want their city to bid for an Olympic Games and what they want to achieve in the process. A bid is usually framed in terms of some community benefit — such as urban renewal, improved transport or better sporting facilities — which it is claimed will counter the potential costs and burdens to the community. Public opinion polls are usually cited by the bid proposers as proof of public support for a bid. ...

2. Community consultation about the impact of the games

35 This is a related issue about the degree of community consultation during the preparations for the staging of an Olympic Games. Fast-tracking of venues and other Olympic projects are common practices because of the enormity of the task of preparing for the Games in a short time frame. As a result there is usually limited community consultation and the over-riding of local concerns are justified as being in the city and national interest. ...

3. Positive versus negative impacts on host cities — weighing the balance

40 The costs and benefits of an Olympic Games are matters of continuing debate
before, during and after the Games. It is virtually impossible to know the true cost to a
city of hosting an Olympic Games because there is no accepted way of assessing
expenditure. Olympic budgets are both political, contentious¹ and notoriously
unreliable. To present Olympic expenditure in the best possible light host cities often
hide certain items or shift them to other budgets. Olympic infrastructure² costs may
appear in the government's public works budget rather than the Olympic budget.
45 Presumably there is a fear that the disclosure of the full costs of staging an Olympic
Games might diminish the degree of public support for this event. ...

4. Spreading the costs and benefits of the games

50 There has been much discussion about who benefits most from the Games in the
host city — and the host country for that matter — and whether the costs and burdens
are shared equally. While it is clear that the Games can produce tangible benefits for
government and business, and the tourism industry in particular, the non-tangible
benefits for the community are less self-evident, other than the privilege of participating
in the Games in one way or another. A lot depends, in this instance, on whether the
promises to the community at the time of the bid — better sports facilities and urban
infrastructure — are actually kept. ...

5. Community anti-Olympic lobbies

55 ...While there has been a proliferation of community anti-Olympic and watchdog
groups, there is very limited empirical³ evidence of their support base. It is difficult to assess
their significance and whether they speak for anyone other than radical fringe groups.

6. An erosion in human rights in the host city?

60 Because so much is at stake when an Olympic Games are held — the city and the
country needs to look its best — the staging of an Olympic Games can lead to an
erosion of human rights for the citizens of that city and country. The demands of tighter
security also provide the justification for an organising committee or a government to
introduce laws to restrict individual liberties particularly during the Games so as to
eliminate any 'negativities' that might be seized upon by the international media. ...

65 There is the danger that this erosion of civil liberties, during an Olympic Games,
may be extended and provide the excuse for 'temporary' measures to remain in place
for the longer term. ...

—Richard Cashman

excerpted and adapted from "Impact of the Games on Olympic Host Cities"
Barcelona: Centre d'Estudis Olímpics (UAB), 2002

¹contentious — likely to cause arguments

²infrastructure — the basic facilities, services, and installations needed for the functioning of a community

³empirical — based on experience

Text 2

When the Games Come to Town: Host Cities and the Local Impacts of the Olympics

Employment and the Olympics

5 ...Most of the employment growth related to the Olympics happens before the Games, in the preparation stage. As we might expect, there have been some steep losses in employment immediately after the Games, once construction is over and supporting services are not needed (LERI 2007:27). These losses almost stand against the intention to regenerate the locale or host city, as the ability to maintain the momentum of economic growth is important. ...

Employment opportunities?

10 Although the Olympics do create employment, the majority of Olympic-related work is **temporary** (Migueluez 1995:157). As a result analysts suggest we should strongly question the ‘value’ of the employment created (Horne & Whitson 2006:79). It will mostly be short and sweet — and low-skilled.

- **LA Games 1984:** 16,520 people for 30 days
- **Seoul Games 1988:** 33,500 people for 30 days

15 The main form of job creation in the Olympics relates to the creation of infrastructure, what is built to accommodate the hosting of the Olympics. Here the major source of employment pre-event is in construction.

20 **CONSTRUCTION** Major work creation is in construction, where jobs will broadly fit into two skill levels — highly skilled specialist labour and low skilled labour (Crookston 2004:57). As a result there is potential for polarisation in the job market (Poynter 2006:26), especially because the Olympics has to be built to a very tight schedule and it is unlikely contractors will train unskilled workers, instead recruiting more widely (Evans 2007:315).

SERVICES & TOURISM Some of the indirect jobs provided will be in services and especially those related to tourists and visitors. This will refer to economic activities and roles in support of the Games. As above, we should question the value of this work, as much of it could be low-skilled, badly compensated and usually temporary.

25 The **services sector** will benefit from the Games, but for a limited amount of time (Crookston 2004:56). There will be temporary opportunities, pre-, during and after the event in:

- Catering, accommodation, retail, interpreting, security and general administration (Poynter 2006).

30 For example, the media interest in the Games means that there will be additional visitors before the Games. Atlanta had an estimated extra 18,000 overnight stays as a result of the Olympics before the Games. Temporary work in this sector in the run up to the Sydney Games is estimated to have generated in the region of 100,000 jobs specific to the event itself. ...

Winners and losers?

35 It is unfortunate but generally agreed that each host city has its winners and losers. Middle classes, political elites and tourists may gain from infrastructural reforms, economic investment and social activities and interest in the city as a result of the Games. By comparison, the city’s poor tend to suffer and sometimes become poorer as a result of the Olympics (Preuss 2004:23; Short 2004:107). ...

40 The following chart sets out some outcomes — both positive and negative — that might be expected amongst the host population, with particular attention to psychological and social outcomes:

Type of Impact	Positive	Negative
Social/Cultural	Increase in permanent level of local interest and participation in types of activity associated with event	Commercialization of activities which may be of a personal or private nature
	Strengthening of regional values and traditions	Modification of nature of event or activity to accommodate tourism
		Potential increase in crime
		Changes in community structure
		Social dislocation
Psychological	Increased local pride and community spirit	Tendency towards defensive attitudes concerning host region
	Increased awareness of non-local perceptions	Culture shock
	Festival atmosphere during event	Misunderstandings leading to varying degrees of host/visitor hostility
Tourism	Increased awareness of the region as a travel/ tourism destination	Acquisition of poor reputation as a result of inadequate facilities, crime, improper practices or inflated prices
	Increased knowledge concerning the potential for investment and commercial activity in the region	Negative reactions from existing local enterprises due to possibility of new competition for local manpower and government assistance

(Preuss & Solberg 2006:398)

45 However, research also suggests that some of the community are more likely than others to take a ‘socially altruistic’ approach, coping with the changes positively believing that they are in the interests of the greater good. A social impacts study carried out in Sydney showed that:

- Those more likely to accept any inconveniences with equanimity included: younger people, families and ethnic minorities who took up and enjoyed the sense of inclusion and community spirit the Games offered (Waitt 2003). ...

—Dr. Mary Smith

excerpted from *When the Games Come to Town: Host Cities and the Local Impacts of the Olympics*

London East Research Institute Working Papers, December 2008

References

Crookston, M. 2004. ‘Making the Games Work: A Sustainable Employment Legacy’. In After the Gold Rush: A Sustainable Olympics for London. London: IPPR & DEMOS. Pp. 51–68.

Evans, G 2008 ‘London 2012’ in Olympic Cities: City Agendas, Planning, and the World’s Games. (Eds.) J. Gold & M. Gold. London & New York: Routledge: 298–318.

Horne, J & Whitson, D 2006 ‘Comparing the outcomes of Sports mega-events in Canada and Japan’ in Sports Mega Events: Social Scientific Analyses of Global Phenomenon. W. Manzenreiter & J. Horne (eds.) London: Blackwell Publishing Ltd. Pp: 73–89.

LERI 2007 A Lasting Legacy for London? Assessing the Legacy of the Olympic Games and Paralympic Games. London East Research Institute & London Assembly.

Migueluez, F & Pilar, C 1995 ‘The Repercussion of the Olympic Games on Labour’. In The Keys to Success: The Social, Sporting, Economic and Communications Impact of Barcelona ‘92. M de Moragas (ed.) Barcelona: Centre d’Estudis Olímpics i de l’Esport. Pp. 149–64

Poynter, G 2006 *From Beijing to Bow Bells*: Working Papers in Urban Studies. London East Research Institute.

Preuss, H 2004 The Economics of Staging the Olympics: A Comparison of the Games 1972–2008. UK & US: Edward Elgar.

Preuss, H & Solberg, H 2006 ‘Attracting Major Sporting Events: The Role of Local Residents’ European Sport Management Quarterly 6(4): 391–411

Short, J 2004 Global Metropolitan: Globalizing Cities in a Capitalist World. London & New York: Routledge.

Waitt, G 2003 ‘Social Impacts of the Sydney Olympics’ Annals of Tourism Research 30 (1): 194–215

Text 3

3 Reasons Why Hosting the Olympics Is a Loser's Game

THE OLYMPIC STIMULUS

5 These days the summer Games might generate \$5-to-6 billion in total revenue (nearly half of which goes to the International Olympic Committee). In contrast, the costs of the games rose to an estimated \$16 billion in Athens, \$40 billion in Beijing, and reportedly nearly \$20 billion in London. Only some of this investment is tied up in infrastructure projects that may be useful going forward.

10 The high costs are bound to make hosting the Olympics a bad deal in the short-run. Promoters, however, claim that there is a strong benefit that accrues over time connected to the advertising effect of hosting the games. The idea is that the hundreds of hours of television exposure to hundreds of millions of viewers around the globe will generate increased tourism and business for the city. ...

It should be added that there is little evidence that tourism increases during the Games. Rather, Olympic tourists replace normal tourists who want to stay away to avoid the congestion and greater expense during the Games.

15 Finally, it would appear that most of the positive developmental functions that could be associated with the Olympics, could also occur absent the Olympics. The needed infrastructural investments could be made, the national airline could offer reduced rates for stays of over one week, trade missions could multiply their efforts, and so on. Of course, it is always possible that a proactive, efficient government in a potential-laden, burgeoning city could use the Olympics to boost its fortunes. Barcelona ran up a reported \$6 billion debt to host the 1992 Games, but the city's image gained enormously and tourism has since flourished. The stars all aligned and Barcelona is arguably a case in point for Olympics promoters. Whether or not Barcelona would have experienced its favorable development without the Games, we'll never know.

—Andrew Zimbalist
excerpted from “3 Reasons Why Hosting the Olympics
Is a Loser's Game”
<http://www.theatlantic.com>, July 23, 2012

Text 4

Factsheet: Legacies of the Games

IOC [International Olympic Committee] SUPPORT

As the Olympic Games have grown to become the world's foremost sporting event, their impact on a host city and country has also increased. This has meant that cities interested in hosting the Games are now placing increasing emphasis on the legacies that such an event can create for their citizens and, in many cases, they are using the Games as a catalyst for urban renewal. ...

GAMES OF THE OLYMPIAD

BEIJING 2008

Education: 400 million children in 400,000 Chinese schools were exposed to the Olympic values, and 550 Chinese schools partnered with schools in other countries to conduct cultural sports and educational exchanges. ...

Transport Infrastructure: Beijing's Capital Airport saw its capacity increased by 24 million passengers; a new express way and high speed rail link was built to Tianjin; and three new subway lines were constructed, as well as a new ring road and airport express road. Public transport capacity was increased by 4.5 million people.

Venues: Twenty-three of the Beijing 2008 venues will be used as sports facilities, conference centres and public event facilities; six venues were located on university campuses for use by students after the Games; and the International Broadcast Centre and Main Press Centre will serve conventions and tourism. ...

Environment: Some 140 billion Yuan was invested in air quality improvements alone, with 60,000 coal-burning boilers being upgraded to reduce emissions; a number of public buses being converted to run on natural gas; and restrictions being put in place on private automobile use, a form of which is still in place today. There were also significant improvements in water treatment facilities.

ATHENS 2004

Transport Infrastructure: Athens 2004 saw a new and renovated urban and underground system capable of carrying 1,000,000 passengers a day (20 per cent of the population of Athens); 90km of new roads were built and a further 120km widened, with a new computerised traffic management system installed to help manage traffic. A new airport was also constructed. ...

Environment: Some 90 per cent of the Schinias rowing facility which is on reclaimed wetland was designated a wildlife preserve. Hundreds of thousands of trees and shrubs were planted. ...

Education: One hundred thousand Greeks received technical, managerial or other Games-related training. ...

Venues: Some Athens 2004 venues were converted for post-Games use, ranging from sports facilities to a local theatre, to shopping and convention centres, to Government offices and a new university campus. ...

SALT LAKE CITY 2002...

35 **Venues:** The Utah Athletic Foundation was created to manage the Olympic Oval and Park, allowing the local community to use the facilities, as well as host major events. Both the Park and Oval are USOC Olympic training sites. Fourteen venues in total continue to be used for events, elite training and recreational purposes.

40 **Education:** The Salt Lake City Organising Committee provided Olympic-related experiences to 600,000 Utah school children and those experiences continue today with 5-10,000 students visiting Olympic facilities every year. Salt Lake also ran a “One School, One Country” programme partnering schools in Utah with schools in countries around the world, thus letting students learn about a variety of cultures, languages, customs, music and sport.

45 **Environment:** Thanks to energy efficient designs, water conservation efforts, aquatic habitat restoration projects, recycling of Games waste, a worldwide tree planting programme and the encouragement of transit use, Salt Lake 2002 was certified as climate neutral by the Climate Neutral Network. ...

LILLEHAMMER 1994

50 **Environment:** The Lillehammer Games were noteworthy for their focus on environmental conservation, which set the stage for the formation of the “Green” Olympics.

55 **Venues:** Lillehammer Olympia Park AS was created to manage the legacy of five of the Olympic Venues. The Lillehammer Olympic venues are used for a host of purposes ranging from sporting to cultural and commercial events in both summer and winter. The venues are available for public use, as well as for elite athletes. In 2016, Lillehammer will host the Youth Olympic Games. ...

60 **Infrastructure:** The Games allowed improvements to be made to the roads, the railway to Oslo, the local telecommunications system, and the water and sewage systems that would otherwise have taken 20 years. ...

60 **Education:** The International Broadcast Centre allowed the Lillehammer College to increase enrolment from 600 to 3,000 students, thanks to the extra space it created. The local authority also developed an educational programme for local primary and secondary school students. ...

—International Olympic Committee
excerpted and adapted from “Factsheet: Legacies of the Games”
July 17, 2012
