The Political Dynamics of the Decision on the Olympic Games Host City: Focused on the IOC

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ABSTRACT

The bid process of the Olympic Games host city has increased in complexity. The Olympic Games have become the competition of reference for all sports. In the bidding for the Olympic Games with a more hotly contested, the IOC has great power. The main purpose of this study is to investigate the structure of bidding system of the Olympic Games and to find the factors that influence the vote in the IOC. An empirical framework is presented for more theoretically oriented interpretations of what happened inside the IOC. This study rectifies and examines the formal organizational structure and processes of the IOC—namely the internal or external factors that both organize and affect decisions such as olympic games bid.

Key words: The Hosting of the Olympic Games, IOC, The Bidding System, Internal or External Factors, Election Rules.
I. Introduction

Since Athens was selected as the Olympic Games host city by the fledgling IOC (International Olympic Committee) in 1894, the bid process has increased in complexity, reflecting the demands of hosting a rapidly growing international multi-sports and cultural event. The Olympic Games have become the competition of reference for all sports. Organizing the Olympic Games represents an enormous challenge for a city, its surrounding region, and even for the entire country. The implications are numerous. There are also manifold constraints, in particular related to the costs, which are becoming higher with every subsequent candidacy. Nonetheless, the cities continue to seek for a chance to host the Games, sometimes for a long period of time.

The Olympics are of mega-event proportions. Mega-events are those that are assured of reaching a massive worldwide audience, in achieving national foreign policy objectives.\(^1\) The staging of international sporting events has been based on a mixture of political, cultural and economics motives. The international sporting event is a vehicle for television companies, broadcasters to reach global markets, and for multinational capital to strut its wares in exclusive media space. The benefits for communities, regions and single nations have been grossly exaggerated, the problem and potential pitfalls veiled by the hyperbole of political boosterism and economic opportunism.\(^2\)

The hosting of mega-event like the Olympic Games may serve the same purpose as sponsorship of some smaller-scale international sporting events, press conferences, summits, meetings and other such events but in consideration of their sheer size and the multi-national nature of their media-assembled audience, their potential impact is significantly more far-reaching and prodigious. The Olympic Games involve more nations and broadcast and print organizations than any other event and attract the largest international viewing audience.\(^3\)