

Hosting Major Sports Events in East Asia: Connections, Challenges and Contradictions

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“Catching the Wave: Connecting East Asia through Soft Power”

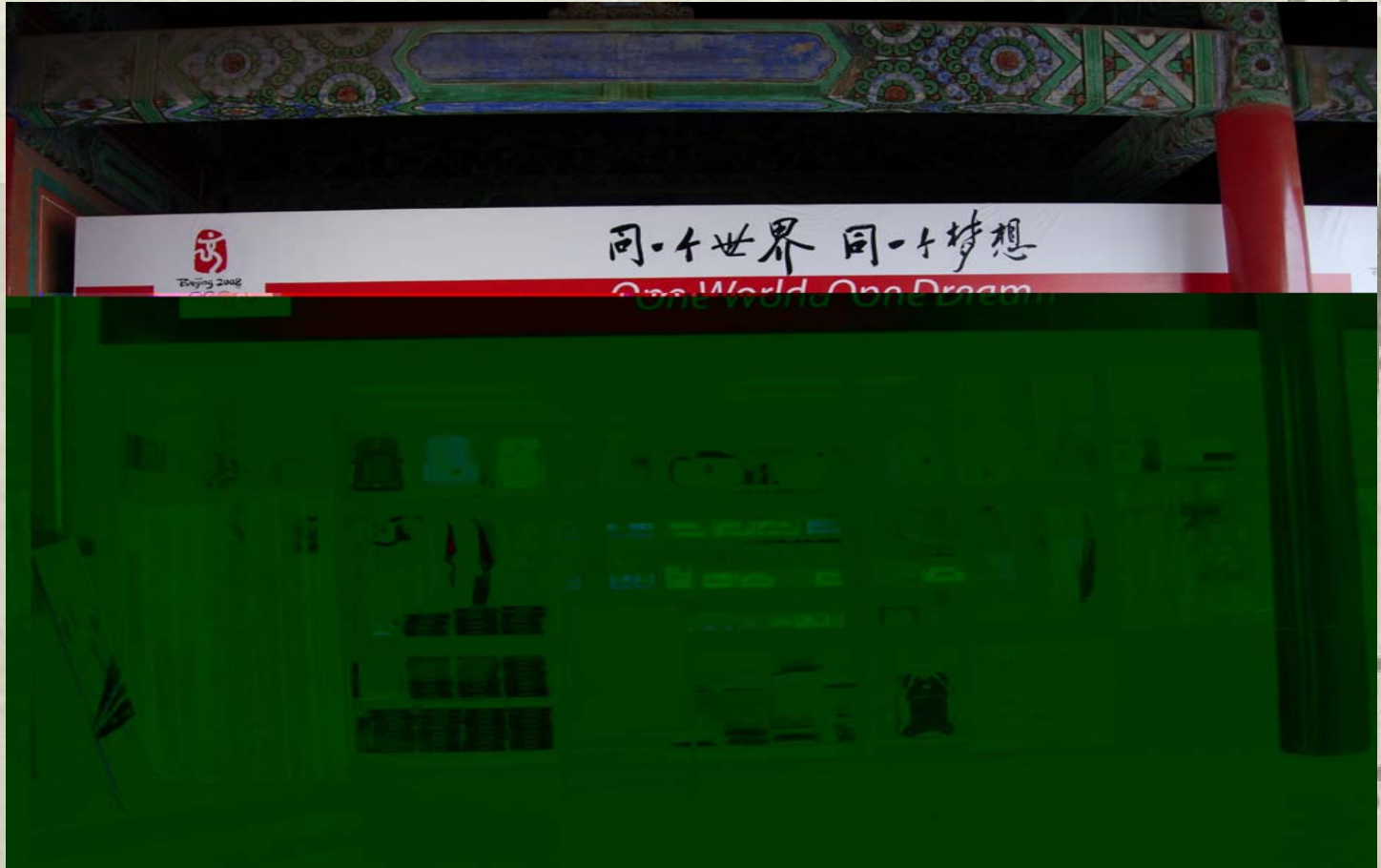
University of California, Berkeley

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*Olympic Merchandise BC (Before
Copyright) – Japan c. 1940*



*2008 Merchandise Shop, Forbidden
City, Beijing (October 2005)*



The Allure of Sports Mega-Events: Connections

- ❖ ‘Megas’
- ❖ ‘large-scale cultural (including commercial and sporting) events, which have a dramatic character, mass popular appeal and international significance’
- ❖ Maurice Roche (2000) *Mega-Events & Modernity*
- ❖ Three key features of sports mega-events
- ❖ One off events
- ❖ Significant for the host (city, region, nation)
- ❖ Considerable global media coverage.

The Allure of Sports Mega-Events: Connections 2

- ❖ Different orders of megas - size, reach, response:
- ❖ 1. Summer Olympic Games, FIFA Football World Cup
(Tokyo 1964, Seoul 1988, Korea-Japan 2002, Beijing 2008)
- ❖ 2. Winter Olympic Games, Commonwealth Games
(Sapporo 1972, Nagano 1998, Kuala Lumpur, 1998)
- ❖ 3. IAAF World Athletics Championship, Asian Games, Asian Football Association Cup
(Osaka 2007, Beijing 1990, Qatar 2006, China 2004, Indonesia/Malaysia/ Thailand/ Vietnam 2007)

2007 AFC Asian Cup



AFC
ASIAN CUP
2007

INDONESIA MALAYSIA THAILAND VIETNAM

The Challenges of Hosting Sports Mega-Events

- ❖ 1. Nation building
- ❖ Promotional value - internal and external nation signalling or branding as 'world class'
- ❖ 2. Development - social, cultural and economic
- ❖ Elite and mass participation sport
- ❖ Attracting tourists via place marketing
- ❖ Urban (re-)generation
- ❖ 3. Liberalisation - economic and political
- ❖ Marketization
- ❖ Democracy

Bird's Nest Stadium, Beijing



Bird's Nest under construction



Hotels for the IOC 'Family' in Beijing



Contradictions of Sports Mega-events

- ❖ 1. Instability of sports events - ‘uncertainties of outcomes’, especially in non-Western locations
- ❖ 2. Overestimated benefits and underestimated costs
- ❖ 3. Connections and disconnections: promotion and xenophobic nationalism; expansion and extension

Asian Football Confederation



The 2008 Olympic Mascots - Bei Jing Huan Ying Ni ("Welcome to Beijing")



Olympic Related Campaigns

❖ The Tibet Question

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

Potential for Bad Publicity

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are needed to see this picture.

Xenophobic or...

❖ ...Sportive nationalism?

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Korea-Japan / Japan-Korea 2002

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