

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...