

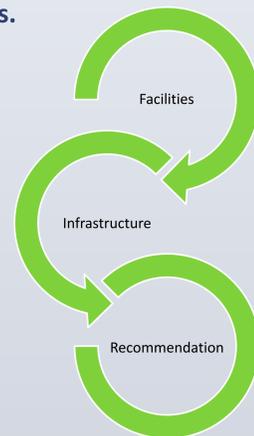
# An Application of the maximization of venue infrastructure after Olympics (2018 Pyeong Chang Winter Olympic)

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## Aim

The purpose of this study is to propose a method to maximize the desirable and effective post - utilization in relation to the utilization of the rear facility which is the key factor that will influence the performance of the infrastructure operation after the PyeongChang Winter Olympic Games.

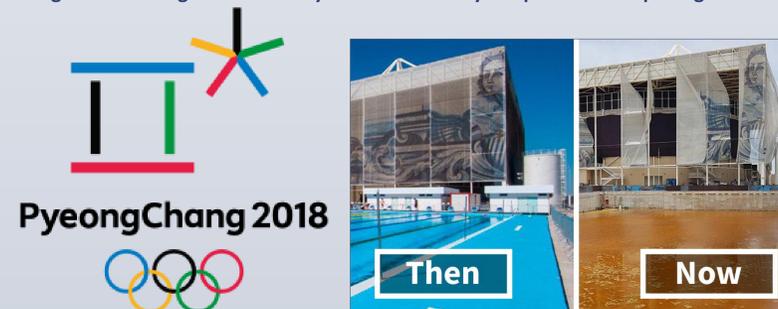


## Objective

1. To critically review the main theories about Winter Olympic facility and post-utilization
2. To conduct secondary research to analyze the best practices for post-Olympic infrastructure use in the past Olympics
3. To propose a plan to maximize the post use of the PyeongChang Winter Olympic facilities

## LITERATURE REVIEW

The 23rd Pyeongchang Winter Olympic Games were held in Pyeongchang-gun, Gangwon-do, Korea from February 9 to February 25, 2018 (IOC, 2018). At the 123rd IOC General Assembly held at 6:18 pm on July 6, 2011, local time in Durban, South Africa was decided as the venue of Pyeongchang, Gangwon-Do, Korea (IOC, 2018). It is the first Winter Olympic Game in Korea and the second Olympic Game held in Korea 30 years after the 1988 Summer Olympics in Seoul. It is also the third event in Asia 20 years after the 1998 Winter Olympics in Nagano, Japan. During the 2018 Pyeong Chang winter Olympic, Ski jump, Nordic complex, biathlon, cross-country skiing, bobsleigh, skeleton, luge, freestyle skiing, snowboarding were held in Pyeongchang and Alpine skiing was held in Pyeongchang and Jeongseon. Figure skating, short track, speed skating, ice hockey, curling games were held in Gangneung (IOC,2018). Some games also began on February 8th and February 9th prior to the opening ceremony.



Olympic facilities in the aftermath of the postwar period, we can say that Lillehammer (1994) is 58 billion won, Nagano (1998) 44 billion won, Salt Lake City (2002) 42 billion won, and Torino (2006) 42 billion won (IOC, 2018). The utilization of the facilities after the Olympics and the related tourism industry activation are closely linked to each other. The results vary widely. For example, since the promotion of the image of the region is effective as a single event, the tourism industry alone can bring a lot of benefits to the region. This facility can be expected to have synergy effects such as national image, domestic corporate image, investment of overseas large corporations, cultural infrastructure, SOC infrastructure, and tourism industry improvement. From this point of view, the summer and winter Olympics are highly competitive, but on the other hand, it is difficult to make the profit structure.

## METHODOLOGY

Stage 1

- Collect and analyze Secondary Data

Stage 2

- Conduct Secondary Data : assess previous studies of post-Olympic infrastructure use in the past Olympics

Stage 3

- Analyse the data collected and compare to secondary resources information.

Stage 4

- Develop and disseminate conclusions and recommendations

## ANTICIPATED FINDINGS

As a result, this study suggests that the author can help the PyeongChang Olympic Winter Games infrastructure and facilities. It is expected that we will be able to set up the appropriate utilization direction by comparing the methods of utilization by each item or facility, beyond a simple comparison method of reviewing overseas cases by country.



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