







Q



Leisure Studies >

Volume 31, 2012 - Issue 3: Leisure, Culture and the Olympic Games

2,993 20 Views CrossRef citations to date Altmetric

Papers

The sociocultural legacy of the 1988 Seoul Olympic Games

Ji-Hyun Cho & Alan Bairner 🔽

Pages 271-289 | Received 01 Jun 2011, Accepted 25 Oct 2011, Published online: 18 Nov 2011

66 Cite this article ▶ https://doi.org/10.1080/02614367.2011.636178

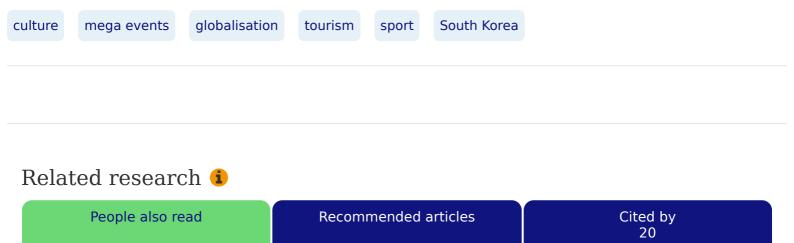


Abstract

The belief that elite sport and its mega events act like behemoths trampling over all before them is widely held, not least in the culture industries. But how accurate is this view and what contradictory evidence, if any, can be cited? In order to answer these related questions, this article examines the legacy of the 1998 Summer Olympics, held in Seoul, South Korea. This study is based not only on a review of existing relevant literature but also on a series of interviews conducted with prominent figures from the worlds of South Korean politics and sport whose reflections on the immediate impact of the Games and also their consequences, although impressionistic and ultimately highly subjective, nevertheless add flesh to the bones of developments that are difficult, if not impossible, to quantify. We find evidence in the legacy of the Seoul Olympics that global events can help to promote indigenous cultures and even reverse the direction of dominant globalising trends. If nothing else, the example of Seoul 1988 suggests

that the culture industries should see sports mega events as potential opportunities rather than self-evident threats.

Keywords:



Information for

Authors

R&D professionals

Editors

Librarians

Societies

Opportunities

Reprints and e-prints

Advertising solutions

Accelerated publication

Corporate access solutions

Open access

Overview

Open journals

Open Select

Dove Medical Press

F1000Research

Help and information

Help and contact

Newsroom

All journals

Books

Keep up to date

Register to receive personalised research and resources by email



Sign me up











Accessibility



Copyright © 2025 Informa UK Limited Privacy policy Cookies Terms & conditions



Registered in England & Wales No. 01072954 5 Howick Place | London | SW1P 1WG