

Leisure Studies >

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

2,641 17

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Papers

The sociocultural legacy of the 1988 Seoul Olympic Games

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

Cite this article <https://doi.org/10.1080/02614367.2011.636178>Sample our
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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 the Olympic movement and the host city. The article explores the impact of the Games on the local culture industries, the role of the media in shaping public opinion, and the subjective experiences of the athletes and the host city. It also examines the global impact of the Games, the role of the Olympic Committee, and the direction of the Olympic movement. The article suggests that the Olympic Games are not just a series of sports events, but a global phenomenon that has a significant impact on the world. It also suggests that the Olympic Games are a unique opportunity for the world to come together and celebrate the achievements of athletes from different cultures and countries.

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