



Leisure Studies >

Volume 31, 2012 - [Issue 3: Leisure, Culture and the Olympic Games](#)

3,065

Views

20

CrossRef citations to date

6

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

Cite this article <https://doi.org/10.1080/02614367.2011.636178>

Sample our  
Social Sciences  
Journals



>> [Sign in here](#) to start your access  
to the latest two volumes for 14 days

Full Article

Figures & data

References

Citations

Metrics

Reprints & Permissions

Read this article

Share

## 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:

culture

mega events

globalisation

tourism

sport

South Korea

## Related research

People also read

Recommended articles

Cited by  
20

[The Seoul Olympics: Economic Miracle Meets the World >](#)

Brian Bridges

The International Journal of the History of Sport

Published online: 11 Nov 2008

[The Olympic Games, human rights and democratisation: Lessons from Seoul and implications for Beijing >](#)

David Black et al.

Third World Quarterly

Published online: 25 Aug 2010

[Expectations of the 1988 Seoul Olympics: A Korean Perspective >](#)

Gang-Hoan Jeong et al.

Tourism Recreation Research

Published online: 11 Nov 2014

[View more](#)

## 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



Copyright © 2026 Informa UK Limited [Privacy policy](#)

[Cookies](#) [Terms & conditions](#) [Accessibility](#)

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



**Taylor & Francis**  
by **informa** •••