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Leisure Studies >

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## The sociocultural legacy of the 1988 Seoul Olympic Games

Ji-Hyun Cho & Alan Bairner

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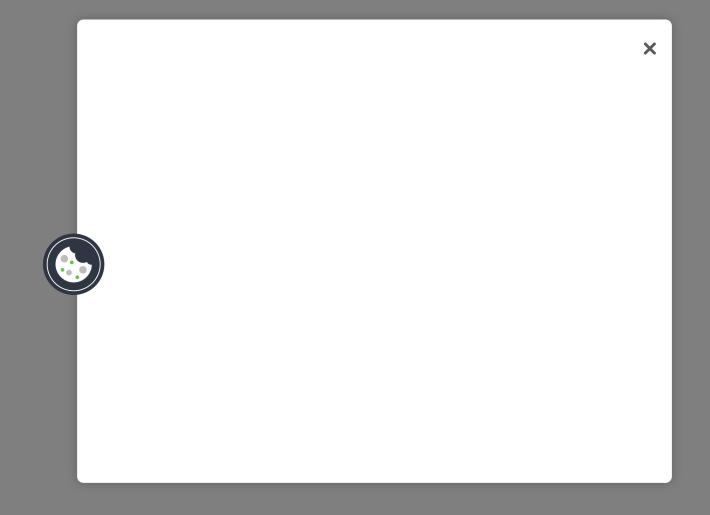
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uggests

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





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