
THE LEGACIES OF THE INNSBRUCK 2012 WINTER YOUTH OLYMPIC GAMES PERCEIVED BY THE LOCAL YOUTH

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Synopsis:

The aim of the present study is to examine - from the perspective of local young people - the events' leverage and the perception of the Winter Youth Olympic Games 2012 in the host city Innsbruck and surroundings.

Abstract:

AIM OF ABSTRACT – RESEARCH QUESTION

The Youth Olympic Games (YOG), launched by the International Olympic Committee (IOC), is an international sports event targeting young elite athletes aged 14-18. Besides placing those young athletes to the centre of attention the events' general approach is a youth driven one in which also young people living in the host city/region are offered several options to become part of the YOG. On occasion of the Innsbruck 2012 Winter Youth Olympic Games (WYOG) several thousand pupils from local schools participated in official activities initiated in the course of the WYOG programme such as the "School Sports Challenge" (SSC) or the "World Mile Project" (WMP). Additionally, many young people took the chance to watch competitions, ceremonies or visited other side events during the Games. The aim of the present study is to examine - from the perspective of local young people - the events' leverage and the perception of the YOG in the host city Innsbruck and surroundings.

THEORETICAL BACKGROUND – LITERATURE REVIEW

There is some evidence in the literature on the YOG (e.g. Hanstad et al, 2014). Especially the Culture and Education Programme (CEP) has been evaluated by scholars (e.g. Kristiansen, 2013). Legacies of the YOG have been discussed by Aplin and Lyon (2014) who studied the Singapore 2010 YOG. The WYOG 2012 has been discussed by Thöni (2014), but both studies do not deliver empirically proved evidence with respect to legacies.

Studies and frameworks on (sport) event legacies and leveraging of (sport) events have become more popular in recent years. Preuss (2015) enhanced his legacy concept, which includes the detection of the legacy, the perspectives of different stakeholders, the judgement on whether the effect is positive or

negative and the time factor.

Based on Preuss' (2015) framework of legacies this study focuses on positive and negative aspects perceived by the local youth (which includes Innsbruck and the region of the Tyrol) three years after the WYOG 2012 have been taken place.

METHODOLOGY, RESEARCH DESIGN AND DATA ANALYSIS

By differing the basic population "local young people" on the basis of their "intensity of participation" the present study differentiates those who (1) participated in an official activity part of the YOG programme, (2) did not participate in any official activity, but were following the Innsbruck 2012 WYOG either on site by watching the competitions and/or one of the ceremonies or in the different media and (3) who did not follow the YOG 2012 at all, because of a lack of interest or other reasons; and compare these three groups.

In collaboration with the Tyrolean School Authority and the IOC a survey of 1,243 local school pupils in the age between 13 and 19 is currently running (data collection finished by mid-April 2015). Schools in all districts of the Tyrol are involved. Data is collected (via an online questionnaire) during school lessons under supervision of the teacher and the researcher.

RESULTS, DISCUSSION AND IMPLICATIONS – CONCLUSIONS

Results will be available in summer 2015. Our assumptions are:

1) School pupils who participated in the YOG school programs will have (significantly) more positive legacies (e.g. memories, Olympic values, sports participation) than those who were not actively involved in the Innsbruck 2012 YOG.

2) The impact of the Innsbruck 2012 YOG is significantly higher on the youth with high sports affinity.

3) The younger the school pupils have been during the YOG 2012, the bigger was the impact of the YOG 2012.

The discussion on the assumptions, based on the empirical data, will be given on occasion of the EASM Congress 2015.

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