
SOCIO-ECONOMIC IMPACT OF THE SOCHI 2014 WINTER OLYMPIC AND PARALYMPIC GAMES

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Abstract

RESEARCH QUESTIONS

In an effort to investigate the general issues and give the theoretical overview the desktop analysis of academic literature was used. During the Olympic and Paralympic Games the research team interviewed spectators at the Olympic Park, Rosa Hutor mountain cluster, hotels, and transport. The survey was 25 questions long and took on average 5 minutes to complete. 65% of the survey participants discussed and explained their answers and impressions with the interviewer longer than 15 minutes. During two days of the Olympic Games and three days of the Paralympic Games 200 surveys were completed. In addition to the formal survey informal interviews were held with the same respondents. The primary results were analyzed using statistic software to validate the reliability of the data.

RESULTS, DISCUSSION AND CONCLUSIONS

The survey covers such categories of participants as spectators – 70%, partner organizations representatives and personnel – 12%, volunteers – 8%, local inhabitants – 4%, organization committee representatives – 2%, sport team members – 2% and others – 2%; women – 52%, men – 48%. Countries: Russia – 91%, USA – 3%, Slovakia – 2%, Ukraine, Great Britain, Canada, Check Republic, Panama – 1%. Russian regional geography: Moscow – 36%, St. Petersburg – 16%, Ekaterinburg – 6%, Rostov-on-Don – 6% and others. The most of the recipients are at the age of 20-30 – 85%. Professional profile: managers – 25%, economists – 17%, teachers – 17%, engineers – 17%, programmers – 7%, municipal officials – 7%, students – 4%, lawyers – 4%, doctors – 4%. 13% of recipients are relatives and friends of participants. The most recipients (50%) were at the Olympic Games from 5 to 20 days. They spent € 100-1000 for the tickets and € 200-8000 for food and souvenirs. 6% people spent more than € 8000 for food and souvenirs. It's a good investment to the local economy.

The study revealed high level of satisfaction – about 100%. Some of them (16%) had claims to the accommodation. More than 90% recipients enjoyed the volunteers' services. First of all they highlighted such advantages as friendly atmosphere, sport spirit, safety, convenient infrastructure & transport. As for the social impact, the respondents' desire to do sports grew up to 30% and desire to visit sporting events in the future (50%).

The results of the research have sent to the Organization Committee with analyses of the problems and points of view of recipients.

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