



## URBAN DESIGN IN CITIES ATTRACTING MULTICULTURAL TRAVELLERS



# Erasmus+

# URBAN DESIGN IN CITIES ATTRACTING MULTICULTURAL TRAVELLERS

## W5.4

When the Olympics land on a site: Athens and Rio de Janeiro



ATHENS 2004



ATHENS 2004



Rio2016



RIO 2016



## Goal

To build a peaceful and better world by educating youth through sport practiced without discrimination of any kind, in a spirit of friendship, solidarity and fair play  
(source [www.olympic.org](http://www.olympic.org))

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## When did they start?

The first ancient Olympic Games can be traced back to 776 BC. They were dedicated to the Olympian gods and were staged on the ancient plains of Olympia in Greece. They continued for nearly 12 centuries, until Emperor Theodosius decreed in 393 A.D. that all such "pagan cults" be banned.

In 1892 Pierre de Coubertin announced in Paris the re-establishment of the Olympic Games appointing a committee in charge of organising them and creating an international movement.

## Involved sports

Athletics, Badminton, Baseball, Beach volley, Football, Canoe and kayak, Cycling, Croquet, Riding, Gym, Trampoline, Golf, Field hockey, Judo, Lacrosse fight, Swimming, Synchronized swimming, Basketball, Handball, Water polo, Volleyball, Pentathlon modern, Pole, Boxing, rackets Roque, Rugby, Fencing, Softball, Weightlifting, Taekwondo, Tennis, Table tennis, I shoot a sign, I shoot a flight, Archery, Triathlon, Dips, Sailing, Biathlon, Bob Curling, Ice Hockey, Ice skating, Alpine skiing, Snowboard, Nordic skiing, Skeleton, Tobogganing

# Hosting cities from 1896 to 2016



ATHENS 1896



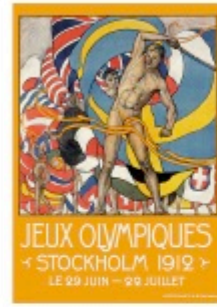
PARIS 1900



ST LOUIS 1904



LONDON 1908



STOCKHOLM 1912



ANTWERP 1920



CHAMONIX 1924



PARIS 1924



ST. MORITZ 1928



AMSTERDAM 1928



LAKE PLACID 1932



LOS ANGELES 1932



GARMISCH-PARTENKIRCHEN 1936



BERLIN 1936



ST. MORITZ 1948



LONDON 1948



OSLO 1952



HELSINKI 1952



CORTINA D'AMPEZZO 1956



MELBOURNE - STOCKHOLM 1956



SQUAW VALLEY 1960



ROME 1960

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INNSBRUCK 1964



TOKYO 1964



GRENOBLE 1968



MEXICO 1968



SAPPORO 1972



MUNICH 1972



INNSBRUCK 1976



MONTREAL 1976



LAKE PLACID 1980



MOSCOW 1980



SARAJEVO 1984



LOS ANGELES 1984



CALGARY 1988



SEOUL 1988



ALBERTVILLE 1992



BARCELONA 1992



LILLEHAMMER 1994



ATLANTA 1996



NAGANO 1998



SYDNEY 2000



SALT LAKE CITY 2002

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ATHENS 2004



TORINO 2006



BEIJING 2008



VANCOUVER 2010



LONDON 2012



SOCHI 2014



RIO 2016



RIO 2016

## Next Olympic Games:



PyEONGCHANG 2018



PYEONGCHANG 2018



TOKYO 2020



TOKYO 2020



BEIJING 2022



BEIJING 2022



PARIS 2024



PARIS 2024



LA 2028



LA 2028

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ATHENS 2004



ATHENS 2004

# Athens 2004

Athens was chosen in 1997 as the venue for the 2004 Olympics. While planning the event, it was often thought about moving the venue: complicating things further, the proximity to the Middle East, area of the post-attack clashes of September 11th.

It was a planetary event, with 4 billion viewers for opening and closing ceremonies, and a daily average of over 3 billion visitors. 54 countries have won at least one gold medal and 71 have celebrated at least one Olympic podium.

(source [Official Report Athens 2004](#))

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ATHENS 2004



ATHENS 2004

## Significant Urban Buildings:

- new international airport (cost 1 billion euro, using EU funds)
- extension of 7.7 km of the subway
- two new highways connected to the city
- cabling for telecommunications
- 37 new sports facilities (including OAKA and Faliro Sports Complex)
- Olympic Village
- Implementing existing infrastructures

## Attendance:

- athletes: over 11,000 athletes representing 202 nations
- hotel reservations: 320 000
- volunteers: 60 000 people
- arrivals: 11.7 million people in the whole 2004

Source: "The Olympic Games of Athens 2004, 10 years after their staging", [www.unil.ch](http://www.unil.ch)

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ATHENS 2004



ATHENS 2004

## Expenses:

- Total expenses: EUR 1 962 million
- Sponsor investment: EUR 498 million
- Security expenses: EUR 1 200 million

## Accommodation:

- beds in hotels: 15 180 beds
- beds in other facilities: 2 152 beds
- beds for journalists and media: 8 755 beds
- other types of accommodation: 4 500 cabins on cruise ships, 600 rented housesv

## Security measures:

- 70 000 security personnel
- 1 250 cameras set up at the venues, the village, the work centers
- access controls

Source: "The Olympic Games of Athens 2004, 10 years after their staging", [www.unil.ch](http://www.unil.ch)

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<b>OLYMPIC GAMES BUDGET REVIEWS</b>				
	<b>Bid File</b>	<b>May</b>	<b>December</b>	<b>December</b>
	<b>1997</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>
<b>REVENUES</b>	US\$ million	€ million	€ million	€ million
I. Revenues from Broadcasting	597,0	730,0	736,6	721,2
II. Sponsorships	396,0	434,0	488,0	498,0
1 International	111,0	234,0	248,0	248,0
2 National	285,0	200,0	240,0	250,0
III. Greek State Participation	235,0	235,0	235,0	235,0
IV Ticketing	200,0	190,0	183,0	183,0
V. Licensing	40,0	32,0	56,0	60,9
VI. Coins & Philately	37,0	25,0	17,1	17,1
VII. Donations	20,0	20,0	20,0	10,0
VIII. Other Revenues	82,0	50,0	226,9	237,4
1 Foreign Exchange			90,0	86,0
2 Assets Sales	20		16,0	48,4
3 Rate Card			20,0	17,0
4 Interest			10,0	15,5
5 Miscellaneous	62	50	90,9	70,5
<b>Total Revenues</b>	<b>\$1.607,0</b>	<b>€ 1.716,0</b>	<b>€ 1.962,6</b>	<b>€ 1.962,6</b>

<b>EXPENDITURES</b>	US\$ million	€ million	€ million	€ million
I. Programmes				
1 Technology		342,0	366,6	334,0
2 Olympic Overlay	141,9	218,6	223,3	179,5
3 Administrative & Financial Services	182,0	191,2	233,8	256,6
4 Events	425,0	86,0	78,3	57,1
5 Games Operations		72,2	52,6	54,6
6 Volunteers		17,4	54,0	33,8
7 Hospitality		14,3	7,4	11,2
8 Food Services	75,0	41,0	44,2	57,1
9 Transportation	50,0	49,0	127,7	101,6
10 Games Support Services	95,0	63,3	66,8	135,1
11 Ticketing	0,0	20,8	58,0	45,9
12 Games Broadcasting & Press Services	0,0	173,9	212,2	218,3
13 Ceremonies, Culture, TorchRelay	120,0	94,3	117,9	102,5
14 Games Promotion		48,6	50,7	120,3
15 Marketing	150,0	41,4	39,9	50,0
II. Participation in Paralympic Games Budget	50,0		50,0	30,0
III. Expenses for 1998-2000 period	0,0	0,0	45,0	45,0
IV. IOC, HOC Rights	0,0	38,4	44,2	54,2
V. Incidentals	281,5	154,0	90,0	75,7
<b>Total Expenses</b>	<b>\$1.570,4</b>	<b>€ 1.716,4</b>	<b>€ 1.962,6</b>	<b>€ 1.962,6</b>



ATHENS 2004



ATHENS 2004

## Ranking of Greek Tourism according to International Arrivals 2000-2013

Year	International arrivals * (mil.)	Ranking order - World Ranking	Ranking order - Europe Rank in
2000	12,4	12	8
2001	13,0	12	8
2002	12,6	15	10
2003	12,5	14	9
2004	11,7	18	12
2005	14,4	17	11
2006	15,2	17	11
2007	16,2	16	10
2008	15,9	16	10
2009	14,9	16	10
2010	15,0	17	10
2011	16,4	17	10
2012	15,5	17	10
2013	17,9	16	9

Source: SETE, based on data provided by the Hellenic Statistical Authority and the UNWTO (World Tourism Barometer, June 2014)

Source: "The Olympic Games of Athens 2004, 10 years after their staging", [www.unil.ch](http://www.unil.ch)

# The scenario after the Olympics



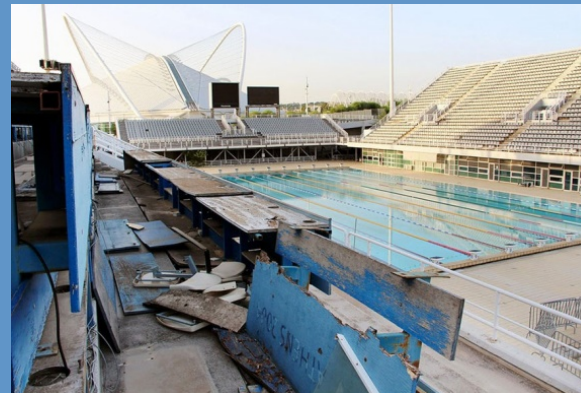
ATHENS 2004



ATHENS 2004

Most of the new structures built to accommodate the games, just after the Olympics, have seen degradation and abandonment. The soccer stadium is used by local teams but the indoor services are dirty and malfunctioning. Many residents believe that the costs of Olympic games, that are not clear, have also contributed to increase Greece's public debt.

(source [www.theguardian.com](http://www.theguardian.com))



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RIO 2016

# The city of Rio de Janeiro hosted the Games of the XXXI Olympiad in 2016

With 11 238 athletes from all over the world and a participation of more 45% of women athletes. During this Olympic games the first Refugee Olympic Team participated with 10 athletes and athletes from 206 NOCs took part.

The Games provided training and employment opportunities for local people also after the end of the event. (source [www.olympic.org/news/olympic-games-rio-2016-economic-legacy](http://www.olympic.org/news/olympic-games-rio-2016-economic-legacy))

DATE  
05 AUG - 21 AUG

COUNTRY  
BRAZIL

ATHLETES  
11238

COUNTRIES  
207

EVENTS  
306

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RIO 2016

## Presences

- athletes: 11 238 coming from 207 nations
- arrivals: 6,6 mln of foreign tourists (on the entire 2016 in Brazil). It represents a 4.8% increase on the 2015 year. In terms of revenue generated by tourism in 2016, the total was US\$ 6.2 billion, an increase of 6.2% on the previous year

(source: <https://www.olympic.org/news/olympic-games-rio-2016-economic-legacy>)

## Accommodation

70 new hotels and residences have been created

## Total expenses

- revenues from suppliers: € 105 528 246 (a generation of 390 million BRL in revenues for SMEs through 4 880 direct contracts)
- investimenti sponsor:
- spese sicurezza

## Environmental Legacy

Environmental sustainability is a key part of any olympic games project and rio 2016 was no exception. the organising committee worked at every level – local, national and international – to ensure that environmental sustainability standards were fully incorporated in the planning and delivery of the games and beyond.

(source <https://www.olympic.org/news/olympic-games-rio-2016-environmental-legacy>)

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## Education and staff

- New technologic equipment installed in community centres in Rio (and people received training on CISCO system use)
- At-risk women in poor communities in Rio were trained in design, quality control and basic managerial skills
- Young apprentices received training in sports and event management
- 16 000 staff to work in the new buildings and residences
- more than 50 000 volunteers (Over 240,000 people applied to become volunteers)
- NOTE: Applicants who were selected were offered a one-year online English course, as well as specific training for their roles
- Some 1,450 young professionals were offered training and skills in technology and subsequently jobs with Olympic Broadcasting services (OBS)

(source <https://www.olympic.org/news/olympic-games-rio-2016-social-legacy>)

## Urban development

- 4 new Bus Rapid Transit (BRT)
- 1 new metro line connecting Barra to Zona Sul
- 130 new trains and 6 renovated hubs
- Porto Maravilha area was regenerated using private investments

(source [www.olympic.org/news/olympic-games-rio-2016-urban-legacy](http://www.olympic.org/news/olympic-games-rio-2016-urban-legacy))

## Venues

- 2 arenas
- 1 Velodrome
- 1 tennis centre
- Olympic Village
- golf venue
- canoe slalom venue

(source [www.olympic.org/news/olympic-games-rio-2016-urban-legacy](http://www.olympic.org/news/olympic-games-rio-2016-urban-legacy)) © Fondazione Romualdo Del Bianco®

## The scenario after the Olympics

The Olympic Village has turned into a ghost town, and many of the venues have fallen into disrepair. At the Maracana Stadium, the power has been turned off because there is nobody to pay the energy bill. Water in one practice pool is orange. Turf has turned brown and, along with countless stadium seats, inexplicably removed from the field (source [www.businessinsider.com](http://www.businessinsider.com)). In a report, pointing out to ongoing police killings and homicides, [Amnesty International](http://www.amnesty.ch) said: "Unfortunately, the promised legacy of the Olympics of achieving a safe city for all people was not delivered, and instead a legacy of human rights violations endures (source [www.amnesty.ch](http://www.amnesty.ch)).



RIO 2016



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