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Title: Universality and Developing Countries: Present and Future

Summary:

Universality is not always achieved in the Olympic movement now days. Olympic Games are very expensive campaign. Not so many developing countries can afford such expensive event. The history of the modern Olympic Games shows that the right to host the Games was granted to the cities from high developed countries.

Financial stability of the IOC is depended from the Organizing Committees of Olympic Games revenue. It's a normal situation because IOC is spending huge amounts to spread and strengthen the ideas of Olympism around the world.

IOC receives revenue from 5 Olympic Games or, in the other words, by participating in the 5 Olympic business cycles simultaneously.

To increase the accessibility of the Olympic Games to developing countries are invited to hold them in developing countries at least 1 time in 10 years. Countries that have conducted previous Games can help developing countries to organize their own Games.

Text:

Universality means when something adjective existing everywhere or involving everyone [1].

Unfortunately, this property of universality is not always achieved in the Olympic movement now days. The Olympic Games are very expensive campaign. The value of their holding in recent years has grown significantly for the Olympics Games (540 million dollars - Munich 1972, 10 800 million dollars - Athens 2004, 42 000 million dollars - Beijing 2008), and for the Olympic Winter Games (1 200 million dollars - 1992 Albertville, 13 000 million dollars - Sochi 2014) [2]. Not so many developing countries can afford such expensive event. This is reflected on the results of the participation of the cities of developing countries in the fight for the right of the Olympic Games.

It is very interesting that in the history of the modern Olympic Games organizing (from 1896) the right to host the Games of Olympiad or Olympic Winter Games was granted to the cities from high developed countries, which form now the so-called Club «G8» [3]: USA (8 times hosted the Games, GDP per capita = 45800), France (5 times, GDP per capita = 41500), UK (3 times, GDP per capita = 42700), Germany (3 times, GDP per capita = 40400), Canada (3 times, GDP per capita = 43500), Italy (3 times, GDP per

capita = 35900), Japan (3 times, GDP per capita = 34300) [4].

This data shows that only rich and high developed countries can organize Olympic Games.

Thus, the principle of the Olympic Games universality is being questioned. Financial stability of the IOC is depended from the Organizing Committees of Olympic Games revenue. Therefore, the economic factor has played a serious role in the selection of the next Olympic capital. It's a normal situation.

It is important to emphasize that the IOC is spending huge amounts to spread and strengthen the ideas of Olympism around the world. But we should not forget that none of the IOC projects to improving Olympic Games universality in the world do not compare themselves with the Olympic Games organizing. It is very important for developing countries. Olympic Games can also give additional impulse to the growth of this developing country.

The statistics shows that during the election period Olympic Games capitals from 1994 to 2016 status «applicant city» were received by 87 towns (some of the cities more then one time). The ratio of cities from developing countries was equal approximately 1 / 4 - 23% (20 cities). Only 9 cities representing developing countries reached the final vote (with assignment of «candidate- city ») which equal approximately 10% of the total number of candidate-cities. Among them, for example, were Buenos Aires and Rio de Janeiro - cities of the countries (Argentina and Brazil respectively) with more than 200 million people population. These cities pretended to host the Games more then one time. Istanbul and Sofia can be also called here. But none of them became the capital of the Olympic Games [5]. Beijing (China, 2008) and Sochi (Russia, 2014) are the representatives of the countries that have reached some significant advances in the economy in recent years.

The geography of the countries applying for the Olympic Games in recent years has grown significantly: Azerbaijan, Thailand, South Africa, Malaysia (Games of Olympiad), Poland, Slovakia, Kazakhstan (Olympic Winter Games), etc.

Thus, universality of the Olympic Games can be achieved through periodic Games in developing countries. People in these countries will feel themselves as a part of the world of sports and embrace the ideals of Olympism and healthy lifestyle.

This happened in Russia. After Sochi was chosen as Olympic Winter Games capital in 2014 interest in Olympism and the Research of the Olympic movement has grown considerably.

At current moment the IOC is very stable and strong international organization. IOC receives revenue from 5 Olympic Games or, in the other words, by participating in the 5 Olympic business cycles simultaneously [6]. For example in 2006 net income of the IOC was 143.33 million dollars [7]. This scheme allows to get funds continuously.

To increase the accessibility of the Olympic Games to developing countries are invited to hold them in developing countries at least 1 time in 10 years, making a special competition only between the cities of these countries. To determine the type of country an independent source should be used. It can be the data of World Bank or International Monetary Fund. Countries that have conducted previous Games can help developing countries to organize their Games. The proportion and the terms of their financial

participation may be registered immediately upon signing the contract to hold their own Games.

Described proposal is not new. Nowadays, many developed countries writes off billions of dollars of debt owed by developing countries, or jointly provide financial assistance to them. Why not use a similar mechanism and in the Olympic movement, where the object of funding is clearly defined and humanity of the goal is absolutely understandable.

[1] Cambridge Dictionary.

[2] Including the infrastructure costs. For Sochi – planning costs. Source: Games are finished // Smart Money, 28.07.2008.

[3] Club «G8» - association of the most economically and politically developed countries, with wide influence. Club «G8» includes: USA, Canada, Britain, France, Germany, Italy, Russia and Japan.

[4] www.gamesbids.com and World Bank

[5] www.gamesbids.com

[6] For more details see: Nureev R., Markin E. Olympic Business Cycle. Economic Journal of Rostov State University – 2008 – part 6, 3 and IOC Interim Report 2005-2006, p. 72.

[7] IOC Interim Report 2005-2006, p. 59.