



Cambridge International AS & A Level

GLOBAL PERSPECTIVES & RESEARCH

9239/12

Paper 1 Written Exam

October/November 2023

INSERT

1 hour 30 minutes

INFORMATION

- This insert contains all the resources referred to in the questions.
- You may annotate this insert and use the blank spaces for planning. **Do not write your answers** on the insert.



This document has **4** pages. Any blank pages are indicated.

The following documents consider issues related to sport in an international context. Read them both in order to answer all the questions on the paper.

Document A: adapted from *The 2020 Summer Olympics in Tokyo and the Global Coronavirus Pandemic: It's Time to Bring Back the Olympic Games to a Permanent Home in Greece*, an article written by Christopher Alexander, published in the 'Jeffrey S. Moorad Sports Law Journal' in May 2020. Alexander is an editor at the 'Sports Law Journal' and a graduate of Villanova University (US).

Historically, the Olympic Games has not been profitable for host cities. Although some profits come directly from advertising revenue, the majority of the benefits, such as name recognition and tourism, are difficult to quantify.

Japan, for instance, originally bid for the Tokyo 2020 games. Tokyo Olympic organizers estimated a cost of roughly 12.6 billion USD. However, Japan's National Audit Board forecast the Tokyo 2020 games would cost nearly 28 billion USD. So far, Japan has only been able to get 5 billion USD from sponsorship – a tiny amount of money compared to the taxpayer money already spent. Now, the Olympic Games has been postponed due to the Coronavirus pandemic. This has been forecast to reduce Japan's Gross Domestic Product by up to 1.4%. All this once again demonstrates the high cost of hosting the largest sporting event in the world, once every four years, for one time use.

In addition to the financial burden of hosting the Olympics, the games also bring a tremendous environmental and human cost. For instance, the 2014 Winter Olympics in Sochi led to the deforestation of 6,000 acres and the 2008 Summer Olympics in Beijing led to the displacement of 1.5 to 2 million people. The environmental costs – such as climate change, deforestation, and water pollution – coupled with the human costs – such as economic stagnation, displacement, and misuse of taxes – are immense. Generally, the host cities are left with vast amounts of taxpayer debt and vacant infrastructure. For these reasons, many democratic nations no longer want to host the Olympics.

The overall cost of hosting the Olympics should be a wakeup call for the International Olympic Committee (IOC). The time is now for the IOC to consider a permanent location for the Summer, and even Winter, Olympic Games. This will minimize further costs associated with hosting the Olympics.

One possible solution may be found by returning to its ancient Greek origin. The original Olympic Games were held every four years in Olympia, Greece, from 776 B.C. to 393 A.D. to honour the Greek god Zeus. The Olympic Games included a series of athletic competitions with representatives from city-states across Ancient Greece, regardless of ongoing conflicts. The idea of a permanent Olympics is not a new idea. In 1980, Greece offered up a 1250 acre parcel of land in Olympia, where the Olympics could permanently operate as an independent city-state similar to that of the Vatican.

Unfortunately, it is unlikely change will come from within the IOC as they have nothing to lose from the current situation. Instead, change will have to come from within individual Olympic Committees in countries around the world. There are growing international calls for action on climate change and economic inequality. So, the IOC cannot continue to waste finite resources and leave cities in ruin.

The IOC needs to do more. A permanent location in Greece with airports, hotels, restaurants, and all the necessary sporting complexes would be a self-sufficient and sustainable solution. Bringing the modern Olympic Games back to its ancient roots would be a difficult but necessary decision. It would benefit the IOC, future host cities, and Earth in general.

Document B: adapted from *Why we should think beyond economics when voting on the Calgary Olympic bid*, an article written by Colleen Collins and Sarah Pittman, published online by 'Canadian Broadcasting Corporation News' in 2018. Collins is the vice-president of the policy think-tank Canada West Foundation and Pittman is a policy analyst there.

The people of Calgary, Alberta, will vote on Tuesday to decide whether Calgary should bid on the 2026 Olympic Winter Games. The public process of deciding has been a bit of a mess. So, many Calgarians are left wondering what to consider when they cast their ballot.

Amid all the noise, there's a perspective that deserves attention — one that hasn't been talked about much. A Calgary 2026 Games can give back to this stressed-out city some things that it desperately needs: hope, optimism, confidence. The Games may even be what we need to shake off the weariness of a prolonged economic downturn. And, hell, even have some fun.

But before hope, there must be good economics. For the Olympic and Paralympic Games to provide a boost for Calgary, first, the Games need to make good financial sense. Our just-released report looked at the dollars-and-cents case for a bid. This includes what it would cost to tidy up the 1988 Winter Olympic Oval, build affordable housing and accommodate tens of thousands of visitors from around the world.

We also looked at scarier stuff — like the potential for cost overruns — that puts chills down the spines of Calgarians concerned about the total price. We worked out that the finances of the proposed Calgary 2026 Winter Games bid are fine. To reach this conclusion, we looked at the social and economic impact of the Games.

The Olympic Games means a "month-long party", including opening and closing ceremonies, accommodation for athletes and spectators, travel, food, restaurants and entertainment. There's a sense that the Games are spending on "circuses, not bread", at a time when many Albertans are struggling with their own budgets and the province itself is in deficit. But almost the entire "circus" will be paid for by private sponsors and the International Olympic Committee. The money that comes from taxpayers would be spent on long-term investments that will stay in Calgary for decades after the Games wrap up. In other words, private money pays for the "circus" and public money pays for the "bread". The "bread", in this case, includes upgrading sports infrastructure and badly needed affordable housing. Also, two new facilities — an indoor sports complex and mid-sized arena — would be built.

In addition, there's value beyond the bricks and mortar. One of the challenging parts of studying an Olympic bid is considering all the things that come with the Games that can't be counted or measured. In other words, we're buying things that are nearly impossible to put financial value on, like personal and community benefits.

The Games are a chance to remember that there is far more that unites us than divides us. To remind ourselves how lucky we are to be Calgarians, Albertans, Canadians. To get a sense of what this means, think of your favourite moment from the Vancouver 2010 Games. Can you still remember how it made you feel? One of our favourite moments was when Alexandre Bilodeau won the first gold medal for Canada and celebrated alongside his brother. Just thinking about it gives us goosebumps.

Perhaps most importantly — and most difficult to measure — is a return of hope, optimism, and confidence to the city. To Calgarians who cast their ballot on Tuesday, we say this: Think about the economics, but also think about what can't be measured.

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