

## BOOK REVIEWS

***Sport: The Third Millenium/Le troisième millénaire. Proceedings of the International Symposium, Quebec City, Canada, May 21-25, 1990.*** Edited by Fernand Landry, Marc Landry, Magdeleine Yerlès. Sainte-Foy: Les Presses de l'université Laval, 1991. In English and French, with abstracts in both languages. 810 pp. ISBN 2-7637-7267-6. Price: \$75.00 Canadian, *circa* \$60.00 US. Reviewed by Bill Mallon.

This is an amazing effort on behalf of the editors. This large book systematically compiles the speeches which were given at the International Symposium *Sport . . . the Third Millenium* in Québec City, Québec, Canada during 21-25 May 1990. The speeches are given in their entirety in either French or English. However, in all cases, a detailed abstract of the speeches is given in both languages, making this book helpful to anyone understanding either language.

The list of contributors reads like a Who's Who of the history of sport and the Olympics and the philosophy of the Olympic Movement. Many of the speakers are currently ISOH members, among them John MacAloon, Fernand Landry, Dick Pound, Miguel de Moragas i Spa, David Young, Dietrich Quanz, Ian Jobling, Don Anthony, Bruce Kidd, Jim Riordan, Bob Barney, Joanna Davenport, and John Lucas.

The central theme of the symposium was to look at sport both retrospectively and prospectively, at the dawn of the third millenium. The book is divided into the following sections: Sport, Culture, and Society; The Olympic Games: Communications, Technologies, and Cultural Exchange; Cross-Influences in the Revival and Development of Olympic Sport; The Sport Culture and the Sportization of Culture: A Search for 21st Century Values and Norms; Sport and Esprit de Corps; Sport and Educational Values: New Stakes as the Year 2000 Draws Near; Sport and the State; The Economics of Sport; The Hosting of Major Games; Olympism, Women, and Sport; Play, Sport-for-All, Elite and Olympic Sport, and the Social Construction of Gender; Bio-Ethics, Social Ethics, and Sport Ethics; One Year After the Dubin Commission? Where Do We Stand?; Legitimacy and Legality of International Structures in Sport; Issues Related to Racial Segregation in International Sport; The Future of Sport; and Societal Megatrends.

Each of the sections contains three or four articles based on the speeches given at the symposium. It is difficult to criticize the choice of speakers. John Naisbitt spoke on societal megatrends; Sam Ramsamy and John Hoberman on apartheid and Olympism; Dick Pound on the hosting of major sports events; Anita DeFrantz on the advancement of women in the Olympic Movement; Yves-Pierre Boulongne on Pierre de Coubertin; Angela Schneider on doping and the Olympic Ideal; and David Young on the myths and mist surrounding the Olympic revival. This is an all-star cast of experts on the Olympic Movement and sports' role at the end of the 20th Century.

As with any multi-author book, the articles are somewhat uneven. The editors, however, have done a good job smoothing out these differences which arise from speakers of

various languages, the loss of meaning in translation, and simple differences of syntax which occur when multi-authors are used. I found the book very readable. It is long, almost encyclopaedic, and you should not expect to devour this at a single sitting. Rather, it is something to be savored bits at a time, allowing you to come back to it time and again, with each new trip sure to be a worthwhile and enjoyable learning experience.

*Economy of the 1992 Barcelona Olympic Games.* by Professor Ferrán Brunet. Barcelona: Centre d'Estudis Olímpics, 1993. English translation by Adapta Traductions, Geneva. In English, Spanish (?Catalan) version available. Available from IOC Olympic Study and Research Centre, Quai d'Ouchy No. 1, 1006 Lausanne, SWITZERLAND. Phone 41-21-621-6511; FAX 41-21-621-6718. ISBN 92-9105-002-4. 163 pages. Reviewed by Dr. C. Frank Zarnowski, Professor of Economics at Mt. St. Mary's College, Emmitsburg, Maryland, USA.

There is no doubt that the legacy of the 1992 Barcelona Olympics is a better quality of life for its residents, more employment opportunities and greater accrued capital. The question is, how much better?, how much more?, how much greater?

Olympic economic impact studies are not new. For those interested in both finance and Olympic history *Economy of the 1992 Barcelona Olympic Games* provides an arresting read. Yet Professor Brunet's seemingly loyal claim ". . . that the Barcelona Games would go down as the best in history." and that "the organization and running of the 1992 Olympics can be regarded as exceptional" is both shortsighted and unsubstantiated. And not what this report is about.

Let me say at the outset that there is much merit in Professor Brunet's work. I like impact studies and this one had plan, format, and style. But I am troubled by more than a few of its assumptions and details and, ultimately, some of its conclusions.

The report contains a plethora of interesting facts. For example: that 39,462 people were accredited, but only a quarter of them were athletes; that sponsors paid for 9,000 guests to attend the Games; that organizers hedged the exchange rate for many of its operations and ultimately made a profit of \$3 million (US); that I was but one of 951 television people accredited.

Professor Brunet's work is divided into three sections: organization, financing, and economic impact. Part One features a look at the urbanization of Barcelona, the city's economy and a model for Olympic Games organization. There is little to quibble about in this section although a case can be made that hosting the Olympic Games was not the most important thing that happened to Spain when the Games were awarded in 1986. That was also the year in which Spain was accepted into the European Community (EC), a much more important economic event and one whose effects get mixed with Professor Brunet's Olympic impact studies.

Brunet readily admits that Barcelona's aim in hosting the Games was to promote major urban renewal, whose spillover benefits would be an improvement in the attractiveness and quality of life in the Catalan city. He takes care to explain that the management of these Games was entrusted to both the public and private sectors, a model which worked well. Orchestration was handled by the Barcelona Olympic Organizing Committee (COOB '92), set up in March 1987 with but 58 employees. Section One even provided a detailed list of firms responsible for Olympic construction.

Section Two provides a historical perspective to recent Summer Olympic financing, including tables which compare/contrast funding for the 1964 (Tokyo), 1976 (Montréal), 1984

(Los Angeles), and 1988 (Seoul) Olympic Games. The reader is impressed by the enormous increase in funding for Barcelona which Brunet unfortunately explains is due to greater interest shown in the Olympics, commercial negotiating strategy of COOB '92 and, among other things, the design of the mascot (Cobi)! What is overlooked in this historical comparison is that Professor Brunet's figures are in *current* instead of constant dollars, so (for historical purposes) the numbers are grossly inflated. Many of the form problems of this report can be forgiven, but not this one. There is no attempt to make accurate historical comparison. And even if Professor Brunet's numbers were reliable, comparison from Games to Games may still not be legitimate since each host city starts with a different base of facilities and infrastructure. In 1984, the existing Los Angeles area facilities were utilized so there was little need for construction. That is the major reason why Los Angeles financing was historically low, not the lack of interest in the Games, lack of negotiating ability of the LAOOC, or the design of the mascot, Sam the Eagle.

Make no mistake, the report is highly detailed and contains a wealth of financial information. But in estimating the value of investments promoted and started between 1986 and 1993 Professor Brunet gets carried away listing virtually every construction project in Barcelona as Olympic in origin. Of course, the costs of the Olympic Village and sporting infrastructure (Montjuic, Vall d'Hebron, Diagonal) are directly attributed to hosting the Games. Much of the listed cost is. But it is a hard sell that *all* of the ring roads, *all* of the highway construction, *all* the parking areas, *all* of the upgrading of hotel facilities, *all* of the telecommunication services, *all* of the improvement of the airport, *et. al.*, can be directly attributed to the Games. Some of it would have likely occurred without the Olympic Games being in Barcelona.

Further, readers will be skeptical of attributing improvements to the National Archives of Catalonia, to the Museum of Contemporary Art, and to the Library of Catalonia (most Olympic visitors are not there to read) as *Olympic* investments. To some degree the investment numbers are overstated.

The strength of the report is in its ability to distinguish between expenditures on organization and expenditure on works (investments in construction, facilities, roads, etc.). Brunet correctly illustrates that the 1964 Tokyo Games still leads Olympic hosts in indirect investments. (See my study "A Look at Olympic Costs," *Citius, Altius, Fortius*, 1(1): 16-32, 1992.)

The most important section, Part III, deals with the economic impact of the Barcelona Games. It contains a fine bibliography of impact studies of previous Games. Professor Brunet attempts to measure only the economic impact although we all agree that an intangible international effect (residents feel proud of their city and post-Games polls bear this out) is also important. He details the near unanimous acceptance of the Games by Barcelona residents.

Urban projects are listed and even traffic density patterns depicted. It is obvious that Barcelona was a changed city after 1992. Brunet makes a serious pitch for a major employment impact and is almost convincing. Barcelona's unemployment rate was 17.7% at the end of 1986 and 9.7% by the end of 1992. He claims that 20,000 permanent jobs are of Olympic pedigree and that 88.7% of the decline in unemployment in Barcelona (from 1986-1992) can be attributed to the Olympics. Labor economists would take him to task for attributing *all* employment improvement in the civil works sector to the Olympics where he claims on average (for 1987 to 1992), 35,309 additional jobs were created. Adding another 24,019 workers in induced areas, he tallies an average yearly job creation number of 59,328. His claim that Barcelona unemployment will remain low is wishful, in light of Spain's current 25% unemployment rate. He gives no credit to improving economic conditions (up to 1990) and EC membership for employment boosts. To say the least, these employment impact numbers seem unrealistic.

Brunet rightly concludes that the number of visitors and the effects of tourism played only a small part of the Barcelona story. Thank goodness, since his figures on the impact of tourism are suspect. I am at a loss to explain why he has assumed that the average Barcelona visitor stayed 2.5 days (I don't know anyone who goes to the Olympics and stays just 2.5 days) and that, on average, visitors spent \$400 (US) per day. I know ticket prices were steep for some venues but how many venues can one visit each day?

Brunet rightly depicts a time line for economic impact. But, with no explanation about the size of the multiplier, the report concludes that the global impact of the Barcelona Games was 3,107,778 million Pta (\$26 billion [US]) claiming that 62.5% was "accumulated induced impact." \$26 billion (US) is greater than the Gross Domestic Product of many small countries. His impact is on the high side.

Accountants may have more to say about his definition of the term "costs." Claiming that the "cost" of the Olympic Games was only 162,880 Pta (\$1.3 billion [US]) because all the other expenditures resulted in capital improvements (facilities, roads, et. al.) is misleading. One could not host the Games without the Stadiums, the Olympic Village, and so on. So that spending must be considered a "cost."

There are a number of minor problems on this otherwise excellent report. Often values are expressed in dollars while, in other cases, in pesetas (Pta). In many cases, both values are given. In many cases they are not. It is annoying and distracting for the reader to make the monetary conversions. And there is also the problem of selecting a proper exchange rate when making the conversions. It appears that Brunet uses the exchange rate of 1993 (\$ vs. Pta), although they were much different in earlier years. Thus, there is a lack of reliability in much of the data expressed in dollars.

In conclusion, the report will be a valuable addition to the Olympic financial collection. But allow me to offer a reminder for those doing economic impact studies. Use conservative multipliers, use the then current exchange rates, and count only that spending which would not have occurred without the event.

*Eventyrey Lillehammer 1994 - A Fairy-Tale of Images.* Compiled by Henry Notaker and Bjørn Th. Johansen. Published by Grøndahl Dreyer, Postboks 1153 Sentrum, N-0107 Oslo, NORWAY. 159 pages. In Norwegian and English. ISBN 82-504-2145-0. Price - 238 Norwegian Crowns. Reviewed by Tony Bijkerk.

Actually this is a "photographic" remembrance of the Lillehammer Olympic Winter Games, which happened only half a year ago. But this fantastic book is certainly more than just that. Let me explain.

Mr. Johansen is in charge of the press photography department of the national Norwegian Press Bureau NTB and he represents the internationally renowned photographers of AllSports in Norway. He was responsible for making the particular and spectacular selection of pictures for this book and they are fabulous, I can assure you.

Henry Notaker is a well-known television personality and author in Norway. His books on culinary traditions, both international and Norwegian, are bestsellers. He has authored the captions in this book alongside the pictures - making comments that are both poignant and amusing, placing the images of sport in a new and often unexpected perspective.

When you look through this book, you remember the fine weather, you feel the intense cold, and you again experience the friendly atmosphere that the Norwegian people, as a whole, spread around. Mr. Notaker used captions with humor, like: "Rust on Gold" - when showing a picture of Torvill and Dean; chauvinistic, as in: "For There is Fire in the Viking Heart" -

when showing a picture of a local character and a young boy with a Norwegian flag; and even a biblical one, like: "Rejoice With Them That Do Rejoice, and Weep With Them That Weep" - from Romans 12:15. And how about the caption "Alone But a Lion" when showing Vladimir Smirnov, who happens to be very popular in both Norway and Sweden. This book is a very fine memorial of the Lillehammer Olympic Winter Games.

***Five Rings Over Korea. The Secret Negotiations Behind the 1988 Olympic Games in Seoul.***  
by Richard W. Pound. Boston: Little, Brown & Company, 1994. In English. 446 pp.  
ISBN 0-316-71507-7. Price: \$27.95 (US), \$36.95 (Canadian). Reviewed by Ian Buchanan.

Following the boycotts of 1980 and 1984, a major defection at a third consecutive Games at Seoul in 1988 would have inflicted such serious damage that the very survival of the Olympic Movement, as we know it today, might well have been in jeopardy. In this fascinating and exhaustively detailed book, Dick Pound, a leading member of the IOC (and an ISOH member) chronicles the extraordinary efforts made by the IOC to bring together North and South Korea. The main objective of the IOC was not necessarily to bring North Korea into the Olympic fold but to ensure that should the North decide not to participate in the Seoul Games that they did not succeed in influencing countries of similar political persuasion to do likewise. To achieve this aim, the consummate diplomatic skills of President Juan Antonio Samaranch were tested to the full but the final roll of attendant nations at the 1988 Games was proof of his success. As a senior member of the IOC negotiating team, Dick Pound was well placed to tell the whole intriguing story and while the main narrative of the book provides an enjoyable read, the copious footnotes are a delight in themselves. From the dispute between the Greeks and the Turks in 1896 there has been a political backcloth of some kind at many of the subsequent Olympic celebrations but none have been as complex - or as crucial - as the events preceding the Seoul Games. I can thoroughly recommend this book to those who wish to know the full story.