

Organizational Model and Event Operation of the Modern Olympic Games

-A Case Study of the 2024 Paris Olympic Games

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Abstract: This study is mainly about the organization of the modern Olympic games and the way they operate these games. In the beginning, the passage will introduce the Olympic games, like the original of the games and the whole situation about the Olympic games. Then, the passage will introduce the Paris Olympic Games. The passage will go through the Paris Olympic Games to analyze the organizational model and event operation of the modern Olympic Games. Firstly, the passage will analyze the new sports which are the first time appearing in Paris and the planning of each competition. Next, the passage will talk about the venue in Paris. In the next paragraph, the passage compares Paris and London Olympics. It will use some specific data to show the advantages of the Paris Olympics, which are better than the London Olympics and show the progress of the Paris Olympic Games. The passage will compare these two Olympic games in some ways, like cost, venue, arrangement of the competitions, containment, the new technology used in the Olympics. Moreover, it will talk about the improvement of the Paris Olympic Games, even the modern Olympics, which will hold in the future. Finally, the conclusion will show the advantages of the operation and organization model of the Paris Olympic Games. The data on the Olympics may have limitations, so it will also show the progress and the improvement of the Olympic games through the comparison between the two Olympic games.

Keywords: Olympic games, organization model, operation progress

1. Introduction

The Olympics is the biggest sports event in the world. People from all around the world will take part in this competition. The Olympic games have such a long history. The ancient Olympic Games started in 776 BC, when Koroibos, a chef from neighboring Elis, won the stadion race, a 600-foot-long footrace. According to certain literary traditions, for the first 13 Olympic festivals, or until 724 BC, this was the only athletic event of the games. The Games were held in Olympia every four years, beginning in 776 BC and lasting over 12 centuries. Even though the ancient Games were held in Olympia, Greece, from 776 BC to 393 AD, it took 1503 years for the Olympics to return. In 1896, the first modern Olympics were staged in Athens, Greece. [1] A Frenchman named Baron Pierre de Coubertin founded the modern Olympic games. At the beginning of 1894, he formed the International

Olympic Committee (IOC) to help construct a peaceful and better world by educating young people through athletics. He committed his life to education, history, and sociology. The first modern Olympic Games were held in Athens in 1896 [2]. Although the Romans betrayed the game consciousness of the ancient Greek sports culture, they inherited the martial spirit of the Greeks, overthrew the Roman Empire, and accepted the influence of Christianity, but they did not have the fierce nature of the wind. Engels also praised this kind of sportsmanship. This sportsmanship is a necessary condition for the modernization of the West [3]. The incipient purpose of the Olympic game was to celebrate a festival that combined art and sport and to worship gods. However, nowadays, the purpose of the Olympic games turns to cultivate human beings from all around the world. Besides, through sports, the Olympic games deliver peace and love to the world [4]. During the Olympic games is going on, wars from the whole world always stop. Nowadays, more and more countries would like to take part in the Olympic games. Winning the gold medal for the countries is also a big honor to both the athletes and the citizens who come from this country. Besides, the Olympics always has a host city, and many countries always compete for this because the Olympics can increase the host country's global trade and stature [5]. It will let the development of the economy in this country increase and be more positive. The closest Olympics to us is the Paris Summer Olympic Games. The Paris Olympics will take place from July 26 to August 11, 2024, with Paris as the significant host city and 16 cities scattered around metropolitan France as subsites, including one in Tahiti—an island inside the French overseas nation and overseas collectivity of French Polynesia. This is the second time France has hosted the Summer Olympics after a gap of 100 years, and the location is the same as 100 years ago and will become the second city to host the Summer Olympics three times after London 2012. More than 200 countries will participate in this Olympics. The whole organization of this big sports event is very difficult, so Paris tries so hard to make an excellent Summer Olympic Games. As people's horizons get higher and higher, the demand for the Olympic Games will also get higher and higher. Therefore, the Paris Olympic Games will be a good example to analyze the organizational model and event operation of the modern Olympic Games. This study aims to find the advantage of this kind of organizational model and find the progress of the modern Olympic Games.

This passage will introduce the planning of the competitions in the Paris Olympics at the beginning and includes some new sports which are first time appearing in the Olympics. Then, the passage will talk about some famous venues in the Paris Olympics. The venue is one of the most critical things in the Olympics because all athletes play sports inside, and lots of audiences watch the competitions in the venues as well. Therefore, a good venue enables the athletes and audiences to feel pensionable and comfortable. What is more, the passage will put London Olympics and Paris Olympics together and find the advantage of the Paris Olympics. This can prove that the Olympics is always in progress. However, there are still some improvements to the Paris Olympic Games from the analysis. Moreover, this study aims to show the operation model of the biggest sports events in the world and what other sports events can learn from the Olympic Games.

2. Organization and Operation Strategy of Paris Olympic Games

2.1. Setup and Arrangement of New Events for Paris Olympic Games

At the Paris Olympics, the opening will be on the Seine River, and women will close the Olympics to achieve a 50/50 gender ratio. Therefore, gender equality will represent in such a big sports event, and this will show the fair in the Olympics as well. More and more people would like to watch the Olympics, which is equal for every athlete, whether men or women, healthy or disabled people. Besides, putting the opening near the Seine River is new and special, and this can also attract many people to watch the Olympics. Because people not only can enjoy the big opening but also can enjoy the scenery near this famous river, this is a nice operation model to attract more audiences. At Paris

2024, four new, trendy and dynamic sports will be introduced to the world's highest level for the first time, which are skateboarding, climbing, surfing, and breakdancing. The ultimate purpose of setting up these new kinds of sports is to make some positive developments in the Olympics. The clearest thing is that these new sports can attract people who are majoring in these areas, so this is also a way to attract more audiences. Next, some experts can analyze these sports one by one. The first one is called skateboarding. Both the men's and women's events will take place. Additionally, competitions will be organized in the park and on the streets. Therefore, this sport looks closer to the audience because people can watch it just in the street and in a park, and ensure the Olympics walk closer to the common people. The second one is climbing. Three categories of sport climbing are used in the Olympics: speed, bouldering, and lead. The essential abilities that athletes must master to succeed in this sport include tactics, insight, agility, strength, and endurance. The disciplines are as same as the slogan in Paris Olympics. Therefore, adding this sport can represent the spirit in Paris more intensively. The other two are surfing and breakdancing. Surfing, the most special thing is the venue. The location is on the other side of the planet. Olympic surfing will take place in Teahupoo, which is on the island of Tahiti. French Polynesia includes this island, which is situated between Australia.

What is more, South Breakdancing is a kind of cool dancing style, which is a new sport in the Paris Olympics. Only four athletes from each continent will participate in this competition. Menno van Gorp, who hails from the Netherlands, is a contender. Three times, he has won the BC One World Final. He is renowned for his numerous signatures moves and original moves. The point system is presently the largest obstacle for Olympic breakdancing. How can a grading system be implemented without restricting the artistic freedom that makes this field unique? The criteria for scoring should center on musicality and inventiveness, two ambiguous concepts that are highly influenced by subjectivity. [6] Therefore, people always have many questions about these niche sports. They would like to know about the sports and watch the competitions of these sports. Besides, the venue that will hold on to the new sports are also special and attract many audiences. What is more, these four new sports need many skills to play, and they also show some positive spirits, like never giving up and keeping going on when facing trouble. These as the same as what the modern Olympic games want to tell us. They are the Olympics spirit.

2.2. Multi-sectoral Collaboration of Paris Olympics

Next, the Paris Olympics is organized by many functional departments of government. According to the Host City Contract signed by the IOC (International Olympic Committee), CNOSF (French National Olympic and Sports Committee), and Paris City Council, the Paris 2024 Organizing Committee for the Olympic and Paralympic Games is in charge of organizing, financing, and delivering the Olympic and Paralympic Games in Paris in 2024. Nowadays, Paris employs more than 800 people from 10 diverse countries. Besides, the public sector is called SOLIDEO, mainly responsible for financing, establishing, and protecting public facilities. And after the Paris Olympics, these facilities will all be used as public amenities, housing units, and offices. (Paris 2024) In addition to SOLIDEO, there is a private sector known as IOC (International Olympic Committee). More than 95% of the budget is provided by IOC (International Olympic Committee). The cost of renting space, establishing and operating facilities, planning competitions, coordinating delegation receptions, housing and transportation of athletes, securing competition sites, and holding opening and closing ceremonies are all included in the budget. Meanwhile, the funds will be used to organize the Olympic games, as well as for TV rights, top and joint ventures, ticketing, hospitality, licensing, and other forms of revenue. Up to 4.4 billion euros were spent on the Paris Olympics overall. Numerous other supporters of Paris are all working to create a fantastic Olympic design [7]. To be more specific, Paris has already made some schedules as well. For example, Paris has already divided the football groups; they have decided which stadium each group will play in and when the games will be played. They

will arrange the arena according to the popularity of the game. Matches like the one hosted by France will be more popular, and the stadiums will have more capacity. At the same time, Paris also listed the location and detailed transportation methods to the audience so that the audience could be more convenient.

2.3. The Venue Setting Strategy of Paris Olympics

Additionally, the venue of the Olympics is one of the most important things because it will see every athlete show their best face and try their best to win a gold medal for their country. The upcoming Games of Paris 2024, located in France's City of Light, will add to this wonderful legacy of iconic Olympic venues through the use of historic and jaw-dropping venues of their own. Next are some famous stadiums that Paris selected to hold the Olympic games. The first one is called the Stade Yves-du-Manoir, which is a unique venue for Paris 2024, as it is the only one that will host Olympic events for the second time in its history. This stadium also held the World Cup before, so it has the best facility for both the athletes and the audience. It will hold the hockey competition at Paris Olympics. The second stadium's name is the Stade de France, which is arguably France's best-known stadium, renowned for hosting multiple games of the 1998 men's FIFA World Cup, for which it was initially built. It also held many finals of soccer games, and in Paris 2024 Olympics, it will be home to the French national rugby and football teams – which will stage the athletics and rugby sevens competitions. The third stadium is called Roland-Garros Stadium. In the 95 years that Roland-Garros Stadium has hosted the French Open, some of the greatest tennis moments have taken place there (such as the epic match between Chris Evert and Martina Navratilova in the 1985 final or a 19-year-old Rafael Nadal winning the tournament on his first try). Many famous tennis athletes also played on this court. Therefore, it will hold the tennis event in 2024 Paris. As one of the most successful soccer nations in the world, Paris has many great soccer stadiums. For example, the 1998 Football World Cup and the Euro 2016 Football Championship were both held at Parc des Princes, which has hosted countless matches for the French national football and rugby teams, so this stadium has already seen many champions, and the audience will be crazy in this stadium, in a champion feeling. The next one is called the Grand Palais, which locates in the center of Paris. The Palais is recognized as a historic monument by the French Ministry of Culture and is known for its spectacular nave and glass dome around the world. The riders will ride horses around this place. It is comfortable to watch this kind of elegant competition in this beautiful place. Another stadium is the place nestled between the school Militaire to the southeast and the Eiffel Tower to the northwest; the Champ de Mars is one of the most recognizable public green spaces in the world. The French military previously used the lawns as training and parade grounds, but in 2024 the venue will host several Olympic Games events. Besides, while the beach volleyball athletes will undoubtedly have the best view of any Games athletes for their matches because they will be competing in the open air right next to Paris' Iron Lady: the Eiffel Tower, the judo and wrestling competitions will take place in the Champ de Mars Arena, a temporary structure measuring 10,000 square meters that is located across from the École Militaire. The next one is the Versailles. King Louis XIV's court was located at the Palace of Versailles, and it would later become the center of French royalty until the French Revolution. The dressage, venting cross country, and jumping disciplines will be held in a temporary outdoor arena that will be constructed on the Etoile Royale esplanade to the west of the Grand Canal, in the center of the Palace Gardens [8]. Therefore, the environment around this court is so beautiful and easily attracts many people to watch the competition. These are some of the famous and memorable stadiums that will appear in the 2024 Paris Olympics. What is more, if people look at the map, some people can find that these stadiums are like a circle, surrounding the famous buildings in Paris, like the Eiffel Tower. Therefore, this is also convenient for people to visit Paris.

3. A Comparative Study of Paris Olympics and London Olympics

Comparative research methods can more clearly and intuitively explain the competitive advantage between things. Therefore, a horizontal comparison between the London Olympic Games and the Paris Olympic Games can show the difference between the two. London Olympics is also a successful Olympics in history, so comparing these two Olympic games is well. The London 2012 Olympic Games were a sporting event that took place from July 27 to August 12, 2012. The 27th Olympic Games of the modern era were held in London. After hosting the Olympic Games in 1908 and 1948, London became the first city to grasp the modern Games three times in 2012. The purpose of the London Olympics is to raise public involvement in a variety of sports, transforming east London's urban landscape, where the Games were based in major part, and enhancing sustainability and economic potential in the city and abroad. Therefore, this purpose is similar to the purpose of the Paris Olympics. They all want every kind of sport can be more popular and make a positive development of the country's economy. However, they also have many differences. Firstly, the budget (financial) of these two Olympic games has a difference. For the London 2012 Games, we find that: with sports-related real costs currently estimated at USD14.8 billion, London is on track to become the most costly Olympics ever. Next, with a projected cost overrun of 101 per cent in real terms, overrun for London is below the historical average for the Games, but not significantly so. The London cost overrun is, however, significantly higher than overruns for recent Games since 1999. London therefore is reversing a positive trend of falling cost overruns for the Games [9]. In the Paris Olympics, the cost will be up to 11 billion Euros. However, these two Olympics have been apart for 12 years, and the charge is very similar. Maybe some people think more money used in the Olympics to represent this Olympics must be excellent. However, justifying whether it is a good Olympics is not only about the money but also about the whole organization of the Olympics. It means whether the money is used in the right place. If we overlook the London Olympics, we can find that they did not use the money perfectly, and its cost outdistance other Olympic games. For example, except for the opening, London Olympics also used the money to hold on activities that showed Britain's culture and welcomed the audiences to come to Britain. But in Paris, they put the opening nearby the famous river in France, so the audience also can enjoy the beautiful scenery at the same time. Compared with London, this must be a better method. Next, London Olympics mainly earned money from visitors. A report titled "Olympic Toxicity" pointed out that as the host city of the 2012 Olympic Games, London will have a large number of domestic and foreign visitors to the city to watch the games. The sudden influx of large numbers of visitors can cause host cities to become overcrowded and prices to rise higher than normal during the even [10]. Therefore, we can find that though London made much money from visitors, they increase the price of commodities also let many people annoyed. However, in the Paris Olympics, they do something new to increase the economy. Employment is a priority area for Paris 2024. Early planning before the election of Paris 2024 as an Olympic host showed that the Games would generate activity for 150,000 jobs in a wide range of areas, including event organization, tourism, catering, and construction [11]. This method is better. More people have a chance to get a job and also increase the economy of the whole country.

4. Weaknesses in the Operation of the Paris Olympics

At the same time, Paris Olympics also has some disadvantages. To be more specific, the environmental problem in the Olympics did not solve yet. Coal has massive CO₂ emissions, as well as harmful mercury, sulfur, and nitrogen emissions. Paris also has their method to try. They want to use 100% renewable energy during the duration of the games, the adoption of low carbon menus and prioritize dishes without meat, biodiversity and water management, and the promotion of public transport. This is only an idea; just know, no one knows whether they can be put into effect [12].

Additionally, Paris can study London's method to keep sustainable development. The London Olympic Games used the most advanced energy system at the time to provide an efficient low-carbon heating and cooling system for the Olympic venues, which provided sustainable energy for the entire site and fundamentally reduced the carbon emissions of the Olympic venues. At the same time, during the Olympic Games, London made extensive use of low or even zero emission vehicles to reduce carbon dioxide emissions. In addition, the Olympic Park has been included from the beginning as a blueprint for sustainable living after the Games [13]. Therefore, Paris needs to do more experiments and gain more valuable experience from others, and find the best way to protect the environment.

5. Conclusion

To sum up, compared with the previous Olympic Games, the overall organizational model of the Paris Olympic Games has made significant progress, such as in terms of sponsors and funds. The operation model of the Olympic Games is also becoming more and more mature. They have more and more ways to attract the audience, such as adding some niche events, which can arouse the curiosity of the audience. Similarly, these new sports contain the Olympic spirit of hard work, but also let the audience have more resonance and more passion to enjoy the Olympic Games. Similarly, there are still some bad aspects of the Paris Olympics, such as environmental problems. Furthermore, this research only compared two Olympic games, so the sample may have some limitations. Besides, the Paris Olympics have not yet taken place, so this research may estimate the operation model of the Paris Olympics too positive. Therefore, the research can still find more disadvantages of the Paris Olympics, like how to limit the audience in a venue to watch the competitions. But in general, the organization and operation of the Olympic Games have been getting better and better, and the many sports events in the world also can be great.

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