The Influence of Adapted Sport and Non-Sport Infrastructure 2008 Legacies on Beijing Residents Support for the 2022 Beijing Winter Games

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Various studies (Kaplanidou, 2012; Preuss, 2015; Preuss, 2019) focused on the definition and classification of event legacy and the impact on residents. There are still gaps in how certain legacies created from hosting previous mega-events influence residents’ quality of life. The infrastructure (sport and non-sport) resulting from hosting multiple mega-events can provide the foundation for other interconnected legacy outcomes, and its impact on residents’ quality of life has to be examined more carefully in the literature. Important variables to consider and control in this relationship are: a) the past participation experiences with the Olympic sports infrastructure (Kaplanidou, 2012) and non-sport infrastructure (Yu, 2012); and b) the influence of perceived media coverage of sport and non-sport infrastructure adaptations on resident support to host a second Olympics in the same host city (Jago et al., 2010; Park, Yoon, Chung, and Park, 2019; Karadakis & Kaplanidou, 2012; Ma & Kaplanidou, 2017).

Study Purpose

The 2008 Beijing Olympic Games was the first event hosted in China, which has a tremendously positive influence on China in all aspects and has left lots of sport, and the non-sport infrastructure legacy (Yu, 2012). In 2015, Beijing won the bid to host the 2022 Winter Olympics and started the preparation work. This research aims to find the correlation between the Beijing 2008 Olympics and the 2022 Winter Olympics to discover whether the experience of hosting the 2008 Olympic Games influences the residents' perceptions and their support of the future event. The legacy of the previous mega-events may increase the expectation of future Games. The residents are more likely to attend the game, watch the live matches, and follow with the media coverage. Also, it may encourage the resident to work as a volunteer in the game.

Research Questions

The main research questions are: 1. How do the adapted sport and non-sport infrastructure legacy of the Beijing 2008 Olympics impact the residents’ quality of life and residents' support for the 2022 Winter Olympics?

2. How does the past experience with the 2008 Games and perceived media coverage of the sport and non-sport infrastructure legacy influence the resident support towards the 2022 Winter Olympics?

Method

This study will conduct qualitative and quantitative research. To examine the media climate-related to infrastructure coverage from 2008-2021, the information will be collected from newspapers, social media, and government documents. The questionnaire survey will be online, targeting respondents by using the WeChat app, a widely used social media platform in China. Items related to infrastructure legacy perceptions, past experience, residents' media coverage perceptions, quality of life, and event support will be part of the questionnaire. The target convenience sample will be 600 people who belong to Beijing resident group chats and who will be offered a QR survey code on the WeChat platform.

Data will be analyzed during Spring 2021. The results will be presented during the 2021 NASSM conference.