

Mega Sporting Events and Legacy Dev Spor Etkinlikleri ve Spor Mirası

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Abstract: The hosting of mega sporting events, such as the Olympic and Paralympic Games, presents cities with the challenge of ensuring lasting economic and social legacies for their countries, cities, and citizens. Using the London 2012 Olympic Games as a benchmark, this study delves into the concept of sports legacy, aiming to maximize social benefit in cities planning to bid for or host such events. Through an examination of tangible and intangible legacies, drawing upon empirical and theoretical resources, the research highlights the importance of legacy planning for sustainable outcomes. Document analysis serves as the primary research method, revealing insights from different sources in domestic and foreign literature. Findings underscore the multifaceted nature of sports legacy, encompassing both positive and negative dimensions, with the London 2012 Olympic and Paralympic Games offering valuable lessons for future bidding cities. Despite challenges in measuring legacy, the study emphasizes the significance of long-term planning, sustainability, and adaptability in maximizing the benefits of mega sporting events. Ultimately, the research provides valuable insights for countries and cities aspiring to host mega sporting events, advocating for clear legacy policies and ongoing improvement beyond the event itself.

Keywords: Legacy, sport, olympics.

Özet: Olimpiyat ve Paralimpik Oyunları gibi dev spor etkinliklerine ev sahipliği yapmak, ülkeler, şehirler ve toplum için kalıcı ekonomik ve sosyal miras sağlama zorunluluğunu beraberinde getirmektedir. Bu çalışma Londra 2012 Olimpiyat ve Paralimpik Oyunlarını örneklem olarak, dev spor etkinliklerine ev sahipliği yapmayı planlayan veya yapacak olan şehirlerde sosyal fayda maksimizasyonunu hedefleyen spor mirası kavramını derinlemesine incelemektedir. Somut ve soyut miraslar üzerine yapılan bu inceleme, uygulamalı ve teorik kaynaklardan elde edilen bilgileri temel alarak, sürdürülebilir sonuçlar için spor mirasını planlamanın önemini vurgulamaktadır. Ana araştırma yöntemi olarak doküman analizi kullanılmış olup, yerli ve yabancı literatürdeki farklı kaynaktan elde edilen bulguları incelemektedir. Bulgular, spor mirasının çok yönlü doğasını vurgulayarak hem olumlu hem de olumsuz boyutları ortaya koymaktadır. Londra 2012 Olimpiyat ve Paralimpik Oyunları gelecek aday şehirler için değerli dersler sunmasıyla birlikte, mirasın ölçülmesindeki zorluklara rağmen, uzun vadeli planlamanın, sürdürülebilirliğin ve uyarlanabilirliğin, dev spor etkinliklerinin spor mirasını en üst düzeye çıkarmada önemli olduğunu vurgulamaktadır. Sonuç olarak, araştırma, dev spor etkinliklerine ev sahipliği yapmayı hedefleyen ülkeler ve şehirler için değerli içgörüler sunarak, organizasyonun ötesinde net miras politikaları ve sürekli iyileştirmenin önemini savunmaktadır.

Anahtar Kelimeler: Miras, spor, olimpiyat.

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INTRODUCTION

To organize or to bid on mega sporting events requires a more substantial economic infrastructure with each passing year. How can it be determined that a city hosting the Olympic and Paralympic Games has left a concrete and lasting legacy to its country and people? To understand that, this study took London 2012 Olympic Games as a benchmark.

This study aims to generate maximum social benefit in cities planning to bid for or hosting mega sporting events within the framework of the concept of sports legacy, which aims to make mega sporting events sustainable. In line with this objective, various mega sporting events, particularly the London 2012 Olympics and Paralympic Games, are taken as examples and the tangible and intangible legacies are explained with the help of resources.

The results of this study are important for countries that are considering, are bidding for, or have hosted the Olympic and Paralympic Games. In this regard, it is aimed that the national Olympic committees, sports administrators, and politicians of these countries can benefit from this study when shaping their legacy policies.

For individuals who place significant importance on sports in their lives, they can be considered a legacy. Inspiration derived from affected and admired sports, athletes, teams, and sporting events nourishes a person's passion for sports. This nurtured passion, reaching a certain level of fulfilment, becomes a benevolent virus that the person wants to spread to

their surroundings. As an element of legacy, individuals involuntarily undertake the mission of spreading the legacy.

According to the Oxford Dictionary, the definition of the word 'legacy' is 'something left or handed down by a predecessor, like money inherited after their death' (1). Although there are many definitions of sports legacy in sports management literature, there is no fully satisfactory definition of 'legacy' (2).

The concept of legacy in mega sporting events emerged in sports management in the 1990s. At that time, questions arose regarding whether hosting the Olympic Games could bring benefits not only in financial and economic terms but also in social and environmental aspects. It was during this period that the term 'legacy' was first used verbally and in writing by managers and owners of mega sporting events (3).

The concept of sports legacy was officially added to the International Olympic Committee (IOC) Charter in November 2002 as a recommendation to bidding cities, stating, 'Supporting the sports legacy in cities bidding or hosting the Olympic Games' (4).

While it is not often seen in texts that use the term 'sports legacy,' there is also a negative legacy alongside the positive legacy. Although organizing committees often ignore this fact and only emphasize the positive legacy, this study will also mention examples of negative legacies (5).

Examining sports legacy is not possible in a single dimension; it has various subheadings. 'In this regard, sports legacy can be analyzed within a three-dimensional concept. It can be categorized as planned or unplanned, positive or negative, and tangible or intangible. However, studies have mostly focused on planned, positive, and tangible legacies' (6).

In cities that host or to bid mega sporting events, two types of legacies have emerged: hard and soft legacies, or in other words, tangible, and intangible legacies (7)

While tangible legacy is primarily defined as the infrastructure and facilities left behind by mega sporting events, the intangible legacy has a more complex structure. The expectations, experiences, inspiration, and passion that mega sporting create in the city and its people generally define the intangible legacy.

The heritage framework starts with the city's vision and must be aligned with the Olympic vision. The vision is the focal point of the Olympic Games. Every activity initiated for the Olympic Games aims for a positive legacy that is essential for the Games as well as afterwards, but as there are always conflicts of interest, a legacy that is positive for one stakeholder may be negative for another. This needs to be taken into account in the planning process. The vision should therefore be designed by the host city to maximize stakeholder benefits and meet the expectations of the local community(8)

When a city earns the right to host the Olympics, it inevitably leaves behind several competing cities that wanted to host the same Olympic Games but failed. It is a fact that the bidding committees representing these unsuccessful cities develop extensive and high-quality plans for the city. Although the long-term effects of these plans are often unknown, most failed bids offer a city planning for the Olympic Games on an international scale. However, while there is solid planning support on the path to becoming a host city, little is known about the consequences of a failed bid in terms of planning. Therefore, there is a need for a change in understanding that unsuccessful bids can have an impact on urban development, and strategies need to be developed to leave a positive legacy for the city even in the case of unsuccessful bids (9).

The Olympics and Paralympic Games have a certain power in terms of bringing about positive changes, branding, and positioning in the cities where they are held. Being one of the largest sporting events in the world, the Games can serve as a tremendous catalyst for change in host cities, going beyond the creation of good memories (9). However, in order to fully benefit from the opportunities created by the Olympic and Paralympic Games, cities with the potential to become hosts need to have a strong and clear vision that includes elements of what the Games, and even the bidding, can bring to the city and the national community (9).

The organizers and supporters of mega sporting events emphasize that one of the most important determinants for creating a legacy for sports is the increase in mass participation, especially in sport (10,11).

Some argue that hosting a mega sporting event in a single sport can also increase mass participation, according to limited sources. However, the prevailing view is that there is

a causal relationship between mega sporting events and increased mass participation, although it is not overwhelmingly dominant (12,13).

As frequently discussed in this research, the London 2012 Olympic and Paralympic Games took different approaches to sports legacy and achieved certain results. "Following London 2012, between October and November 2014, it was determined that 15.57 million people over the age of 16 in the UK engaged in sports at least once a week. This figure represents an increase of 1.63 million compared to the year 2005, which was the year of the Olympic bid" (14).

Additionally, the following elements can be mentioned as the legacy of the London Olympics (15).

- A 13% increase in investment in elite sports.
- Participation of 15 million people from 20 different countries in the International Inspiration program.
- Regeneration of East London.
- Determination of the future of all eight facilities built in the area for the Olympics within one year.
- Allocation of funds to a \$6.5 billion transportation infrastructure.
- Creation of job opportunities for 70,000 unemployed Londoners.
- Generating an economy of approximately £29-41 billion by 2020.
- Recruiting 100,000 new volunteers for community activities through the Join In organization.
- Providing high-level support to sports clubs and Paralympic sports in need of guidance through The Sported Foundation.

The 2012 London Olympics, as seen above, represents a great benchmark for cities aspiring to bid for or host the Olympic and Paralympic Games. No previous host city had strategically planned such an encompassing legacy vision for the community before the games, and they had not been able to achieve it afterward either. While there are different opinions regarding whether it fully succeeded or not, the London Olympics achieved a first in the "Olympic Legacy" vision.

This study aims to look at the London 2012 Olympic and Paralympic Games legacy strategies closely, show the empirical and theoretical findings of delivered and not delivered strategies, and try to interpret how the next bidding cities can utilize these strategies to implement in their bidding or hosting processes.

This study provides a comprehensive set of findings on both tangible and intangible legacies in London 2012, serving as a valuable resource for scholars conducting further research.

METHODS

This section provides information about the research design, sample, data collection process, and data analysis of the study.

Purpose, Scope, and Benefits of the Research: This study aims to reveal how sports legacy can contribute to creating maximum societal benefit in cities planning to bid for or hosting mega sporting events. To fulfill this objective, it examines the tangible and intangible legacies presented by the 2012 London Olympics and Paralympic Games. Despite

the heavy burden that bidding for or hosting mega sporting events places on countries' economies, the inability to generate sufficient added value, both financially and spiritually, in bidding cities necessitates scientific research in this field.

Research Methodology: This study utilizes document analysis as a qualitative research method.

Qualitative research can be defined as a process that uses qualitative data collection methods such as observation, interviews, and document analysis to present perceptions and events in their natural environment realistically and holistically (16).

A document is any material that provides information about social phenomena and exists independently of the researcher's actions (17). Document analysis involves analyzing written materials that contain information about the phenomena and events under investigation. Without documents, there is no history (18).

The strengths of document analysis can be listed as the inaccessibility of certain subjects, lack of reactivity, individuality and uniqueness, being qualitative, and relatively low budget requirements (16).

The weaknesses of document analysis include potential biases, potential gaps, lack of a standardized format, and coding difficulties (16).

The stages to be followed in document examination can be framed as accessing documents, verifying their authenticity, understanding the documents, analyzing the data, and utilizing the data. Information and document sources are classified in two different ways: based on their characteristics and based on their environment (19). An unstructured interview was also conducted in this study (20).

Variables, Assumptions, and Model of the Research: This research is a descriptive qualitative study. The main purpose of a descriptive research model is to identify the variables of the event under investigation and the relationships between these variables, and based on this identification, make forward-looking predictions. Therefore, in studies that utilize this model, the aim is often to determine the relationship between two or more variables.

Data Collection and Analysis: Content analysis method was used in this research. Content analysis is an interpretive approach that aims to structure and classify important meanings by identifying common aspects of many textual contents, enabling a qualitative-to-quantitative generalization (21). The main sources in this study include the content on sport legacy shared by the International Olympic Committee online (9,22), the content on sport legacy shared by the Department for Culture, Media and Sport of the United Kingdom online (23), Routledge Handbook of Sport and Legacy, and Meeting The Challenge of Major Sports Events (7). In addition to these, many books, articles, and publications on legacy and mega sporting events are also included in the article based on the principle of coherence.

In addition to these, an unstructured interview was conducted with Yalçın Aksoy, Deputy Secretary-General of the Turkish

National Olympic Committee, on the topics of sport legacy and legacy of bidding (20).

Validity and Reliability of the Research

In content analysis, ensuring validity relies on the alignment between the research objectives and tools (21). In content analysis, there is no separate tool to measure validity apart from the definitions of categories. Therefore, it is necessary for the definitions of categories to be clearly shareable and for the stages to be well-defined in content analysis. Reliability, on the other hand, is particularly achieved through the category system. Hence, the most important indicator of reliability is the process of creating the category system and clearly defining each category (21). In this research, the validity and reliability were ensured by basing the categories on an institutional framework. To avoid any selection bias, data obtained from various sources about the London 2012 Olympic and Paralympic Games, which were chosen as the sample for the research, were organized in a coherent manner within the article.

RESULTS

In this study, which aims to create the highest level of social benefit in cities planning to bid for or host mega sporting events within the framework of the concept of sports legacy that aims to make such events sustainable, different sources from domestic and foreign literature were examined. The findings that emerged from these studies can be listed as follows.

Sports legacy is not a concept that can be fully measured due to its inherent nature. While tangible heritage elements can be more clearly observed and measured, intangible legacy is more difficult to measure due to its complex structure (24). In the interview we conducted, we concluded that Istanbul's Olympic bids made an immeasurable positive contribution to the intangible legacy, while the tangible legacy was negatively influenced by the construction of the Atatürk Olympic Stadium without hosting the Olympics (20).

As seen in the example of the London 2012 Olympic and Paralympic Games, although it cannot be claimed that a planned legacy was fully realized, it is believed that a planned legacy would make significant contributions to the country's economy and sports (25). Thanks to legacy planning, it is possible to clearly observe and question the proposed objectives after the games.

It is important for the legacy to be sustainable and renewable. The legacy goals set for the London 2012 Olympic and Paralympic Games became obsolete with the first change of government, and new goals were introduced with the new government (26). It can be said that this situation somewhat hindered the feasibility and efficiency of the previously proposed plans. Along with sustainability, a renewable legacy plan is also important. It can be inferred that a legacy program that can adapt to changes in social life and sports would be advantageous in achieving success.

The budget planned during the bidding process of the London 2012 Olympic and Paralympic Games was implemented at approximately 4 times the original budget. From this perspective, it was observed that there was an economic failure (27).

In terms of tourism, it can be said that London is one of the most visited cities in the world. However, whether the Olympic Games left a legacy in this regard is not a measurable value. However, it can be said that the perspective of the city and the nation has changed through the games (23). This is also an element of intangible legacy.

From an environmental perspective, it was observed that the Olympic Games contributed to the transformation of East London and left an important legacy in the region (24).

From a socio-cultural perspective, it contributed to the promotion of Great Britain on the world stage as a source of national pride (15,23).

As with any period, the games provided political benefits to the incumbent government and utilized the power of the games. Additionally, the following elements can be considered as the legacy of the 2012 London Olympics: there was a 13% increase in investment in elite sports, 15 million people from 20 different countries participated in the international inspiration program, the future of all 8 facilities built in the region for the Olympics was determined within one year, a \$6.5 billion transportation infrastructure was established, job opportunities were created for 70,000 unemployed Londoners, it generated an economy of approximately £29-41 billion by 2020, 100,000 new volunteers were engaged in community activities through the Join In organization, and high-level support was provided to sports clubs and Paralympic sports in need of consultancy through The Sported Foundation(15).

The greatest legacy observed in London and therefore in Great Britain as a result of hosting the Olympic and Paralympic Games is in the sporting aspect. In the 2004 Athens Games, Great Britain ranked 10th in the medal table during the bidding process, but after winning the bid and hosting the games, they climbed to 4th place in the 2008 Beijing Games, reached 3rd place in the London Olympics they participated as the host in 2012, and in the 2016 Rio Games, they surpassed China and reached 2nd place (28). Considering this data, it can be said that a positive legacy has emerged in terms of sports.

DISCUSSION

In the pursuit of hosting or bidding for mega sporting events, cities invest significantly, and the rising costs of such events necessitate an exploration of the enduring impacts. This study delves into the realms of "Mega Sporting Events" and their subsequent "Legacy," aiming to maximize social benefits to hosting or bidding cities. Focused on tangible and intangible legacies, this research draws upon the benchmark case of the London 2012 Olympic and Paralympic Games to illuminate the multifaceted outcomes of hosting mega sporting events.

Most of the studies on sport heritage have failed to actually measure heritage and data on heritage is limited (29,30). Moreover, studies often remain ambiguous as they only define legacies in terms of what has been built and accomplished. In addition, the studies were conducted not long enough after the games. As a result, future research should provide more robust empirical studies (8).

The evident challenge arises from the discrepancy between the substantial costs incurred by cities and the perceived

benefits gained from these events. This disjuncture underscores the importance of comprehending how cities can optimize the potential of mega sporting events. The study recognizes the need to guide cities in harnessing these events to their fullest extent.

The term 'legacy' in the context of mega sporting events gained prominence in the 1990s, sparking inquiries into the multifaceted impact beyond the immediate financial implications. Officially incorporated into the International Olympic Committee (IOC) Charter in 2002, the concept of sports legacy encapsulates both positive and negative aspects. This research emphasizes the need to explore legacy in a multidimensional manner, encompassing planned or unplanned, positive, or negative, tangible or intangible facets.

Publications on the legacy of the Olympic Games have increased significantly since 2008, indicating that the topic has gained great importance in recent years, with researchers focusing more on the Summer Games (8).

In exploring the impact of events like the Olympic Games on cities, attention often gravitates towards tangible urban development and behavioural shifts, fueled by promises of positive legacies, while other facets remain relatively under-researched due to their intangible nature and the ease of detecting structural changes (31).

On the other hand, Girginov and Preuss discuss that most of the intangible legacy is qualitative rather than quantitative, it is imperative to reassess the existing research paradigm, thereby incorporating quality criteria and verification strategies capable of effectively capturing meaningful representations of intangible legacy (32). Moreover, the formalization of the measurement of intangible legacy should not be undertaken solely for bureaucratic reasons, but rather to ensure sustainability, the codification of knowledge, and its widespread dissemination (32).

Cities hosting or bidding for mega sports events often witness the emergence of hard and soft legacies—tangible and intangible repercussions, respectively. While tangible legacy encompasses infrastructure and facilities, intangible legacy encapsulates the expectations, experiences, and inspiration fostering passion within the community. The study recognizes the dual nature of legacies, including positive and negative dimensions.

The London 2012 Olympics, serving as a paradigm, exhibits a groundbreaking approach to sports legacy. The legacy strategies employed, including increased mass participation, regeneration of East London, and economic stimuli, showcase a holistic vision. Despite debates on its full success, the London Olympics laid the groundwork for a comprehensive "Olympic Legacy" vision, providing a pivotal reference for future bidding cities.

A report prepared by the University of East London (UEL) before the 2012 London Olympics examined 56 different topics related to legacy. While no negative legacy was found in this report, some positive legacy elements were identified, but many topics were neither negative nor positive. The same report made observations that the urban structure of East London changed positively within the scope of the Olympics (24). While some sources emphasize the significant impact of

London 2012 on volunteer management for future mega sporting events, a research study found that 66.2% of volunteers stated that London 2012 inspired them to volunteer for the next mega sporting events (33). Some sources attributed the rise in British sports in recent years to London 2012 (28). There have been some legacy achievements for Paralympic sports as a result of London 2012. 81% of the participants in a research study stated that the Games had a positive impact on disability awareness, and an increase in the participation of disabled individuals in sports was observed (15).

While there are sources that argue the success of London 2012, there are also those who believe that the plans put forward before the Games were not adequately implemented after the Games (27).

As another example, Tokyo 2020 Olympic and Paralympic Games exemplified the unparalleled power of sports to unite humanity and inspire courage, showcasing both its historical significance and innovative pandemic prevention measures, leaving behind unique legacies, and serving as a beacon of hope in troubled times (34). This can be considered as an intangible legacy.

Looking at the results, whether the legacy that emerges after mega sporting events will be positive or negative depends on the organizing institutions. It has been determined that a planned legacy program will make significant contributions to achieving the maximum benefits from the legacy of mega sporting events (25). In the case of the London 2012 example, it can be seen that the desired sports legacy returns that cities aiming to host mega sporting events strive to achieve do not happen in a short period. This long-term investment is expected to show its significant contributions to the city, including its workforce, in various aspects within a certain time period (23).

In the Olympic Games, event planners and organizers should consider not only the legacy potential of the host city, but also the potential for a non-host city to experience event legacy as a result of hosting. They need to broaden their legacy vision by including non-host cities, especially at the bidding and nomination stages. The need for a proactive legacy governance system in both the host city and a non-host city is even more critical in a non-host city (35).

The findings highlight the complexity of measuring sports legacy, with tangible elements more quantifiable than intangible aspects. The study recognizes the immeasurable positive contributions to intangible legacies, as exemplified by Istanbul's Olympic bids, which positively influenced the intangible legacy despite the non-realization of tangible benefits.

The discussion underscores the importance of legacy planning for mega sporting events, emphasizing its sustainability and adaptability. The London 2012 example reveals the challenges of achieving long-term benefits, necessitating a commitment to a sustainable business model and collective stakeholder efforts.

In conclusion, the legacy of mega sporting events is a nuanced interplay of tangible and intangible outcomes. The case of London 2012 illustrates both successes and

challenges, emphasizing the need for meticulous planning, sustained implementation, and adaptability. The study provides valuable insights for countries aspiring to host mega sporting events, advocating for clear legacy policies, active communication, and a commitment to ongoing improvement in legacy elements. Ultimately, mega sporting events can be transformative, leaving a lasting imprint on cities and nations, but their true potential is realized through strategic planning and sustained efforts beyond the event itself.

Ethical Considerations: In this article, during the research process, journal writing rules, publication principles, research and publication ethics rules, and journal ethics rules were followed. Responsibility for any violations that may arise regarding the article belongs to the author. Marmara University Ethics Decision Number :09.01.2017-41.

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GENİŞLETİLMİŞ ÖZET

Çalışmanın Amacı: Bu çalışma içerisinde dev spor etkinlikleri ve spor mirası kavramları derinlemesine incelenmiştir. Bu incelemenin amacı dev spor etkinliklerine aday olan ya da ev sahibi hakkı kazanan kentlerde maksimum toplumsal faydanın oluşturulmasına zemin hazırlamaktır. Bu amaç doğrultusunda başta Londra 2012 Olimpiyat ve Paralimpik Oyunları olmak üzere birçok dev spor etkinliği örnekler olarak alınıp ortaya konulan soyut ve somut miraslar kaynaklar yardımıyla açıklanmıştır. Bu çalışma, bu tür etkinliklere ev sahipliği yapacak veya aday olacak ülkeler için değerli görüşler ve yönlendirmeler sunmayı hedeflemekte ve miras politikalarının uzun vadeli olumlu etkileri sağlamadaki önemini vurgulamaktadır. Spor mirası kavramı, 1990'lı yıllarda önem kazanarak büyük spor etkinliklerinin finansal boyutların ötesindeki geniş etkileri üzerine soruları gündeme getirdi. Uluslararası Olimpiyat Komitesi (IOC), spor mirası kavramını resmi olarak 2002'de şartnamesine dahil etmiştir. Spor mirası kavramı pozitif ve negatif yönle içermektedir. Bu araştırma, planlı veya plansız, pozitif veya negatif, somut veya soyut yönleri içeren çok boyutlu bir şekilde spor mirasını incelemeyi amaçlamaktadır. Dev spor etkinliklerine ev sahipliği yapan veya aday olan şehirler genellikle somut ve soyut mirasın etkilerine tanık olur. Bu mirasın sonucunun pozitif veya negatif olması ise planlı veya plansız olmasına bağlı olarak değişkenlik gösterir. Dev spor etkinlikleri önemli ekonomik yatırımları içermekte ve bu etkinliklere ev sahipliği yapmanın veya aday olmanın giderek artan maliyetleri, uzun vadeli etkilerinin detaylı bir şekilde incelenmesini zorunlu kılmaktadır. Önemli harcamalara rağmen, birçok şehir bu etkinliklerden yeterli fayda sağlamakta zorlanmaktadır. Bu araştırma, maliyetler ile faydalar arasındaki uçurumu ele almayı amaçlamakta ve

mega spor etkinliklerinin potansiyelini en üst düzeye çıkarmak için stratejileri ortaya koymayı hedeflemektedir.

Yöntem: Araştırma verileri nitel araştırma yöntemlerinden doküman analizi yoluyla toplanmıştır. Doküman analizi, yazılı materyallerin incelenmesini içerir ve bu, maliyet etkili ve reaktif olmayan bir yöntemdir. Çalışma, içerik analizi kullanarak anahtar bilgileri çıkarmak için iç ve dış literatürden birçok farklı kaynağa dayanmaktadır. Bu araştırma, tanımlayıcı nitelikte bir araştırmadır. Tanımlayıcı araştırma modelinde temel amaç, inceleme konusu olan olayın değişkenlerini ve bu değişkenler arasındaki ilişkileri tanımlamak ve bu tanımlamaya dayanarak ileriye dönük tahminler yapabilmektir.

Sonuç ve Öneriler: Çalışma, somut ve soyut mirasları keşfetmekte olup, soyut öğelerin karmaşıklığı nedeniyle ölçümün zorluğunu kabul etmektedir. Bulgular, soyut mirasın ölçülemeyen pozitif katkılarını vurgulayarak İstanbul'un Olimpiyat tekliflerinin somut faydaların gerçekleşmemesine rağmen soyut mirası olumlu etkilediği bir örnek olarak gösterilmektedir. Londra 2012 Olimpiyatları'nın bir örneği olarak dikkate alındığında, ekonomik başarısızlıklar, turizm perspektiflerindeki değişimler, çevresel katkılar ve sosyo-kültürel etkiler de dahil olmak üzere başarılar ve zorlukları göstermektedir.

Çalışma, spor mirasının ölçümünün karmaşıklığını kabul eder ve dikkatlice planlama, sürdürülen uygulama ve uyum yeteneğinin önemini vurgular. Londra 2012 Olimpiyatları, gelecekteki aday şehirler için temel oluşturan kapsamlı bir "Olimpik Miras" vizyonunun temelini atmıştır. Araştırma, dev spor etkinliklerinin dönüştürücü potansiyelini vurgulayarak, etkinlikten sonraki stratejik planlama ve sürekli çaba gerektiğini belirtmektedir.

Çalışma, dev spor etkinliklerine ev sahipliği yapmak isteyen ülkeler için kapsamlı bir miras politikasına sahip olmanın önemini vurgulayarak öneriler sunmaktadır. Bu çalışma, planların etkinliklerden sonra pratiğe geçirilmesinin yanı sıra sürekli iletişim ve kamusal destek vurgusu da yapmaktadır. Sürdürülebilirlik, spor mirasının önemli bir parçası olarak vurgulanmıştır ve değişen zamanlara uyum sağlama vurgusu önemlidir. Son olarak, araştırma, miras öğelerini bir politika çerçevesi içinde sabit bir sonuç olarak değil, sürekli bir süreç olarak iyileştirilmesi gereken unsurlar olarak görmenin önerilmesiyle son bulmaktadır.

Sonuç olarak, mega spor etkinliklerinin mirası, somut ve soyut sonuçların incelikli bir etkileşimidir. Londra 2012 örneği hem başarıları hem de zorlukları ortaya koyarak titiz planlama, sürekli uygulama ve uyum sağlama ihtiyacını vurgulamaktadır. Çalışma, büyük spor etkinliklerine ev sahipliği yapmak isteyen ülkeler için değerli içgörüler sunmakta, net miras politikalarını, aktif iletişimi ve miras unsurlarında sürekli iyileştirme taahhüdünü savunmaktadır. Sonuç olarak, mega spor etkinlikleri şehirler ve uluslar üzerinde kalıcı bir iz bırakarak dönüştürücü olabilir, ancak gerçek potansiyelleri stratejik planlama ve etkinliğin ötesinde sürdürülebilir çabalarla gerçekleştirilir.