

NON-HOST CITY OLYMPIC LEGACIES: THE CASE OF ATHENS, GEORGIA AND THE
1996 OLYMPIC GAMES

by

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(Under the Direction of Becca Leopkey)

ABSTRACT

When hosting an edition of the Olympic Games, the host city commonly experiences various lasting impacts. Thus, much sport event management and legacy literature pertains to host city legacies. However, due to the magnitude of the Games, several nearby cities are needed in order to successfully host such an event. Nonetheless, very little research highlights non-host city legacies. Therefore, due to their necessity, the purpose of this study aims to identify the legacies that have accrued in a non-host city as a result of hosting part of an edition of the Games. Using the case study of the 1996 Games, this research examined the non-host city of Athens, Georgia. The findings of this study revealed that non-host cities experience many types of sport event legacies. Also discovered was that host and non-host cities garner dissimilar legacies and that there are challenges faced when planning legacies within a non-host city.

INDEX WORDS: Olympic Games, Legacy, Non-Host Cities, Atlanta 1996

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“See, the flame has gone out. The Olympic flame has been extinguished. It’s dead. But yet, its legacies are very much alive through memories and the physical, tangible [impacts that have been left] around [Athens, Georgia]. By you doing this study in your academic career, you are helping keep it alive.”

- Dink NeSmith, Chair of Athens ‘96

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LIST OF ABBREVIATIONS

ACOG	Atlanta Committee for the Olympic Games
FIFA	Fédération Internationale de Football Association
GA	Georgia
IF	International Federation
IOC	International Olympic Committee
NOC	National Olympic Committee
OCOG	Organizing Committee for the Olympic Games
OM	Olympic Movement
ROI	Return on Investment
UK	United Kingdom
UGA	University of Georgia
USA	United States of America
USFSA	Union des Sociétés Françaises de Sports Athlétique

CHAPTER 1

INTRODUCTION

Due to the size and complexity of mega-sporting events around the world and the massive investments made by host cities and countries, there has been an increasing interest in examining the impacts of such events (Cornelissen, Bob & Swart, 2011). Both positive and negative event impacts (e.g., reconstruction of facilities, economic hindrance, urbanization, and even citizen displacement) have been part of hosting the Olympic Games since its re-birth in 1896 (Cashman, 1998). Cashman (2003) noted that the formalized evaluation of these impacts to a host city, region and country expanded following the 1984 Olympics. More recently, the continued growth and commercialization of the Games resulted in the institutionalization of the legacy concept within the Olympic family (Leopkey & Parent, 2012a). In 2003, the International Olympic Committee (IOC) added a 14th mission statement to the Olympic Charter reflecting its importance in the field. More specifically, one of the goals from hosting the Games should be “to promote a positive legacy from the Olympic Games to the host cities and host countries” (IOC, 2013, p. 17). As a result, the provision of a positive and sustainable legacy became a key component of the host selection process and vision statements of the Olympic Games Organizing Committees (OCOGs). Moreover, the concept of legacy has been implemented by public policy planners and event organizers in order to justify public sector involvement in addition to showing a return on investment (ROI) for their monetary contributions (Thomson, Schlenker, Schulenkorf, 2013).

Additionally, hosting a mega-sporting event also has the ability to transform a city in both positive and negative ways. With such a capability, events of this magnitude have significant importance to the international governing bodies, local organizing committees and host-city residents. For example, French and Disher (1997) noted that as a result of being awarded the 1996 Games, Atlanta revitalized many existing facilities and constructed new ones. However, also due to hosting the Games, Atlanta did not reap the economic benefits that were expected due to the cost of the Games. Additionally, despondent neighborhoods in the host city were never gentrified as promised (Baade & Matheson, 2002). Thus, the 1996 Games are just one example of how hosting the Olympics can result in varying event legacies. Due to the potential impacts when hosting the Olympic Games, extensive research has concentrated on sport event legacies. However, researchers have acknowledged that host cities are not the only ones impacted by the Games.

Although it is the candidate city that bids for and potentially hosts the event, it has been noted that “given the size and the scope of the Olympic Games, the host community is not the only one that experiences [direct impacts of the event]” (Karadakis & Kaplanidou, 2012, p. 243). While the Olympic Games are hosted primarily in the host city itself, there is limited space available for accommodating the surplus of participants, volunteers and spectators during the event. Therefore, many outside and surrounding cities are needed to host events, house athletes and spectators, and even organize test events prior to the Games (Ritchie, Shipway & Cleeve, 2009). These non-host cities have also been referred to as ‘peripheral communities’ (Liu, Broom & Wilson, 2014), as well as ‘satellite hosts’ (Cai, Hu, Xie, 2004) by researchers in the field.

While there is a burgeoning amount of research that focuses on the impacts (or legacies) of Olympic events, very few (e.g., Deccio & Baloglu, 2002; Ritchie, Shipway & Cleeve, 2009;

Karadakis & Kaplanidou, 2012; Liu, Broom & Wilson, 2014) have made reference to the legacies experienced by ‘non-host cities’. Therefore, the purpose of this study is to explore the legacies accrued in non-host cities that are associated with the hosting of an edition of the Olympic Games. In particular, this study will analyze the type of legacies experienced by a non-host city, highlight any major differences between the legacies experienced by the host city (i.e., Atlanta) and the non-host city (i.e., Athens), as well as note any legacy issues or challenges specific to the non-host city case during the lead-up, event time and post-Games phase. The specific research questions are listed below:

1. Do non-host Olympic cities experience event legacies? If so, what are they?
2. Is there a difference between non-host city and host city legacies?
3. What are the issues and challenges non-host cities face when planning for and sustaining event legacies?

In order to accomplish this, a case study looking at the 1996 ‘Centennial’ Olympic Games hosted by Atlanta, Georgia (GA) was built. Atlanta was chosen because it had a number of non-host city options. More specifically, the non-host city of Athens, GA was examined due to the multiple roles the city played running up to and the events. For example, before the Games, Athens accommodated international teams for pre-event training. Additionally, the city hosted various events including the women’s gold medal soccer game, rhythmic gymnastics and volleyball matches during the actual Games.

Accumulated archival materials included newspaper clippings, images and personal notes from the planning process. These items were collected and subsequently analyzed using a qualitative coding software (Atlas.ti). From these, a number of local Games stakeholders were identified. These individuals were contacted and, when willing, participated in interviews that

were recorded and then transcribed verbatim. The interviews were also coded and major themes were identified. These emergent themes provided a foundation for answering the research questions of this study. Furthermore, following the findings, the discussion section of the study reveals what the results mean and how they contribute to sport event legacy literature. This study concludes by highlighting the practical and theoretical contributions of the research project. Additionally, the limitations of this study are noted and future directions are suggested.

CHAPTER 2

LITERATURE REVIEW

There is a substantial amount of research on event legacy (e.g., Gold & Gold, 2013). Research on the topic really began to gain traction in the early 2000's and many of these early studies focused on identifying different types of legacies at various editions of the Olympic Games. Urban development and the structural changes within a community are commonly discussed within the literature. Moreover, the impact of sport development as a result of hosting the Games has also been frequently analyzed by researchers. Throughout recent years, researchers have also recognized and examined additional types of legacies. Table 1 summarizes the existing literature and overviews many of the different legacy types that have been identified. In order to provide a thorough overview of the topic and prior to discussing the event legacy literature specifically, this section will begin with a historical overview of the mega-event and Olympic Games literatures.

Mega-Events

Also referred to as 'hallmark', 'wide-scale' and 'special' events (Law, 1994; Frey & Iraldo, 2008; Jago & Shaw, 1998), "mega-events are large-scale cultural (including commercial and sporting) events which have dramatic character, mass popular appeal and international significance" (Roche, 2000, p.1). While sporting events are "tourism products for destinations and can vary in size" (Kaplanidou & Vogt, 2010, p. 544), commercial events are sponsored events that are paid for by various sponsors in order to increase an overall brand awareness (Müller, 2012). According to Müller (2015), the term *mega-event* was first used in Calgary in

1987 at the 37th Congress of the *Association Internationale d'Experts Scientifiques du Tourisme*. Though a definition of mega-event is offered, there are also other interpretations that have been offered by researchers in the field. These are summarized in Table 2. These varying definitions find commonality through themes of large-scale and international presence.

In the event management field, a mega-event can be classified based on its duration, size (e.g., attendance), media (e.g., television viewership), tourism attractiveness, and the overall impact it has on the host community (Horne & Manzenreiter, 2006; Malfas, Theodoraki & Houlihan, 2004). However, some researchers warn that when using this method of measurement, the information available may not be entirely accurate or accessible (Maenning & Zimbalist, 2012). While some researchers consider conventions, festivals and expos as mega-events (e.g. Ritchie & Yangzhou, 2987; Hiller, 2007) others believe that single sporting-events like the Super Bowl (e.g. Gold & Gold, 2011) should be described as a mega-event as well (Müller, 2015). Though there are differences in opinions, many researchers do agree that the *Fédération Internationale de Football Association* (FIFA) World Cup, Summer Olympics, Winter Olympics and World's Fairs (Expos) are mega-events (Malfas, Theodoraki & Houlihan, 2004; Roche, 1994; Hiller, 2000). While mega-events, both commercial and sporting, have similarities, there are also factors that differentiate mega-sporting events from commercial ones. These differences include, but are not limited to, the unique combination of cultural components with sport and the dominating media coverage mega-sporting events have encountered over the years (Horne, 2007).

With the development of television and, more so now, social media people from around the world are able to consume most sporting events from the comfort of their own home. Television rights for the Montreal Olympic Games in 1976 sold for approximately \$30 million.

Twenty-four years later, the 2000 Sydney Olympic Games went for a whopping \$1 billion (Roche, 2000). With an increasing amount of coverage, more people are watching. In 2004, the Athens Olympic Games had an estimated television audience of approximately 40 billion people whom consumed 35,000 hours of media coverage, an increase of 27% from the 2000 Sydney Olympics (IOC, 2004). The Olympic Games are not the only mega-sporting event that have had such results. In 2014, the FIFA World Cup reached a massive 3.4 billion viewers during the overall event and just over 1 billion viewers tuned in for the final match (FIFA, 2015). However, though the Olympic Games are examined in relation with other mega-sporting events, it has been argued that they should not be treated “as merely a typical mega-event since they possess a number of distinctive characteristics” including its un expected re-birth, multi-sport platform, alternation between the Summer and Winter Games, and partnership with the Paralympics; all of which no other mega-sporting event possesses (Malfas, Theodoraki & Houlihan, 2004, p. 209). The unique structure of the IOC and its mandated guidelines during the bidding and candidate process requires proof of intended legacies that may ensue as a result of hosting the Games (IOC, 2015). With a better understanding of mega-events, sport in particular, it is evident that the Olympic Games should be considered as one of the most uniquely impactful mega-events in the world.

Modern Olympic Games

The re-birth of the Olympic Games occurred in the late 19th century thanks to an aristocratic Frenchman, Baron Pierre de Coubertin. Coubertin was just a young boy when France suffered a humiliating loss to the Prussians in 1870 (Guttman, 2002). This defeat encouraged Coubertin to grow-up studying physical activity. He would go on to develop the *Union des Sociétés Françaises de Sports Athlétiques* (USFSA) (Guttman, 2002). The creation of this

organization would be the last push Coubertin needed “to revive the most famous athletic festival of antiquity” – the Olympic Games (Guttman, 2002. p. 10). The first modern-Olympic Games were held in 1896 in Athens, Greece. These Summer Games had been repeated every four-years since with the exceptions of the 1916, 1940 and 1944 Summer Olympics due to World War I and II. Twenty-eight years later, in 1924 the first ever Winter Olympic Games were held in Chamonix, France. Similar to the Summer Games, the Winter Games would take place on a four-year cycle with the exception of the World War era. In 1986, the IOC decided to change the hosting schedule so the Summer and Winter Games could alternate on different four-year cycles with two years in between each Games. This change would first impact the 1994 Lillehammer Winter Games.

From the beginning, Coubertin wanted rejuvenation in not only the Games themselves but he also wanted to make sure that the Games had an everlasting impact on society (Guttman, 2002). Through the hosting of the Games, Coubertin wanted the help develop competitive sport, contribute to the expansion of facilities, and to enhance the profile of sport through participation and competition opportunities (Chalkly & Essex, 1999). These positive, long-term impacts Coubertin desired as a result of hosting the Games can be described in some part as what is understand today as *event legacies*.

With a better understanding of mega-sporting events such as the Olympic Games, the following will highlight and examine the existing literature on event legacies. In order to do so, first, the sport event legacy literature will be reviewed. Next, in order to investigate similarities and differences between non-host cities and host-city legacies, the Atlanta 1996 Games legacy related research will be examined. Finally, an overview of the limited research related to the legacies of non-host cities will be provided.

The Event Legacy Literature

The evolution of sport event legacy has become increasingly apparent in the literature over the past decade (Leopkey & Parent, 2012a; Misener, Darcy, Legg & Gilbert, 2013). Event legacy literature began with researchers attempting to define legacy. Now, more recently, literature discusses how legacies should be governed and sustained. Early studies consisted primarily of researchers identifying the impacts that ensued within a host city due to hosting the Olympic Games. As a result, economic impact and infrastructure development emerged as two primary themes. For example, Baade and Matheson (2002) argued that the initial motivation for hosting the Olympics was for economic purposes. To further delve into this event impact, they assessed the economic implications the Summer Games had on Los Angeles in 1984. Additionally, in 2002, Searle examined the urban development associated with the 2000 Games in Sydney, Australia. Searle recognized that constructing such grandiose stadiums for the Games (e.g., Sydney Olympic Park Aquatic Centre) were beneficial when hosting the additional number of fans and spectators. However, he argued that post-event use was not taken seriously. As a result, Searle (2002) revealed that legacies could pose alarming risks to cities when hosting an edition of the event. Researchers were able to identify these impacts and many acknowledge that a definition of legacy should be provided for further clarity.

As seen in Table 3, throughout the years, researchers have offered varying definitions of legacy. For instance, Chappelet (2003) described legacy as impacts that effect the Olympic city and region in the long-term whereas Essex and Chalkley (2003) made no reference of post-Games impact. Moragas, Kennet & Puig (2003) stressed that with several divergent meanings of legacy being composed amongst researchers there were increasing misinterpretations occurring within the field. Nonetheless, this confusion began to subside with Preuss' (2007) article, *The*

conceptualization and measurement of mega sport event legacies. In his research, Preuss defined legacy as, “all planned and unplanned, positive and negative, tangible and intangible structures created for and by a sport event that remain longer than the event itself” (2007, p.211).

Additionally, he developed a 3-Dimensional matrix that facilitated the measurement of these dimensions commonly referred to as the *legacy cube* (presented in Figure 1). With Preuss’ definition of legacy in mind, much of the Olympic legacy literature has primarily used case studies as means of identifying and examining the legacies host cities experience.

The host city is directly and largely impacted when hosting the Olympic Games (Preuss, 2007). For example, with an expected increase of tourists in an already heavily populated area, a study done by Streets, Fu, Jang and Hao (2007) discussed how China had taken many steps to improve the air quality in Beijing for the 2008 Summer Olympics. Upon analyzing the expected air quality, the researchers found that Beijing’s ozone would be tremendously unhealthy and even harmful for individuals to inhale. As a result of their findings, this study suggested that in order to properly prepare for the excessive amount of harmful air quality, it is vital that residents, athletes, expected fans and spectators were fully aware of the potential health dangers associated with the Games. Furthermore, in Kasimati and Dawson’s 2009 study, the researchers examined the legacies of the 2004 Games in Athens, Greece. Researchers found that as a result of investing in modernizing public transport and infrastructure improvements, the image of the entire country became positive and tourism increased drastically. In addition to using case studies as a means of assessing inadvertent or deliberate legacies during this time period, researchers also identified the roles of stakeholders in regards to the provisions of event legacy.

Stakeholders can be described as all persons, groups of people or organizations that have influence or are influenced by the actions of the primary organization (Freeman, 1984). The

stakeholders associated within the Olympic Games may include: residents, local business owners, tourists, state governments, sport organizations, and the Organizing Committee for the Olympic Games (OCOG) (Kaplanidou & Karadakis, 2010). Hosting the Olympic Games requires the planning and implementation of substantial public expenditure, construction and renovation of facilities, and urban renewal (Horne, 2007). Gold and Gold (2008) revealed how host city's agendas are often subjected to change. This is commonly due to increased ambitions particularly with regards to urban regeneration. Findings suggested that making rational changes to an already existing legacy plan requires much thought and consideration. These impacts can have both promising and disparaging effects for public stakeholders. Moreover, the concept of legacy has been implemented as a means of justification for public sector involvement in addition to showing a return on investment (ROI) for their monetary contributions towards the sport event as highlighted by Li, Blake and Thomas (2013). With a further understanding of the concept of legacy as well as identifying the role of stakeholders, in more recent years, the sport event legacy literature has focused on legacy sustainability and governance.

Using the London 2012 Summer Olympic and Paralympic Games, Gold and Gold (2013) discussed the somewhat conflicting relationship between sustainability and legacy. The study suggested that although sustainability continued throughout the Games, the concept of legacy was at the forefront of most promises. Thus, the London Games focused on the notion of "expressing tangible outcomes in terms of legacy" (Gold & Gold, 2013 p. 3533). This study exemplified that with the concept of legacy, sustainability will often take a secondary role within hosting a mega-sporting event. Thus, without a legacy plan in place prior to the Games, sustaining legacy is difficult to ensure. Furthermore, in 2017, Leopkey and Parent examined the legacy governance process. In doing so, this study analyzed the inclusion of legacy governance

from the bid phase to post-event. Additionally, the researchers recognized a variety of governance controls that impacted the legacy governance system at an edition of the Games.

Two studies that will help frame this research include Leopkey and Parent (2012a) and Preuss (2015). In Leopkey and Parent's (2012a) article, *Olympic Games legacy: From general benefits to sustainable long-term legacy*, the researchers analyzed the evolution of Olympic legacies. This was done through data analysis and coding of bid documents and final reports from the Olympic Games host and candidate cities. As a result of their study, Leopkey and Parent discovered additional legacy themes (i.e., environmental, informational, education) that had yet to be acknowledged.

More recently, Preuss (2015) published a framework for identifying the legacies of a mega- sport event. To better understand the issue, Preuss (2015) asked: "*what* should be considered as legacy; *who* are affected by the changes; *how* the legacy will finally affect the quality of life in a host city or country; and *when* a legacy starts to create 'value'" (p.644). As previously discussed, the literature has indicated that there are many different views on what legacy is. However, it has been established that legacies can be planned or unplanned, positive or negative, tangible or intangible (Preuss, 2007). With regards to who is affected by legacies, a variety of individuals can be impacted (i.e., stakeholders). Moreover, legacies can affect different people or persons depending on their role. For example, the wealthy population of stakeholders may seek benefits from new infrastructure such as entertainment venues and restaurants while middle-to-lower class residents struggled with these additions due to increase of property value and rent. The final components of Preuss' framework attempted to establish when legacy occurs. The two factors considered in this process are time and duration. Time takes into account the specific instance legacies are developed. This has been identified as either before, during or after

an event. Duration, however, examines how long the impact actually lasts. As a result of establishing a framework that identified legacies, Preuss also illustrated a defining structure as seen in Figure 2. This figure entails an outline of the *what*, *who*, *how* and *when* of legacy.

Although this framework focused on the legacies pertaining to the host cities, it could also be implemented as a means of identifying the legacies in a non-host city. Ultimately, the literature of identifying legacies provided by Leopkey and Parent (2012a) and Preuss (2015) helped guide this study. Moreover, it is also pertinent to identify and examine earlier forms of event legacy literature to illustrate its advancement within research over time.

A review of the existing sport event legacy literature clearly elucidates that research pertaining to the Olympic Games has unremittingly increased and evolved over the past decade. However, a common theme within the present literature is prevalent. Event legacy literature within the Olympic context focuses primarily on legacies associated with the host city. However, non-host cities also play an integral role during the hosting of the Games but a sparse amount of literature has acknowledged that (Karadakis & Kaplanidou, 2012). The following section will discuss the little research that does.

Non-Host Cities

While the Olympic Games are considered to be held primarily in the host city itself, there is limited space available for accommodating the excess participants, volunteers and spectators during a mega-event. Therefore, many surrounding non-host cities are used to host events, house athletes and even serve as trials and testing event locations prior to the Games (Ritchie, Shipway & Cleeve, 2009). Despite their imperative use and the burgeoning literature focused on sport event legacy, very few make reference to these cities (e.g., Deccio & Baloglu, 2002; Karadakis & Kaplanidou, 2012; Liu, Broom & Wilson, 2014; Ritchie, Shipway & Cleeve, 2009).

In 2002, Deccio and Baloglu examined non-host residential perceptions in Garfield County, Utah. Through the use of telephone surveys, findings suggested that the majority of residents were indifferent to being impacted by the 2002 Winter Olympics in Salt Lake City. However, they were very supportive of Garfield County being promoted as a tourist destination. Therefore, the study concluded, “when faced with activities that would benefit the community, respondents were very receptive” (p.54). Similarly, Ritchie, Shipway and Cleeve (2009) explored the perceptions of Weymouth and Portland residents prior to the 2012 London Games. These non-host cities were specifically focused on as they planned to host the sailing and windsurfing Olympic events. Thus, the purpose of this study was to examine the perceptions of the Olympic-related tourism development based on the sociodemographic make-up of the residents. Findings revealed that the closer residents lived to the event sites, the more negative they felt about the Games due to expected traffic and overcrowding. Kardakis and Kaplanidou (2012) researched how legacy programs impacted residents during the hosting of the 2010 Winter Games. Data was collected from 48 Vancouver and 54 Ottawa residents in order to compare and contrast host and non-host city residential perceptions. Notably there was an overall consensus that environmental legacies were most important to both cities. These results countered Deccio and Baloglu’s (2002) findings as they acknowledged that non-host residents had very minimal interest or concern towards environmental components. More recently, Liu, Broom and Wilson (2014) conducted an empirical study which focused on Shanghai’s non-host city residents’ perspectives five years after the 2008 Beijing Games. The result of this study indicated that identity and culture were perceived to be the most important legacies. Different from other findings provided above, the researchers contributed these findings to the dissimilar economic and cultural backgrounds of the Chinese civilization. While there have been few

studies conducted on Olympic legacies in non-host cities, they have focused on residential perceptions. The above research does not, however, include the perceptions from other major stakeholders (i.e., business owners, tourists, volunteer organizations, federal, state or local governments) who also greatly impact or are impacted by the Games. Thus, different stakeholders may be able to identify different legacies based off of their roles during the Games. Having insight from varying stakeholders who were interviewed provides additional information that interviewed residents may not have experienced or known themselves.

As a result of reviewing and analyzing the current literature pertaining to sport event legacy, it is evident major gaps are present. Firstly, the legacy literature has acknowledged that the Games can also greatly impact surrounding cities and communities, especially those that assist with hosting an edition of the Games. However, very little research has referred to non-host city legacies. A second notable gap is how the minimal amount of non-host city Olympic legacy literature that does exist has focused on examining residential perceptions. Though this information may be valuable to understanding the impacts legacies may have on non-host city occupants, these studies are exposed to criticism. As literature suggests, local residents are not the only stakeholders who are impacted by hosting an edition of the Games. Other stakeholders include volunteers and local organizing committees. Therefore, more in depth research that includes insight from these other stakeholders will provide additional evidence which contributes to non-host city Olympic legacy literature. In order to compare the legacies of a host city (i.e., Atlanta) to a non-host city (i.e., Athens), the following section will highlight the literature that pertains to sport event legacy and the 1996 Atlanta Games.

The Atlanta 1996 Olympic Games.

The Atlanta 1996 Games were primarily known for the terrorist bombing and over commercialization of Olympic sponsors. While legacy had not yet been fully institutionalized within the Olympic Movement at the time of the event (c.f., Leopkey & Parent, 2012), there are several articles that make reference to the legacies of the 1996 event. Upon reviewing this research, four major themes emerged: potential economic impact, infrastructure, tourism, and over-commercialization. According to French and Disher (1997), “pre-Olympics projections estimated that the Atlanta Games would create more than 77,026 jobs” (p. 380). However, in 2002, Baade and Matheson used a regression model to identify the Games’ economic impacts. They discovered that economically Atlanta fell short of their financial expectations and any economic benefits, specifically relating to job employment (Baade & Matheson, 2002). In addition to making less long-term economic profits and job opportunities than expected, the literature acknowledges that a lot of fiscal resources were spent on infrastructure prior to the start of the Games (Baade & Matheson, 2002). This new and renovated infrastructure included: “new sports and entertainment venues, road improvements, the Centennial Olympic Park, 2,000 student dorm rooms, and improvement projects at Hartsfield International Airport” (Engle, 1999, p. 903). In addition to infrastructure, tourism was also big in Atlanta during the Games with more than 2 million visitors in attendance and 2.5 billion watching on television (French & Disher, 1997). However, long-term evaluations discovered that tourism in Atlanta had actually decreased following the Games (Engle, 1999). Additionally, many of the people who were either in attendance or watched them on television were unhappy with the over-commercialization of the Games. McDaniel and Chalip (2002) conducted a study that determined spectators perceived the 1996 Games to be over-commercialized which negatively impacted their overall enjoyment.

Overall, when reviewing legacy related research that pertains to the 1996 Games in Atlanta, it is evident that various types of impacts, both positive and negative, came to fruition. This is not only the case for the Atlanta Games but in most host cities.

When hosting the Games, due to the magnitude and scope of the event, a variety of stakeholders are also involved in the planning and implementation process (Parent, 2008) even outside of the jurisdiction of the host city. Therefore, legacy should not just be addressed in reference to the main city that is responsible for hosting the event but, researchers and planners should also consider the non-host cities who assist with the implementation of the event.

The following section will overview the methods used for conducting this much needed research.

Table 1.
Olympic Legacy Research

Legacy Type	Sources
Cultural	Bob & Swart, 2010; Berridge, 2012; Hylton & Morpeth, 2012; Boukas, Ziakas & Boustras, 2013; Cho & Bairner, 2014; Scott, 2014; Blair, 2015; McGillivray, McPherson & Carnicelli, 2015; Pappalepore & Duignan, 2016
Economic	Bernard & Brusse, 2004; Blake, 2005; Brunet, 1995; Hotchkiss, Kasimati, 2003; Kirkup & Major, 2006; Moore & Zobay, 2003; Humphrys & Plummer, 1995; Madden & Crowe, 1998; Matheson, 2002; Owen, 2005; Porter & Fletcher, 2008; Preuss, 2004
Environmental	Loland, 2006; Elliott, 2007; Chappelet, 2008; Moreina, 2009; Mallen, Hyatt & Adams, 2010; Jin, Zhang, Ma & Connaughton, 2011; Gold & Gold, 2013; Preuss, 2013; Samuel & Stubbs, 2013; Smith, 2014
General	Ritchie, 2000; Dickson, Benson & Blackman, 2007; Preuss, 2007; Shipway, 2007; Gratton & Preuss, 2008; Jinxia & Mangan, 2008; MacAloon, 2008; Toohey, 2008; Gold & Gold, 2009; Kaplanidou & Karadakis, 2010; Chappelet, 2012; Cornelissen, Bob & Swart, 2012; Girginov, 2012; Kaplanidou, 2012; Karadakis & Kaplanidou, 2012; Leopkey, 2012; Leopkey & Parent, 2012; Coakley & Souza, 2013; Misener, Dracy, Legg & Gilbert, 2013; Thomson, Schlenker & Schulenkort, 2013; Liu, Broom & Wilson, 2014; Preuss, 2015
Image	Eick, 2011; Berridge, 2012; Kassens-Noor, 2013; Tichaawa & Bob, 2015
Olympic Movement	Cotton, 2012; Leopkey & Parent, 2012; Kidd, 2013; Benson & Dickson, 2014; Bason, Cook & Anagnostopoulos, 2015; Luo & Huang, 2015; Tichaawa & Bob, 2015
Physical	Searle, 2002; Wen & Jun, 2009; Achu & Swart, 2012; Urmilla & Kassens, 2012; Weed, et al., 2012; Bauman, Murphy & Matsudo, 2013; Carter, Lorenc, 2013; Bauman, Bellew & Craig, 2014; Ramchandani, Davies, Coleman, Shibli & Bingham, 2015; Bizarro et al., 2016; Bretherton, Pigginn & Bodget 2016
Political	Cornelissen, 2007; Girginov & Hills, 2009;
Social	Weed & Dowse, 2009; Fennell & Sheppard, 2011; Nichols & Ralston, 2011; Sallent, Palau & Guia; Swart, Bob, Knott & Salie, 2011; Hylton & Morpeth, 2012; Minnaert, 2012; Griffiths & Armour, 2013; Li & McCabe, 2013; Watt, 2013;
Sport	Girginov & Hills, 2008; Frawley, Van Den Hoven & Cush, 2009; Frawley, 2011; Bullough, 2012; Veal & Toohey, 2012; Weed et al., 2012; Boardley, 2013; Carmicheal, Grix & Marqués, 2013; Carter & Lorenc, 2013; Feng & Hong, 2013; Griffiths & Armour, 2013; Mitchell et al., 2013; Reis, de Sousa-Mast & Gurgel, 2014; Suzuki, 2014; Reis, Frawley, Hodgetts, Thomson & Hughes, 2017

Sustainability	Girginov & Holls, 2009; Getz, 2007; Gold & Gold, 2013; Homma & Masumoto, 2013; Davis & Juliet, 2014; Harris, 2014; Chen, 2015
Tourism	Dansero & Puttilli, 2010; Fennell & sheppard, 2011; Bottero, Sacerdotti & Mauro, 2012; Ziakas & Boukas, 2012; Sant, Mason & Hinch, 2013;
Urban	Gold & Gold, 2008; Davis & Thornley, 2010; Matheson, 2010; Andranovich & Burbank, 2011; Bondonio & Guala, 2012; Brown, Cox & Owens, 2012; Davidson & McNeill, 2012; Davies, 2012; Hendy, 2012; Sumner, 2012; Thornley, 2012; Brownhill, Keivani & Pereira, 2012; Coaffee, 2013; Kassens-Noor, 2013; Smith, 2014; Yawei, 2015; Kamvasinou, 2017

Table 2.
Defining Mega-Events

Source	Definition
Ritchie & Yangzhou (1987, p.20)	Major one-time or recurring events of limited duration, which serves to enhance the awareness, appeal and profitability of a tourism destination in the short and/or long term. Such events rely for their success on uniqueness, status, or timely significance to create interest and attract attention.
Roche (1994, p.1-2)	Mega-events... are short-term events with long-term consequences for the cities that stage them. They are associated with the creation of infrastructure and event facilities often carrying long-term debts and always requiring long-term use-programming... [T]hey project a new (or renewed) and perhaps persistent and positive image and identify for the host city through national and international media, particularly television coverage.
Jago & Shaw (1998, p.29)	A one-time major event that is generally of an international scale. [A mega-event] is a large scale special event that is high in status or prestige and attracts large crowds and wide media attention... They are expensive to stage, attract funds to the region, lead to demand for associated services, and leave behind legacies.
Hiller (2000, p.182-183)	A short-term, one-time high-profile event... The mass media carries the event to the world... it has significant and/or permanent urban effect.
Roche (2000, p.1)	Large-scale, cultural (including commercial and sporting) events, which have dramatic character, mass popular appeal and international significance.
Horne (2007, p.81-82)	Have significant consequences for the host city, region or nation... [and] attracts considerable media coverage.
Gold & Gold (2011, p.1)	Cultural and sporting festivals that achieve sufficient size and scope to impact whole economies and to receive sustained global media attention.
Mills & Rosentraub (2013, p. 239)	Significant national or global competitions that produce extensive levels of participation and media coverage and that often require large public investments into both event infrastructures. For example, stadiums to hold the events and general infrastructure such as roadways, housing or mass transit systems.

Table 3.*Literature that Defines Olympic Legacy*

Sources	Definition
Getz, 1991 (p.340)	The physical, financial, psychological, or social benefits that are permanently bestowed on a community or region by virtue of hosting an event. The term can also be used to describe negative impact, such as debt, displacement of people, pollution, and so on.
Hiller, 1997 (p.64)	When the event itself may pay its own way.
Cashman, 1998 (p.111)	One way that memory can be reconstructed in a positive way.
Andranovich, Burbank & Heying, 2001 (p.124)	Period with the longest effect on the host city.
Chappelet, 2003 (p.55)	A long-term impact on the Olympic city and its nearby region and possibly on the host country.
Essex & Chalkley, 2003 (p.95)	Any development that was created as part of the preparations for staging the Olympic Games, even if there is evidence that the development may have emerged in the fullness of time irrespective of the event.
McCloy, 2003 (p.155)	A post-Games long-term well-planned usage of sporting facilities that can positively impact on the health and well-being of citizens in the Olympic host region.
Preuss 2007	All planned and unplanned, positive and negative, intangible and tangible structures created by and for a sport event that remains for a longer time than the event itself.
Macrury & Poynter, 2009 (p. xiii)	Has multiple dimensions, tangible and intangible, that can only be explained and effectively analyzed by reference to social, economic, and cultural conditions of that time.
Davis & Thornley, 2010 (p.90)	Can be short term or long-term tangible or intangible, direct or indirect, foreseen or unforeseen, positive or negative.
Veal, Toohey & Frawley, 2011 (p.157)	One of a number of possible motivations for cities and nations to seek to host the Olympic Games and other international sporting events.
Chappelet, 2012 (p. 77)	All that remains and may be considered as consequences of the event in its environment.
Thomson, Schlenker & Schulenkorf, 2013 (p.111)	Long-term or permanent outcomes for a host city from staging an event.
Müller, 2015 (p.633)	Long-lasting transformative impacts.
Brimicombe, 2016 (p.33)	Any net impact arising from a mega-event.

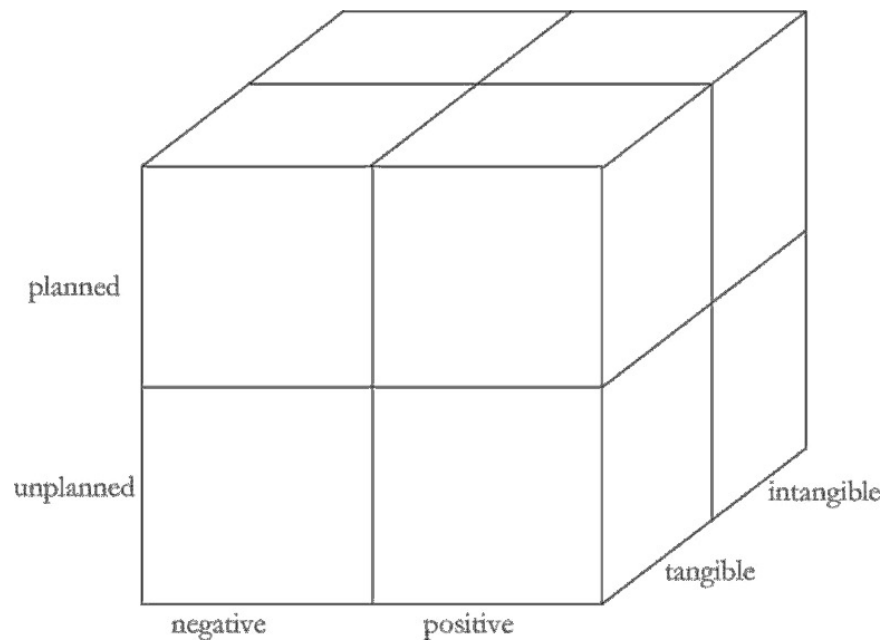


Figure 1. Legacy Cube. From Preuss, H. (2007). The conceptualization and measurement of mega sport event legacies. *Journal of sport & tourism*, 12(3-4), 207-228.

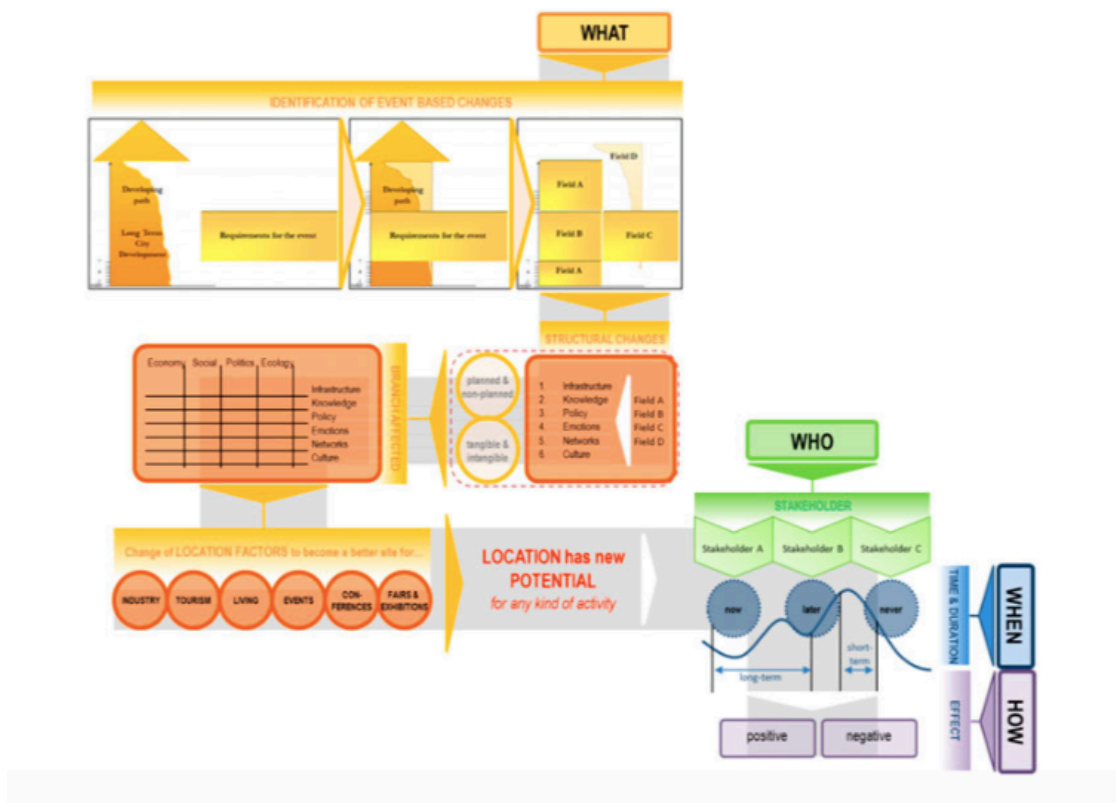


Figure 2. Framework to Help Identify Olympic Legacies. From Preuss, H. (2015). A framework for identifying the legacies of a mega sport event. *Leisure studies*, 34(6), 643-664.

CHAPTER 3

METHODS

In an effort to better comprehend non-host city event legacies that have ensued from hosting an edition of the Games, a qualitative research design was utilized. In particular, the implementation of a case study approach was used. Specifically, archival materials and stakeholder interviews formed the construction of the case. A case study method was preferred as it seeks to explain the ‘how’ and ‘why’ when understanding a social phenomenon (Yin, 2014). In addition, case studies primarily focus on contemporary events such as the Olympic Games (Yin, 2014). For this research, there was a focus on the Atlanta 1996 Centennial Olympic Games. This particular edition of the Games made great use of surrounding cities outside of the host city of Atlanta in order to accommodate fans, spectators, tourists and members of the media as well as hosting events before and during the Games. Additionally, some of the non-host cities for the 1996 Games hosted national teams for pre-event training as well as many other various events during the Games (i.e. shooting, soccer, softball and equestrian). While other Games also used surrounding cities to assist with hosting the Games, Atlanta was celebrating the one-hundredth year anniversary of the modern Olympics resulting in heightened interest and exciting plans (IOC, 2017b). More in-depth information on this event is outlined in the case setting section below.

Case Setting

One hundred years after the rebirth of the Olympic Games, the Centennial Olympics were held in 1996 in Atlanta, GA. A record number of 197 National Olympic Committees (NOCs) and

over 10,300 athletes participated (IOC, 2017b). The Games had great importance to Atlanta as it enabled the city to renew existing infrastructure and advance its international status (Rutheiser, 1997). Some of these enhancements included housing with the development of the Olympic Village, world-class facilities such as Olympic Stadium (formally Turner Field and now Georgia State University's new football stadium) and the public friendly space of Centennial Olympic Park located in the heart of downtown. For the purpose of this study, the 1996 Games was selected for the case because of the various non-host cities used in Georgia (i.e., Athens, Columbus, Conyers, Gainesville, Jonesboro, Savannah, and Stone Mountain) as well as Tennessee (i.e., Copperhill) in order to host events. In particular, Athens, GA was examined due to its multi-purpose role when preparing and hosting the Games. For example, prior to the Games, the University of Georgia (UGA) became a training site for international teams including Australia and Sweden (IOC, 2017b). This enabled the athletes to acclimatize to the expected heat and become familiar with accommodating facilities. During the Games, Athens hosted the men's soccer quarter final and women's gold medal matches, as well as rhythmic gymnastics and volleyball competitions. By hosting such events, this non-host city drew in a number of additional spectators from around not only the state but the entire southeast region and the world. Therefore, the collection of data from the Athens site can help shed light on the legacies that are accrued in non-host cities as a result of playing such a pivotal role during the 1996 Olympic Games.

Data Collection

Data collection is the process of gathering and measuring information from various sources (Miles, Huberman & Saldaña, 2014). For this study, a qualitative research design was used to ensure the gathering of rich and detailed data. This approach attempts to gain a deeper

understanding and interpretation of the information that has been accumulated. Thus, for the purpose of this research, both archival materials and interviews served as the primary sources of data collection.

Archival Materials.

Openly accessible documents of importance from this event were sourced and thoroughly examined. Such materials consisted of: press releases, brochures, official letters, formal studies, newspaper clippings, maps and charts, lists of names, survey data, and personal records (Yin, 2014). More specifically, as it pertains to this study, official IOC and OCOG documents such as meeting minutes, memos, final reports, records, as well as website information were also reviewed. Archival materials are useful sources of data as they provide official standpoints of organizations. More so, these various types of documents can help validate information from other sources to which inferences may be drawn (Yin, 2014). These archival materials were obtained at a publically accessible facility, the UGA Special Collections Libraries in Athens, GA. In addition to analyzing approximately 240 archival documents, interviews with various stakeholders from the Athens community (i.e., local residents, volunteers, and organizing committee members) were also conducted.

Interviews.

According to Kvale and Brinkmann, (2009), interviews are defined as an “inter-change of views between two persons conversing about a theme of mutual interest” (p.2). Thus, interviewing conversations differ from everyday dialogue due to their intentionally structured format. Further, what makes an interview so unique is the complex phenomena a researcher could potentially discover that otherwise may have gone unnoticed (Tracy, 2013). Moreover, Rubin and Rubin (2005) have described interviewing as similar to having “night vision goggles”

as it can bring to light information that may have initially been left in the dark (p.vii). Interviews can vary in configuration including structured, semi-structured and unstructured. While structured interviews follow a specific order and unstructured ones formulate as the interview proceeds, semi-structured interviews offer a flexible approach allowing the researcher to acquire details about a specific topic (Rubin & Rubin, 2012). A semi-structure interview also enables the researcher to probe, thus stimulating an in-depth discussion about a particular point in question. Consequently, this research study benefited from a semi-structured approach due to its ability to provide a versatile framework. All of the interviews conducted used the same type of informant interviewing. Informant interviews are “used to characterize participants [(i.e., stakeholders)] who are experienced and savvy in the scene, can articulate stories and explanations that others would not, and are especially friendly and open to providing information” (Tracy, 2013, p.140).

Thus, utilizing informant interviews in a semi-structured manner was a primary method of data collection that allowed the researcher to gain raw, first-hand records from someone who was impacted by the hosting of Olympic events in Athens. Table 4 details the nature of the stakeholder, the stakeholder’s group, how the interviews were conducted as well as their durations. Selecting interviewees was an all-inclusive process that began by noting prominent stakeholders and individuals found in the archival materials. These individuals were then primarily reached out to via email. The recruitment script sent to intended interviewees can be found in Appendix A. Those who replied and confirmed interest in partaking in this study were sent a consent form (see Appendix B). Prior to the interview being conducted, the participant and researcher both signed and dated the document. While the researcher kept the original consent form, all interviewees were offered copies. The semi-structured interview questions that formed the basis of the interviews can be found in Appendix C. Upon completing the interview process,

each interview was transcribed verbatim and then coded to facilitate the retrieval of common themes. To enhance the validity of the transcribed interviews, they were sent back to the interviewees for them to make any corrections of their statements they provided but no amendments were made after this point. The coding and analysis of the data is further discussed in the following section.

Data Analysis

“Coding is analysis” states Miles, Huberman and Saldaña (2014, p.72). *Codes* can be described as labels that appoint symbolic connotation to the descriptive or inferential information amassed throughout a study (Miles, Huberman & Saldaña, 2014). The purpose of using coding was to be able to retrieve and categorize similar data together so needed information can be quickly identified and easier to access. Therefore, this particular study used thematic coding as a method of examining the collected materials and information in order to draw conclusions. To begin the coding process, all documents and archival material were converted to an electronic format for proficient and precise analysis through the Atlas.ti software for Mac. Interviews were transcribed using Rev.com; a multilingual speech-to-text software that can transcribe speech dialogue of sizable quantities including both audio and video documents. Once transcribed, the interviews were also coded using Atlas.ti. Coding, or the process of analyzing textual content, was done primarily using deductive coding. Deductive coding is the process of starting one’s analysis with codes already in mind (Saldaña, 2013). However, inductive coding arose as new codes (e.g., career development, community relationship and sport education) came to light during the analysis process. In 2013, Saldaña identified two major stages of coding: First Cycle and Second Cycle. First Cycle coding, also known as open coding, includes assigning labels such as single words or condensed phrases to longer sentences and paragraphs (e.g., legacies of non-

host cities such as: economic impact, infrastructure/renovations, culture activities, educational, environmental impact, etc.) (Miles, Huberman & Saldaña, 2014). Second Cycle coding, also known as axial coding, occurs by identifying patterns, relationships and emerging trends within the First Cycle codes (e.g., use of legacy terminology, legacy requirements, issues and barriers, implementation of new practices, etc.) (Miles, Huberman & Saldaña, 2014). No inconsistencies were identified when conducting thematic coding. Data saturation was reached by the eighth interview. By this point many interviewees shared all similar responses and no new or additional information was being mentioned. At this point there was no longer a need to accumulate more information from the interviewees. However, the remaining three interviews were continued to ensure stakeholder coverage.

Research Quality

It is important to consider construct validity, external validity and reliability in order to ensure the quality of the research (Yin, 2014). Construct validity addresses if the measurements used answer the questions being asked by the study (Yin, 2014). For this research, the multiple forms of archival materials such as newspaper clippings, planning notes, blue prints, and images were analyzed. Additionally, external validity highlights the issue of transferability (Yin, 2014). Thus, findings of this study may not be applicable to other Olympic sites. Lastly, reliability addresses the ability of other researchers to repeat this study (Yin, 2014). The methodology for this study was meticulously prepared and well documented. Additionally, this study followed methods used in previous studies of the Olympic Games legacy research (c.f. Leopkey & Parent, 2012a, 2012b; Preuss, 2015). Research credibility was strengthened through the use of thick-description of the study findings and the use of maximum variation in the research participation

selection process (Merriam, 2002). These aspects of research quality, given their consideration in this study, allowed for successful research to be conducted (Lincoln & Guba, 1986).

Table 4.
Interviewed Stakeholder Participants

Nature of Stakeholder	Stakeholder Group	Method Conducted	Duration (Min.)
University volunteer coordinator	Volunteer	Face-to-face	34
Member of local media	Local Media	Face-to-face	62
University Athletic facilities operator	Local University Organizing Committee	Face-to-face	41
University Athletic Department representative	Local University Organizing Committee	Face-to-face	48
Event staff member	Organizing Committee for the Olympic Games	Face-to-face	25
Community leader and liaison	Local Community Organizing Committee	Face-to-face	93
Ath '96 supervisor	Local Community Organizing Committee	Face-to-face	44
Ath '96 financial facilitator	Local Community Organizing Committee	Face-to-face	37
ACOG representative event coordinator	Organizing Committee for the Olympic Games	Skype	42
Long-time resident and event volunteer	Resident	Face-to-face	31
Events volunteer	Volunteer	Face-to-face	56

CHAPTER 4

FINDINGS

In order to better understand the non-host city experience of Athens during the Games, the following section will illustrate how Athens became involved in the 1996 Olympics.

In the late 1980's Billy Payne, a lawyer in Atlanta, had a desire to have his home city host the Olympic Games. Many close to him thought he had taken too many hits to the head on the football field during his tenure at the University of Georgia to have such an aspiration. However, Payne thought otherwise and saw the potential Atlanta had. As a result, he quit his job to dedicate all of his time to promoting Atlanta as an ideal host city for the Olympic Games. Through large, private donations and unremitting relentlessness, what started off as a dream for Payne became a reality for the city of Atlanta. On September 18, 1990 during the 96th IOC Session Atlanta, GA was awarded the rights to host the 1996 Olympic Games. Many were shocked as everyone expected the birthplace of the Ancient Olympics (Athens, Greece) to win the Centennial edition. However, the IOC did not think they were prepared enough. It is important to note that initially Athens, GA was not part of the original '96 bid. However, a prominent and active individual from the University of Georgia's Athletic Department joined Payne on his journey home from Tokyo and told him not to forget about the city. "Just remember we are here. We have got some stuff in place. We can do a lot of things here" (University Athletic Department representative). In the end, the city of Athens would host three Olympic events including: soccer quarter finals and medal rounds, volleyball preliminaries and rhythmic gymnastics.

In order to help organize the Olympic sport events and the ancillary activities downtown, in 1993 various members of the community formed a group called Athens '96. Athens '96 was a diverse committee appointed by the Athens Chamber of Commerce, the University of Georgia and the local government. This 23 member team was mandated with the responsibility for fund raising and coordinating community involvement for the Games. Next emergent legacy themes will be discussed.

Olympic Legacies in Athens, GA

In the end, both UGA and the city of Athens would serve a large and diverse role in the lead up to and during the hosting of the Games. As a result, several event legacies were experienced by a variety of stakeholders in the city. These emergent legacy themes included: nostalgia, urban development, volunteering, community engagement, culture and sport development.

Nostalgia.

A theme that emerged repetitively within the data was the nostalgia individuals felt as a result of being part of the 1996 event. A majority of the interviewees expressed the overwhelming sense of emotion they felt from the experience. For example, an individual arrived to the interview dressed in his complete 1996 Olympic volunteer garb. Another research participant showed up to the interview holding the Olympic torch he carried through Athens. While nostalgia was apparent within the interviews, it was also evident in the archival materials as well. Newspaper clippings from the Athens Banner-Herald contained memory columns. These sections included fans and spectators reflecting on their experiences during the Games. With such an emphasis on nostalgia discovered in the various sources of data, different sub-themes

also emerged: both representatives from the general public and event organizers felt nostalgic and the growth of these fond memories over time.

Local Residents and Event Organizers.

Data analysis illustrated that nostalgic feelings were not specific to the organizing committee and volunteers. There was evidence that local residents felt honored to have been a part of the Games despite their very different role as a community stakeholder. Moreover, many residents of Athens were in some way a part of the Games by happenstance. However, as reflected below, they quickly found themselves emerged in an event that they never would have imagined being held in their own backyard:

Athens has always been my hometown so to see the torch run that you've watched all your life on television, to see that going across the bridge of Sanford Stadium it's like 'oh my gosh, this is amazing!'. To have friends of mine who were part of the torch run and to get a chance to see them do that. To see Coach so proud and it meant to him to be part of that. But just to be able to see, again, the things you grew up watching on television as part of your town (Member of local media).

Having part of the Games in Athens was generally a positive experience and fond memory for the residents that were interviewed. Furthermore, it was equally, if not more, nostalgic for those who assisted with the planning and implementation process. This may be in part due to their unwavering commitment to the events and activities held. An Athens '96 financial facilitator spoke about his experience in the following way:

Well, first, I was proud to be a part of it. I was pleased to be a part of it. I felt we were doing good things. It was great that we had the opportunity to do it. I just thought, this is great. And how lucky that we have this opportunity to do it and how great I have the chance to just be a part of it. It might be a little tiny thing, but I'm part of it.

It was unmistakable from the data that despite anyone's role during the Games, those who were impacted in Athens felt that it was truly a positive experience that will last a lifetime. In many cases, people found one event in particular that still resonated with them to this day: the

women's gold medal soccer match. This event was repeatedly mentioned by both local residents and event organizers. It was conspicuous that the United States of America's (U.S.A.) women's soccer team winning the gold medal game in Sanford Stadium was one of the most memorable moments for individuals living and working in Athens at the time. As the concluding event of the Games in the city, this soccer match also deeply impacted the local event organizers and volunteers as discussed by an ACOG event coordinator:

It was really special when soccer was one of the venues. The final game everybody rushed out onto the field. It was just sweet [...] it was the end of the Games. We just stood out on the field looking around all the staff together. It was like wow, we actually pulled this off.

One interviewee described it as, "the perfect moment in time" (Member of local media). From individuals who carried the Olympic torch to others who helped get the Olympic events ready in the city, this particular women's soccer match was unanimously a memorable moment that still gives people "chills" (Athens '96 financial facilitator) when thinking about it. Moreover, these nostalgic feelings seem to have continued to grow overtime.

Growth of Nostalgia.

Findings revealed that the sense of nostalgia never dissipated. In fact, it became apparent that nostalgia had only continued to strengthen over time. This was perhaps best depicted by an Athens '96 supervisor by stating:

...it'll [talking about the Games] stir their memories up. Then they'll bring it up at the supper table. It's just like throwing a stone in the pond, the ripples, it'll spread out. Then somebody will come along in two years, and it'll start, and those ripples will go out again. That's how it stays alive (Athens '96 supervisor).

To keep these memories alive, many stakeholders donated their memorabilia to libraries for others to view and learn about. For example a University volunteer coordinator said she took all of her mementos from the Olympics and donated it to the local library.

Additionally, in 2006 the city of Athens hosted a ten year anniversary event in memory of the 1996 Olympics. One clipping from Community Newspaper, Inc. (CNI) showed a local community leader and liaison as well as other Athens volunteers carrying the Olympic torch through downtown Athens to re-enact the torch run through the University in commemoration of the event. Moreover, the Athens Banner-Herald interviewed various stakeholders about their roles during the Games. They discussed where they were in their lives and their favorite memory from some of the 1996 Olympic events that were held in Athens. Similarly, twenty years after the Games, in 2016 other local newspapers such as the Red & Black, again, reflected on the events that were hosted in Athens. In this particular article, a former Athens Convention and Visitors Bureau director was interviewed. He discussed the atmosphere and excitement that overcame the community. He also noted how hosting Olympic events brought visitors from around the globe and Athens residents together (Red & Black, 2016). In addition to nostalgia, another major event legacy in the Athens case were infrastructure improvements made to both the University's campus and throughout the city.

Urban Development.

Urban development was another major legacy theme identified in the non-host city. Within this case, examples included the construction of monuments for the Games, the beautification efforts done throughout the city (e.g., litter pick-up, roads power washed, additional trash bins placed downtown and the addition of trees and flower beds) and on the University's campus, as well as facility upgrades specific to venues hosting Olympic related events. The following section highlights each of these major sub-themes.

Monuments.

As a result of the Centennial Games celebrations and Olympic events hosted in Athens,

many monuments were designed and erected around the city and at the University. A representative of the local media said it this way:

I know the Athena statue is still in front of the Classic Center, and there's another one downtown, I think near the courthouse as well. So it's neat that those markers are there for people to remember [the Games] by.

More specifically, the Athena statue shown in Figure 3 was created by a local artist and was a legacy project funded by the local organizing committee known as Athens '96. The city of Athens, GA “was named in honor of the center of higher learning that had flourished in classical Greece” (Athens Convention & Visitors Bureau, n.d.). Additionally, as daughter of Zeus, Athena was a Greek Goddess who represented wisdom and war (Van Wees, 2009). Therefore, the statue of Athena was designed as a tribute to the history of the city as well as its newfound connection to the Olympic Games. An additional statue entitled *The Spirit of Athens* was placed on the corner of Clayton and Washington streets downtown (See Figure 4). This sculpture commemorates the Atlanta 1996 torch relay and related Olympic events that were held in Athens. The base of the statue reads: “Endeavoring to keep the unity of the spirit in the bond of peace. – Ephesians 4:3.” Also, downtown a standing plaque dedicates the city as partial host of the 1996 Games (Figure 5). While monuments exist around the community, they can also be seen on UGA’s campus. For example, a sizeable black, marbled stone piece stands outside of Stegeman Coliseum. This monument lists all of the UGA Olympic athletes throughout history. Engraved on the monument are the five universal passions: love, awe, anguish, triumph, and joy. They are translated in ten different languages including: Chinese, Classical Greek, Hindi, Swahili, German, Arabic, French, Japanese, Spanish/Portuguese, and Russian.

Beautification.

A beautification effort (i.e., an effort to make Athens look its best during the hosting of the event) within Athens also took place. In preparation for thousands of visitors from around the world, Athens took time to make small appealing changes to the community. This effort was described by a University volunteer coordinator, “the University improved. It looked cleaner. I mean, there were a lot of grounds keeping, a lot of just beautifying of the campus happened in advance of the Games.”

Not only was the campus made more aesthetically appealing, but so too was the surrounding city. A member of the local media reflected on this process:

My recollection is a lot of the wildflowers that are on the loop, were, I think the money was given as part of the Olympics to start that. But for some reason I'm even thinking there were the same number of species of flowers as there were countries, something like that [...]. But I remember they put all these pretty crepe myrtles downtown. They wanted Athens to look very welcoming, so they had these trees that bloomed and were really pretty.

A Red & Black’s newspaper article, *Looking back: Athens and the summer '96 Olympics*, included an interview with a former Athens Visitors Bureau director. He stated that “we [Athens community] planted all kinds of crepe myrtle trees on the avenues because they bloom in July, just to try and make the town look very welcoming in preparation for all the people we knew would be coming” (Fincher, 2016, p.1)

In addition to the planting of crepe myrtles as seen in Figure 6, that still exist today, it was noted that streets were cleared of any litter and power washed. While beautification was accomplished, some facilities also received a facelift.

Event Facilities.

In order to host a top tier event like the Olympic Games, the IOC and International Federation (IF) regulations required upgrades to some of the host facilities on campus. For

example, according to a community leader and liaison, the then president of the International Volleyball Federation, Dr. Ruben Acosta, believed that the Coliseum was too hot for the athletes to compete in. As a result, air conditioning was installed in Stegeman. A pre-event planning document noted that a combination of funding sources, including the UGA Athletic Association, contributed \$5.7 million dollars towards the renovations (University of Georgia, Office of Public Information, 1994). A member of the local media reflected on this renovation below:

The Coliseum certainly got some much-needed help with the addition of air conditioning as part of the infrastructure. That would have been a deal breaker for volleyball and for all the people that were in there, had that really not had the air conditioning that it got. Because you're talking about the middle of summer, it would have been pretty rough in there.

Furthermore, additional renovations were completed to get fans closer to the game. The work involved installing telescoping seats in the two spectator sections on each side of the Coliseum and around the entire arena floor (University of Georgia, Office of Public Information, 1994). However, Stegeman was not the only facility to see changes. At Sanford Stadium, the field itself required modifications to host soccer matches as regulation soccer pitches are twenty yards wider than a football field. Therefore, in order to enlarge the field, the beloved hedges were provisionally removed that “had been there since 1929” (University Athletic facilities operator). As a result, after the conclusion of the Games, the newly grown hedges were placed back in the Stadium and have remained there since. The removal of the hedges was reflected on by a University Athletic Department representative:

We're now dealing with the hedges in order to convert the stadium from American football to soccer. As you can imagine there are some real football purists who couldn't imagine having the hedges taken out for soccer to be played. One of our faculty chairs was a plant pathologist and he found Nematodes in the hedges, which was good news because now I could say that this was a blessing in disguise, the hedges have Nematodes in them, we have to change them. So, we took cuttings of the hedges, grew them in two different places (see Figure 7) and then eventually replaced them as “hedges two”; that's what I call them.

In addition to extracting the hedges, new storm drains were put in place, a walkway circling the field was paved, UGA's mascot cemetery was refurbished, and the lower-level stands were raised (University of Georgia Athletic Association, 1993). Many of these changes that have been identified have remained long after the Games thus resulting in lasting legacies. While urban development opportunities were extensively planned in Athens, so too were the training and utilization of its volunteer force.

Volunteering.

In order to host some of the official events associated with the Games, Athens relied on many things but perhaps, according to a University volunteer organizer, none more vital than the willingness of "approximately 800 helpers." Olympic Games volunteering impacts for Athens included altering one's life course and career development.

Personal Impact.

As found in this study, volunteering may result in unpredicted outcomes that have the ability to change one's course of life. For example, a stakeholder who was interviewed shared how volunteering for the Games in Athens greatly impacted someone dear to him:

Our daughter always wanted to go to University of Georgia. But when we moved to Athens, then it sort of changed her mind. She looked at thirty-five different colleges and universities. Went all over the South. She chose the University of Alabama, because when we drove into town she liked the look. Tulips were in bloom, and the University of Alabama at the time was fifteen thousand or so students. About the size the University [of Georgia] was when I came here and her mother came here. She did her first year at Alabama. Then I got her to come home to volunteer for the Olympics, and after she got caught up in all that volunteering, she said, "Why aren't I in Athens?" I said, "Good question." So she transferred, and she graduated from the University of Georgia. I mean, yeah. That's just one personal story how the Olympics changed her life. And there, in a class at the University of Georgia, she met her future husband. Today they have four sons. So, yeah, those four little boys that I visited with Sunday wouldn't be here if it hadn't been for the Olympics. (Athens '96 supervisor)

While it is evident that volunteering brought a community of many people together, it was also apparent that having the opportunity to volunteer for an event of such magnitude was a “springboard” for some people’s careers (Community leader and liaison).

Career Development.

While just hoping to partake in something unique like the Olympics, volunteering for the Games in Athens also resulted in an opportunity for some individuals to expand their career aspirations. This is further described by an ACOG event coordinator:

In that way, the Games did a lot for people, for people like me, people who lived in, young professionals that were coming along. It was a big career boost for people who got to work in the Games. There were a lot of people who have continued to work in sports, who have continued to work in event planning and have made a career out of it. They got a start because of the Games in Athens. In that way, I think it's a terrific opportunity. To me, that's a big lasting legacy.

As a result of volunteering for the Games in Athens, some interviewees were sought out by other mega-event organizing committees. For instance, future editions such as the 2000 Sydney Games wanted people with prior experience working in a non-host city setting. This opened the door for some who were interviewed to continue to work with the Olympic Games internationally:

I was a consultant to the Sydney Games where in both Canberra because they were about two hours away from Sydney. And they wanted the perspective Athens in relation to Atlanta and how we handled everything. And then I also worked in Sydney with their people. (Community leader and liaison)

In even more unique instances, interviewees were also sought out to assist in hosting different sporting events other than the Olympic Games:

For me, I think because of my experience managing three venues and a village, I then had an opportunity to, because of one of my managers, one of the volunteer directors, contacted me and recruited me and I went and lived in Manchester, England and was the volunteer manager for the Commonwealth Games. That was a super opportunity for me professionally (ACOG event coordinator).

In many cases volunteering is commonly seen as simply an opportunity to be involved with the event and to meet new people with similar interests. However, in other instances, in addition to the opportunities for career advancement, volunteering also impacted not only individuals but an entire community.

Community Engagement.

According to an Athens community leader and liaison, prior to the Games, “the city and University acted as two separate entities.” However, as a result of hosting part of the Games, a prevalent theme amongst the data was the sense of comradery that was developed between UGA and the city of Athens as further highlighted by an ACOG event coordinator:

The city really grew up hosting the Games. It learned how to come together, learned what resources were available, learn that we could come together as a community and actually create and host and pull off for the world. In that way, I think we proved to ourselves that we were a city of note and that we had a lot to offer. I think there was a maturing of the community as a result of coming together and successfully planning and implementing this event in the city.

Not only did the different entities of the community come together for preparation of the Games, but also long after. For example, according to a community leader and liaison, as a result of hosting the Games, seven years later an official position of “Director of Community Relations” was put in place and still exists today:

It brought the University together even more so. And it carried over to other things, not too long after, the University set up a liaison with the city, which they had not had before. So I mean, it really carried over to that. That really brought us together and as I said before, we felt a combination of the University and the city could do about anything after that. (Community leader and liaison)

It is apparent from these findings that community engagement was a very impactful legacy in Athens. During the Games in this setting, not only did the community come together, but so did people from all over the world.

Culture.

From music and dance ensembles to art exhibitions, planned cultural legacies were regularly found documented in many archival findings. For example, one way the city chose to fuse the cultures of the many countries represented at the Games was through the international language of ballroom dance. As seen in Figure 8, a United States professional ballroom dance couple showcased their abilities during a dancing event. Events such as this were scheduled and tickets proceeds went towards the UGA Arts program. In addition to planned cultural activities that took place before the Games, during the Games unplanned cultural activities and interactions developed as described by an event staff member:

In terms of cultural experience, it was just killer having this international crowd descend upon Athens. You had people from Latin America and Africa. I remember, in particular, there were several games in which people were carrying flags, and folks from some of those countries would have this informal percussion ensemble, and so there would be percussion in the stands.

In essence, Athens was very “culturally accepting and open to having people of different religions, different cultures” (Events volunteer). To assist with potential language barriers, information booths were set up around the city. At these booths volunteers gave out pamphlets with common phrases and potential questions written in various languages. Thus, as a result of co-existing and interacting with people from around the world during the Games, individuals who were interviewed believed that everyone in the community “...were exposed to the world like [they] never would have been” (Community leader and liaison). In addition to being exposed to various cultures, as a result of part of the Games being hosted in Athens, people within the community were also encouraged to partake in sports.

Sport Development.

Sport development was another major legacy theme that was prevalent within the findings of this study. Data revealed that upon the conclusion of the Games many opportunities to promote sport participation were established. For example, a basketball court was paved at a local apartment complex. New basketball goals, rims and supports were also put in place. Additionally, Athens '96 donated scholarship seed money to the University of Georgia Athletic Association in support of the women's soccer team. The UGA women's soccer team was established the year before in 1995. Therefore, the scholarship provided an opportunity to support the progression of the newly established program that is still competing today. Furthermore, Athens '96 contributed funding for rhythmic gymnastics and volleyball instruction at the local Young Women's Christian Organization (YWCO). YWCO is a non-profit organization aimed to spiritually, intellectually, socially and physically empower women. However, these lessons are no longer provided. Moreover, in order to promote the Paralympic Games, Athens '96 donated funds in support of the torch relay that also went through Athens before reaching Atlanta. Additionally, findings reveal that Athens '96 assisted a local organization called the Stonehenge Youth Association (SYA) by sponsoring and promoting physical activity events for children within the local community. SYA provided an opportunity for its young members to play organized sports in a safe and welcoming environment while developing the resources necessary to become leaders within their community. With assistance from Athens '96, the SYA was able to host activities such as pick-up baseball games and soccer matches. The support of various community entities such as Athens '96 would essentially help SYA expand and even establish a partnership with USA Football. Today, SYA has its own youth football team called the Stonehenge Panthers who compete with other youth football teams in

Georgia. Many players from this organization have gone on to play football at the collegiate level.

In sum, the evidence presented above demonstrates the various event legacies that have been experienced or accrued in Athens as a result of hosting part of the Olympic Games in 1996. In particular, nostalgia, urban development, volunteering, community engagement, culture and sport development were major legacy themes that emerged in this particular case. Moreover, each major theme had corresponding sub-themes that were determined and identified. These legacies were then compared to the legacies within the host city of Atlanta.

Legacies Compared to the Host City

The host city who is responsible for bidding and winning the rights to host the Games relies heavily on surrounding communities for a number of roles. As a result, non-host cities are impacted due to their involvement and assistance during the Games. When comparing the legacies between the two cities (non-host city (Athens) vs. host city (Atlanta)) in this case, three major themes influenced the non-host city legacies: infrastructure, Centennial Park bombing and event commercialization.

Infrastructure.

Even before the Games, when comparing the cities of Atlanta and Athens, the landscape is something that truly sets them apart. Atlanta is a large city that is home to major corporations and an increasing population. As a result of hosting the Games, an interviewee described how the infrastructure in Atlanta was impacted:

Well, it's a bigger scale. Let's face it. Athens is nowhere near the size of Atlanta. They built the Olympic housing, is now part of Georgia Tech Campus. The swim forum, whatever they built over there was now part of Georgia Tech. So, it's still there. Then some of the things that they built for events, and those are huge structures. (Events volunteer)

Major infrastructure was built and updated for the Games in Atlanta. However, over the years some of these facilities such as the Olympic Park are still around while others have adopted new roles (e.g., Georgia Tech Aquatic Center turned into a recreation center for students). Moreover, while some facilities such as the Wolf Creek Shooting Complex was planned to no longer be used after the Games, other facilities, including the Stone Mountain Tennis Center, were expected to last longer than they did. This was noted by a member of the local media:

The Atlanta landscape has changed so much. The Georgia Dome has come and gone. But to think about Atlanta had the Omni and that's gone. And Atlanta had Fulton County Stadium, that was Falcons and Braves back in the day and now it's gone. And then it led to Turner Field, which is still there but not used by the Braves anymore. Tech had some benefit from again, infrastructure. They were able to capitalize on some things there. Centennial Park is still a very popular place, right there in the heart of the city. I think a lot of stuff is built around it.

In contrast, all of the facilities that were utilized in Athens for the Games were already in existence and required no displacement of people or other businesses or services. While the differences between scope and scale of infrastructure modifications between the two cities was vast, it was a devastating incident that occurred at a newly constructed Games venue in Atlanta that highly influenced the event legacies in both locations.

The Bombing.

During the Games on July 27, Eric Rudolph set off a pipe bomb in the Centennial Olympic Park. The explosive device killed two people and wounded others. Great concern arose for the safety of people in Atlanta. While those in Athens also felt the impact to some degree, it was more indirect. A member of the local media recalled the impact of the bombing below:

Of course, the bombing was a negative. It didn't impact us directly, here. But it did in some way. I remember there being a more heightened security. Everybody was a little more on edge because of what had happened. But I remember the security was really obviously tight and everybody was a little on edge for soccer. You're talking about an open-air place, probably 75, 80,000 people in there.

The bombing not only caused concern for spectators in Atlanta, but according to a Community leader and liaison, it also left an impact on the athletes who participated in the Games:

And Atlanta had the bombing and the tragedy on a Friday night. And that's sort of an impact there. But, the people, and I stay in touch with some of them in Australia, of course, also Sweden, some others that we met, that sort of thing. And they all would say, "You know we want to come back to Athens someday." And you know, I would be surprised if they said that about Atlanta. And I really enjoy Atlanta, so I'm not trying to be negative on it. I'm just saying that I think it [the bombing] was such a big thing.

The bombing left a negative impact on Atlanta during and after the Games that did not go unnoticed. For instance, during the tenure of the seventh President of the IOC who served from 1980 to 2001, Juan Antonio Samaranch, notoriously regularly declared the Games as the best to date during its closing ceremonies. However, this was not the case for the 1996 Olympics:

But it didn't stop the Games. I forget the wording, but I know when the Olympic President or the IOC President has their final remarks, they always say, "These were the greatest Games ever" or something like that. And he stopped short of saying that for Atlanta. Everybody took it really personally that it was because of the bombing. (Member of local media)

The impact of the Centennial Olympic Park bombing was a common theme highlighted in the data that ultimately affected the cities' respective legacies. Additionally, the "openness" and a "welcoming feel" (Community leader and liaison) provided in Athens in contrast to the hustle and bustle of metropolitan Atlanta was also acknowledged.

Commercialization.

As detailed in the Atlanta Games Final Reports, private-sectors and developers planned many commercial projects throughout the city (The Atlanta Committee for the Olympic Games, 2007). As a result, advertisements from Olympic sponsors (i.e., Coca-Cola, Minute Maid, Visa, and McDonald's) filled the streets of Atlanta. An interviewee who attended events in both settings described Atlanta as "more commercial" than Athens and that in the setting of Athens "it

was a good feeling knowing that you didn't feel like you were being hocked or pressed to buy things" (University Athletic representative).

As opposed to being over-commercialized in Atlanta, Athens was described as "comfortable" (Community leader and liaison). More specifically, a University athletic representative explained how an ACOG member who was assigned to oversee the volleyball events in Athens had such a wonderful experience:

So, I remember him saying that when they assigned me to Athens he said, "I thought they had sent me to Purgatory, but where they really sent me was to Heaven." 'Cause he enjoyed the atmosphere again, so much of this event, again because it was the biggest event kind of in town and the atmosphere of a college campus, and all the other things that I talked about. And the people, the Athens people that embraced it so well is the reason he made that statement, he just enjoyed the association with the people.

Commercialization in Athens was identified by those interviewed as simply minimal. As a result, Athens was described as "the perfect place to host not only part of the Games, but also the thousands of people from around the world" (Member of local media). Despite the accumulated legacies in Athens, the non-host city also faced challenges associated with the delivery of sport event legacy from the event.

Challenges Faced When Dealing with Sport Event Legacy in a Non-Host City

To address some event legacy issues, throughout the years, the IOC has instilled requirements such as pro-active legacy planning in bid documents. However, event legacy challenges still occur during the planning and implementation process of the Games. Three barriers to providing a positive and sustainable event legacy emerged in the Athens case: lack of pro-active legacy planning, inadequate post-Games legacy governance and initial legacy project funding.

Legacy as an After-Thought.

While not surprising given the timing of the Games and the importance of legacy within the Movement, when speaking with the interviewees, the majority stated that the concept of legacy was an after-thought for them. Instead, some of the individuals who were interviewed were either fixated on just living in the moment or focused on whatever it was that needed to be done at the time. This is reflected below:

It [legacy] probably occurred to me only in the sense of something that's big, but the focus was certainly not on that at all. The focus always was on doing something at the moment. I think it's hard to judge the moment, you know in whatever the moment is and we all have impressions and sometimes it's like we say, "Well time, that'll fade, it doesn't matter., et cetera." (Community leader and liaison)

In some instances, the provision of legacy was not a priority due to an individual's role during the Games. For example, an ACOG representative event coordinator stated: "I was so busy trying to just pull together thousands of volunteers and get them trained that I just could not also focus on that [legacies]." While legacy may not have been a prevalent thought to many of the interviewed stakeholders involved with the Games, in some cases it was also evident that they regretted that being the case. For instance, a community leader and liaison said, "I wish I would have thought a lot about it. But, you know, I was just trying to enjoy it [Olympic events]." However, not only was the concept of legacy so much of an after-thought during the Games, but also upon the conclusion of the event, the monitoring of the improvements to the city and how to maintain them were not considered either.

Lack of Legacy Governance.

Once the final sporting event in Athens was held, there were plenty of celebrations that took place. However, as described by a community leader and liaison, the next day it was as if in the middle of the night the Olympic Games in Athens had snuck out of town:

I mean literally when it was all over on a Saturday, I mean by Sunday and certainly Monday all the banners were down. I mean we don't know who came in and took them, but it was very, very, very quick.

Not only did the Games quickly move on from Athens, but so too were the positions held by stakeholders reflected below:

We had a wrap up. I would say within a month or so after the Games we officially wrapped up all of our reporting and also trying to get rid of remaining inventory, uniforms, office. Just really you wrap up and build a corporate enterprise in a very short period of time and you dismantle it just as quickly. All of that, I would say probably about a month after the Games. (ACOG event coordinator)

Specifically, in Athens it seemed as though there was no time to think about the lasting impacts from the Games as the University had another passion to quickly gear up for. A few short weeks after the gold medal soccer match, the American football season was ready to kick off. As a result, the focus on the city and University quickly transitioned to preparing for the next football season. Typed meeting notes from the University of Georgia Athletic Association stated that the condition of the football field “will be in as good of shape as it always is, if not better” (1993). An interviewee described this hasty changeover as something that simply just needed to be done when he said:

You know, this is going to sound terrible but we were right on top of football season after the Games. I think that you would have had the start of a new school year. I guess the Games ended here in late July, even early August, something like that. So we're right back in it with public school, with Georgia classes, with football season starting. The world of athletics, there's not much time away to take a breath. You just move from one thing to the next. (Member of local media)

The University quickly began preparing for the soon-to-be football season and community organizers wrapped up their responsibilities and duties. At this point in time, the IOC did not have a formalized mechanism in place to monitor the legacies following the conclusion of the Games. Some conversations even left people questioning if something they organized and dedicated much time to such as planting shrubbery or selecting the monuments were even still

around. For example, when bringing up the Athena statue with an ACOG event coordinator who was interviewed for this study, they were quick to question, “Is that thing still there?” Thus, it was evident that governing the legacies post-event was clearly something never taken into consideration. An additional challenge experienced in the Athens case was how to raise money to ensure preparation for the event and post-Games legacies.

Funding.

According to an Athens '96 supervisor, “Each of the three entities within Athens '96 gave us the ‘large’ amount of one-thousand dollars each and said, ‘Go get them.’” With a total of three-thousand dollars in the bank and the Olympic Games coming to town in three short years, members of Athens '96 knew they needed to find a way to raise additional funds in order to help host the best events possible. As revealed by an Athens '96 supervisor, finding this funding was no easy task and began immediately:

The community of Athens knew how much they wanted to be a part of the Games. Well, we knocked on doors and we asked for it, and private donations. Because I'm generally fiscally conservative, I insisted that we not burn the money up, and overhead, personnel, and others. The only paid person during the about four years that we worked on this was we hired an administrative assistant. Every bit of the other expenses were covered through donations, gifts of kind, and then we wanted to save most of the money to give away with legacy projects at the end so that we'd have something to remember the Olympics.

After successfully raising more than half of a million dollars, the majority was spent supporting activities (e.g., art exhibitions, concerts and dance performances) and permanent event legacies within the community. More specifically, \$206,557.21 went towards funding legacy projects (Athens '96 Task Force, 1996). Dozens of applications for legacy projects were submitted to Athens '96. As a result, thirty-six were funded and implemented after the Games. Additionally, the Athens Banner-Herald published an “Athens '96 Gold Medal Edition” article. Inside included a list of all planned legacy projects that were put in place upon the conclusion of

the Games as seen in Table 5. Furthermore, it depicts the extensive amount and various types of legacies that were planned and implemented in Athens due to the Games.

Interviewees purported that all but three of these legacy projects (an Olympic mural, two original paintings and an original glass sculpture) were successfully implemented and/or completed. These findings also reveal that despite interviewees suggesting that legacy was not given much consideration during the Games, that in fact others sources suggest otherwise. In particular, one Athens '96 supervisor seemed to be the driving force behind legacy implementation in the Athens context, "I wanted to reinvest as much of the funds as possible. The money needed to go back to help people, especially future generations so they can remember the once-in-a-lifetime experience." Thus, with regards to providing sport event legacies as a result of hosting, some members of Athens '96 had mindsets that were fairly advanced at this time.



Figure 3. Athena Statue. From the University of Georgia Special Collections Libraries, Athens,

GA.



Figure 4. The Spirit of Athens. From the University of Georgia Special Collections Libraries, Athens, GA.



Figure 5. Downtown Athens Historical Marker. From the University of Georgia Special Collections Libraries, Athens, GA.



Figure 6. Planting of Crepe Myrtles. From the University of Georgia Special Collections Libraries, Athens, GA.



Figure 7. Sanford Stadium Hedges kept at Nursery. From the University of Georgia Special Collections Libraries, Athens, GA.



Figure 8. Ballroom Dancing. From the University of Georgia Special Collections Libraries, Athens, GA.

Table 5.*Post-Games Planned and Implemented Legacies in Athens, GA*

Legacy Theme	Legacy
Nostalgia	Athens '96 archives including a photo collection on CD-ROM, Olympic time capsule sponsored by the Athens Junior Women's Club
Urban Development	The base for the "Spirit of Athens" sculpture at City Hall, the base for the "Athena" statue at the Classic Center, Olympic historical market at the Classic Center, three new welcome signs to Athens-Clarke County renovation of a portion of the historic Morton Theatre, a "Legacy of Leadership" bench at the Classic Center, tumble-track at Bishop Park, Women's Garden Club, handicap ramp built at Kelly Diversfield Inc., trees and shrubs planted along city streets, wildflowers planted along the Athens Perimeter, three new houses built by Habitat for Humanity
Volunteerism	Creation of a Volunteer Task Force based at the Classic Center
Community Engagement	Creation of a Centralized Electronic Community Events Calendar, entrepreneurship program and other projects sponsored by Black Men of Athens
Cultural	An Olympic mural created by local artist, two original paintings by local artist, an original glass sculpture, purchase of a grand piano for the Morton Theatre
Sport Development	Basketball goals, supports and rims at local housing community, seed money for the first scholarship for the University of Georgia women's soccer team, funding for instruction in rhythmic gymnastics and volleyball at the YWCO Girls Club, support for the Paralympic Torch Relay, recreational and educational activities sponsored by the Stonehenge Youth Association, choreography of an original ballet

CHAPTER 5

DISCUSSION

The findings from this study highlighted a number of emergent legacy themes experienced in the non-host city of Athens as a result of Atlanta hosting the 1996 Olympic Games. These legacy themes include: nostalgia, urban development, volunteerism, community engagement, culture, and sport development. Each of these legacy themes are further defined in Table 6.

In the seventeenth century nostalgia was considered a disease that is now commonly referred to as homesickness (Cho, Ramshaw & Norman, 2014). However, despite its past negative connotation, nostalgia has been described as “imputations of past beauty, pleasure, joy, satisfaction, goodness, happiness, love and the like, in sum, any or several of the positive effects of being” (Davis, 1979, p.14). Leopkey and Parent (2012a) also identified nostalgia as one of the expanding types of legacy within the Olympic Games. However, previous literature in support of nostalgia as an event legacy is minimal. What has been discussed in the event legacy literature focuses on nostalgia as a motive (Fairley, Kellet, & Green, 2007), a way to connect to a mega-sporting event (Cho, Ramshaw & Norman, 2014) and a means of increasing sport event attendance (Andon & Houck, 2011). In addition to nostalgia, the legacies of volunteerism and culture are also under studied and represented within sport event legacy literature.

Volunteering has been defined as a way to beneficially give one’s free time (Wilson, 2000). Without volunteers, mega-events such as the Olympic Games would “cease to exist” (Goldblatt, 2002, p.110). The research conducted for this study found that volunteering has the

ability to impact the course of one's life. For instance, it can develop careers, encourage socialization with others, and develop different tools which would otherwise not be a possibility in everyday life. However, this finding is congruent with the legacy literature that pertains more specifically to human capital. Research on human capital has discussed the importance of personal and social interactions when volunteering (Misener & Mason, 2006). While the sport event legacy literature has acknowledged volunteerism as an event impact, it has not delved deep into the concept despite its importance. The Olympic Games do not only impact volunteers directly, but in return volunteers impact the Games. For example, the Olympics would not operate as smoothly without the individuals who give up their time to help where needed (Fairley, Kellett & Green, 2007). This only further validates the importance volunteers have during the Olympic Games and for future Games to come. Therefore, further volunteerism research within sport event legacy literature is strongly suggested.

In addition to volunteerism, community engagement is another form of social interaction that was unveiled as a legacy in a non-host city setting. Community engagement is a two-way process that needs to be worked on by local governing bodies and residents in order to benefit the greater good of its citizens (Hashagen, 2012). Research reveals that hosting the Olympic Games can greatly impact engagement within a host community (i.e., Burbank & Andranovich, 1996; Cashman, 2003; Cashman 2012; Porter & Fletcher, 2002;). Cashman (2012, p. 6) states that this engagement is not always positive as “there is usually limited community consultation and the over-riding of local concerns” in host cities as a result of hosting the Games. However, findings suggest that hosting part of the Games in Athens resulted in an increase of community engagement that had not been experienced prior. As a result, different entities within the Athens community (i.e., local government, residents, and University) have continued to work together

on various projects such as hosting charity events and fundraisers. It may be argued that communities within a non-host city are more likely to become more interconnected than a host-city due to its smaller population and geographical size. As a result, relationships between the local government, residents and other entities in a non-host city are able to communicate and work more closely together when hosting Olympic events. Acquiring the competence to work together on such a unique event has the ability to integrate a community as opposed to forming divides that is commonly seen in host cities due to the Olympic Games (Cashman, 2012)

As noted, culture was also a legacy theme that was discovered in this study. Findings indicated that different cultures were exposed through both planned and unplanned events. For example, Athens '96 scheduled bluegrass performances during the Games to highlight culture within the southeastern region of the United States. Unplanned exposure of various cultures were primarily identified during events such as the soccer matches. People filled the stadium with their respective national flags and loud chants. Thus, even in a non-host city where the crowds are generally smaller, facilities are more moderate and media coverage is much less compared to the host city, individuals are still being exposed to different cultures, religions and beliefs in a consolidated area. This shows how a non-host city can produce such a diverse experience. Nostalgia within the sport event literature has only just scratched the surface in comparison to more tangible legacies such as urban development.

In addition to constructing new facilities and renovating existing ones, “investment in supporting infrastructure, such as extra and/or improved airport capacity, hotel accommodation, public transport, water and sewage systems and urban landscaping, has also been required to ensure the effective operation of the Games” (Chalkley & Essex, 1999, p.369). In the sport event literature, these additions and improvements are commonly referred to as urban development

(Burbank & Andranovich, 2002; Chalkley & Essex, 1999; Pillay & Bass, 2008). Enhancements to the host city's infrastructure and overall image date back to the first modern Olympic Games in 1896 (Chalkley & Essex, 1999). While urban development is a legacy well documented within sport event literature, it was also commonly highlighted within the findings of this study. Thus, this reinforces the notion that the Olympic legacies expand beyond the city that hosts them. More specifically, they can also impact the peripheral, smaller non-host cities.

Finally, sport development is the last emergent legacy to be discussed within in study. In the sport event literature, sport development has been defined as “a process whereby effective opportunities, processes, systems and structures are set up to enable people in all or particular groups and areas to take part in sport and recreation in order to improve their performance to whatever level they desire” (Collins, cited in Eady, 1993, p. 8). Sport development may have been a prevalent legacy in Athens as this city is commonly known for the University and its successful athletic programs. UGA's athletic teams have won 38 national championships. Additionally, UGA athletes have competed in the Olympics. Those who have competed have won a total of 27 medals, 16 of them being gold. In these findings, it is evident that less than half of the emergent legacy themes determined by Leopkey and Parent (2012a) were present within a non-host city. Thus, while not all thirteen identified legacies arose, some legacies have been established and detected within this setting. In addition to identifying legacies in Athens, this study also determined that host and non-host city legacies vary.

Findings indicated that a host city and non-host city can be impacted by the Games in various ways. Three major differences between the legacies that resulted in Athens and Atlanta included infrastructure, the impact of the bombing and over-commercialization of the main event. Infrastructure in Atlanta welcomed the addition of new facilities as well as major

renovations to existing ones. Contrarily, no new facilities were built in Athens. Although renovations were made to Olympic event competition sites, they were small in scale as compared to those in Atlanta. This finding is supported by the 1996 Final Report as infrastructure was a major legacy discussed within its documents. In essence, Athens was hosting its own smaller version of the Games. Thus, the legacies identified in Athens are compatible with major sport event legacy literature. For example, in 2009 Doherty acknowledged the volunteer legacy of the 2001 Canada Summer Games. Her findings suggest that as a major event volunteerism is a prevalent legacy due to the more intimate, community setting. Similar to infrastructure, another apparent legacy difference between the two cities was the impact of the bombing that took place in Centennial Olympic Park during the Games. Soon after, literature pertaining to risk management and terrorism as a legacy within sporting events became prevalent (e.g., Felciano & Anderson, 1998; Meehan, Toomey, Drinnon & Cunningham, 1998; Pellom & Hansen, 1997;). Unfortunately, an act of terrorism may appear more likely to occur in a host city due to its large crowds and media attention. Thus, during the hosting of mega-events, non-host cities may be considered relatively safer. Non-host cities are generally geographically far enough away from such an act of disturbance that it would not be greatly impacted by it. As a result, Olympic events in non-host cities could be considered more appealing to attend or volunteer at. Another legacy identified was the over-commercialization of the 1996 Games. During the Games in Atlanta numerous sponsors were prevalent in the city. Findings illustrated that due to the private sponsorships associated with these Games, there was an overwhelming surplus of vendors. Supported by literature, Preuss (2004) acknowledged that spectators found the Games in Atlanta to be over-commercialized with an excess amount of advertisement using Olympic symbols as well as merchandise sale sites congesting the already crowded Olympic venues. Additionally,

McDaniel and Chalip (2002) stated that “following the wide-spread criticism of commercialism at the Atlanta Olympics in 1996, organizers of the 2000 Olympics made public promises to reduce the appearance of commercialism during the Games in Sydney” (p. 6). Furthermore, as a result of the negative experience of over-commercializing in Atlanta, in 2003 the IOC established a by-law that prohibits an athlete to personally advertise a sponsor while at an Olympic venue as well as making great attempts to having “less commercials in the host city for 2004” (Preuss, 2004, p. 162). Dissimilarly, commercialization in Athens was diminutive. Due to the openness provided by the University and downtown area, Athens was a preferred location. This suggests that non-host cities are more appealing to spectators and fans than the commonly heavily populated host cities.

It is evident that there is different emphasis different amongst the legacies in the two cities. Planned Atlanta legacies were more tangible such as infrastructure while legacies experienced in Athens were more intangible including nostalgia, volunteerism, community engagement and culture. This finding further validates the need to advance sport event research within these intangible legacy themes as they have been identified as major legacies within a non-host city. Moreover, this study revealed that within this setting, host city legacies are more negative than non-host cities. The spirit of the Games was another legacy identified in the 1996 Final Reports. However, due to the negative impacts of the Games that have been highlighted (i.e., the Olympic Park bombing and over-commercialization) the host city of Atlanta experienced more negative legacies than the non-host city of Athens. The single negative incident from the Games in Athens was the removal of the hedges in Sanford Stadium. However, this ended up being a positive change as it was discovered that the hedges were in poor condition and needed replaced anyways. This particular finding suggests that non-host cities provide

opportunities for editions of the Games to establish more positive legacies that are dispersed beyond the location of the hosting site.

In addition to the major legacies that were identified in this study, there were also legacy challenges faced by the stakeholders that should be further discussed. Two of the primary challenges identified when planning and implementing the Games was the regret felt by not considering the concept of legacy during the planning and implementation process as well as the lack of legacy governance after the Games. These two challenges are fully supported by literature that pertains to Olympic legacies. The legacy literature in the late 90's and early 2000's acknowledged the concept of legacy is difficult to fully understand due to its vague definitions and ambiguities. Therefore, in accordance with existing literature, the concept of legacy was not highly regarded during the 1996 Olympics or prior editions of the Games. Therefore, though regretted, it is understandable as to why the stakeholders who were interviewed did not consider legacy when planning for the mega-event. However, this also further indicates that members of the Athens '96 organizing committee had more advanced thinking about the concept for the time period as some planned legacies projects were successfully implemented around the city. More recent literature (e.g., Cashman 2017; Horne, 2013; Girginov, 2012; Leopkey & Parent, 2012a) also supports why participants in this study did not implement a plan to govern legacies that accrued from hosting. The governance of legacies is a more recent phenomenon in research and as such it is no surprise that it was not considered of importance during an event that was hosted over twenty years ago. Moreover, the role of a non-host city varies greatly in comparison to a host city. The host city is primarily identified and associated with the Olympic Games. Inadvertently, a non-host city is not. Instead of being known for hosting the 1996 Olympic Games, Athens is a city that is recognized for the University of Georgia and its competitive

athletic programs. As a result, upon the conclusion of the Games the Olympics were quickly moved on from and the University had to begin preparing for the upcoming football season. This quick change-over supports the reasoning behind the lack of legacy governance within a non-host city. This also further justifies the need to implement legacy governance initiatives due to the detachment between non-host cities and the Games.

As discussed, non-host cities experience less legacies than host cities. However, despite this fact, they seem to generally be more positive. Moreover, non-host city legacies have greater emphasis towards intangible legacies which is similar to major event legacy literature. Non-host cities also provide different Olympic roles and do not necessarily identify with the Olympic Games. This lack of identity suggests the quick change over non-host cities experience but supports the implementation of legacy governance. The following section will identify the practical and theoretical contributions made by conducting this study. Limitations are addressed and future research is also noted.

Table 6.
Athens, GA Legacies Defined.

Legacy Type	Definition	Example
Nostalgia	“An emotional state in which an individual yearns for an idealized or sanitized version of an earlier time period” (Stern, 1992, p.11).	Fond memory of past experience, reflection of event.
Urban Development	“Investment in supporting infrastructure, such as extra and/or improved airport capacity, hotel accommodation, public transport, water and sewage systems and urban landscaping, has also been required to ensure the effective operation of the Games and that the best possible image of the host city is presented to the international audience” (Chalkley & Essex, 1999, p. 369).	Facility renovations, beautification, monuments, sculptures.
Volunteering	“Any activity in which time is given freely to benefit another person, group or cause” (Wilson, 2000, p. 215).	Event organizing, fundraising, providing information.
Community Engagement	“To build the collaborative relationships on which a complex activity such as community planning depends on” (Hashagen, 2002, p. 2).	Community events, public meetings, focus groups.
Cultural	“The set of attitudes, values, beliefs, and behaviors shared by a group of people, but different for each individual, communicated from one generation to the next” Matsumoto, Kudoh & Takeuchi, 1996, p.16)	Dancing ensembles, music, language, food.
Sport Development	“A process whereby effective opportunities, processes, systems and structures are set up to enable people in all or particular groups and areas to take part in sport and recreation or to improve their performance to whatever level they desire” (Collins, cited in Eady, 1993, p. 8).	New sport facilities, implementation of sport programs, support of physical activities.

CHAPTER 6

CONCLUSION

The growth of mega-sporting events has led host countries and cities to justify stakeholder's return on investments. Thus, much research has pertained to the legacies and impacts of mega-events. More specifically, existing research highlights the legacies in cities that have hosted the Olympic Games. However, more recently, literature has acknowledged that in order to successfully host the Games, host cities must rely on surrounding cities to assist with the surplus tourists and dispersed Olympic event facilities. As a result, research has identified that stakeholders and cities outside of the host city are also heavily involved with the Games. Despite this more recent understanding of the involvement of non-host cities and the Olympic Games, there has been a lack of attention to this topic. Therefore, the purpose of this study was to explore the legacies that have accrued in a non-host city as a result of assisting with the hosting of an edition of the Olympic Games.

This study utilized the case setting of the non-host city of Athens during the 1996 Games that were hosted in Atlanta. Findings discovered that nostalgia, urban development, volunteering, community engagement, culture, and sport development as the primary legacy themes identified within this non-host city context. Furthermore, this study identified how the legacies in a non-host city may differ from its respected host city as well as highlighting the challenges stakeholders experience with regards to providing legacies during the planning process. The following sections will discuss how this study contributed to practice and theory, address its limitations as well as accentuate potential future research opportunities.

Practical and Theoretical Contributions

Researchers and sport event managers will benefit from the findings of this study during the planning and implementation process. For example, from a practical perspective, when cities are looking to host an event such as the Olympic Games, event planners and organizers should not only recognize the potential impacts within the host city, but also the surroundings non-host cities that will be utilized for the Games. Considering the impacts within non-host cities may encourage these surrounding communities to participate in hosting part of the events when stakeholders are more aware of the positive legacies they may reap as well. Additionally, when a non-host city is used during an event, these stakeholders should be thoroughly educated on the concept of legacy. If stakeholders are more aware of the opportunities for positive legacies it is more likely they will be planned and implemented. Furthermore, the findings of this study suggest that legacy governance process should be instilled in both host and non-host cities. Recently scholars have identified the importance of legacy governance. Thus, as a result of legacies being just as pertinent in non-host cities, the same standards of monitoring legacies should be considered.

Furthermore, this study contributes to theory by filling gaps within existing literature by highlighting the legacies that have accrued in a non-host city by various stakeholders that would have not been understood or acknowledged otherwise. For example, the few available pieces of literature that do discuss non-host cities only focus on the perceptions of local residents. However, there are other stakeholders who also greatly impact or are impacted by the Games such as the local governing body, businesses, community leaders and other groups or entities from which a community draws its resources from. Thus, this conducted study accumulated findings from an array of stakeholders. As a result, legacy themes were detected and explored

within a non-host city setting. The legacies that were identified within this study should continue to be highlighted in future legacy research as they now pertain to both host and non-host cities. However, despite its practical and theoretical contributions, this study also has limitations.

Limitations

A limitation of this study was that it only focused on one non-host city at one edition of the Games. Using such a particular case study does not typically result in the discovery of a universal truth. Instead, emphasis is placed on a more exploratory approach. Also, this limitation suggests that the results cannot be transferred to any broader level as “scientific facts are rarely based on single experiments” (Yin, 2017, p.10). Thus, a single case setting does not enable the transferability of these findings to other case setting studies. This particular case setting took place over twenty years ago. Since then, implications and mandates have been put in place by governing bodies throughout the years. As such, different editions of the Games and the various settings utilized for them are impacted differently. This, in return, results in the accumulation of assorted legacies. Additionally, though reliable sources, the interviewees may not represent the entire Athens population. Instead, the interviewees support the stakeholder categories that have been identified in existing studies (cf. Parent, 2008). Therefore, the findings can be transferred to existing sport-event legacy literature as it contributes to this particular field of research. Another limitation of this study was the potential biased data that was accumulated and examined. All of the newspaper archivals that were used for document analysis were published by Athens-based newspaper companies. Additionally, bid documents and final reports are also written for a particular audience. Therefore, the documents analyzed for this study primarily highlighted the positive impacts from the Games which may result in biased results. Despite this limitation, these documents were still examined because they provided valid and pertinent information. Future

studies should consider these limitations as the next section will discuss opportunities of potential research that have come about as a result of this study.

Future Research

Now that the legacies of non-host cities have begun to be explored and understood, future research should examine the legacies in other non-host cities that were also used during the 1996 Games (i.e., Savannah, Stone Mountain and Conyers) as well as other more recent editions of the Games. Doing so may reveal how non-host cities could be impacted differently based on the cities geographical location to the host city and their purpose during the Games. More broadly, this research could also be implemented in different sport settings than mega-events such as small (i.e., local community soccer tournament) and major (i.e., World Series and Superbowl) events. In reference to some of the findings within this study, future research should consider examining the impact nostalgia has on sport spectators. Interestingly, this study discovered a particularly strong relationship between the psychological impact of interviewed stakeholders and the U.S.A. women's soccer team winning the gold medal match. By delving deeper into this particular Olympic event, researchers may find that the 1996 U.S.A. Women's National soccer team was a major legacy of the 1996 Olympics and driving force behind the development of women's soccer in America.

In summary, few researchers have acknowledged that non-host cities are impacted by the Games. However, no existing literature identifies non-host city Olympic legacies. Therefore, the primary purpose of this study was to explore the legacies accrued in non-host cities that are associated with the hosting of an edition of the Olympic Games. The 1996 Atlanta Olympic Games was the chosen case setting for this study. More specifically, the legacies within the non-host city of Athens, GA were examined. This particular case setting was preferred because it was

hosted over twenty years ago. Thus, this allotted enough time for legacies to develop. The major findings of this study reveal that non-host cities do experience legacies. Furthermore, the legacies within a non-host city are often smaller in scale and intangible (i.e., nostalgia, volunteerism and culture) whereas host city legacies are larger, tangible projects (i.e., infrastructure and urban development). This finding may be contributed to the identity a host city has in relation to the Olympic Games. For example, because Athens is not known as an Olympic host city, the community experienced a quick change over. Once the Olympic events had concluded Athens promptly switched gears in preparation for the upcoming football season. Due to the disconnection of the Games in Athens, this provides further reasoning to implement legacy governance even more so within non-host cities. As a result of this study, a gap within sport-event legacy literature has been addressed. Furthermore, there is now a broader understanding of the concept of legacy within the Olympic Movement. Thus, this knowledge progresses sport-event legacy literature. The research conducted for this study helps researchers and practitioners better understand the concept of legacy and the additional impacts that are associated with hosting an edition of the Olympic Games.

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APPENDIX A

INTERVIEWEE RECRUITMENT SCRIPT

Dear (name of potential participant),

My name is Kristina Hoff and I am a master's student in the Kinesiology Department at the University of Georgia. I am currently conducting research under the supervision of Dr. Becca Leopkey on the Olympic legacies in non-host cities. As part of my thesis research, I am conducting interviews with stakeholders whom impacted or were impacted by the Games. Your participation in this study will help provide us with key information on identifying and understanding the legacies that have accrued in Athens, Georgia during the 1996 Olympic Games hosted in Atlanta.

As you played a key role during this event, I would like to speak with you about your experience during this event.

Background Information:

- Interviews would take place in January 2018 – February 2018
- The interview would last about half an hour to an hour and would be arranged at a time and place that is convenient for you.
- The questions are quite general and will concentrate on discussing legacies in Athens, how they came about, if they have changed overtime and what barriers they may have experienced.
- Involvement in this interview is entirely voluntary and this study will not subject you to any foreseeable risks.
- With your permission, the interview will be recorded. Otherwise, I will simply take notes during the interview.
- All information you provide will be considered confidential and kept in my office at all times under lock and key.

- You are not obligated to participate in this study and, if you opt to participate, you are free to refuse to answer particular questions or withdrawal from the study at any time for any reason.

I would like to assure you that this study has been reviewed and received ethics clearance from the Institutional Review Board from the Human Research Protection Program at the University of Georgia. Should you have any questions or concerns regarding the study, my supervisor and I may be contacted. Ethical concerns regarding my participation in the study should be directed to the Office of Research, University of Georgia, Tucker Hall, 310 East Campus Road, Athens, Georgia 30602, telephone: 706-542-5969, email: ovpr@uga.edu.

If you would be interested in participating in this interview, please contact me by either responding to this email (kjh54182@uga.edu) or by calling me at 704-941-1893. I have attached an information sheet, as well as a consent form for your review so that we can set up a time for the interview. I look forward to hearing from you.

Best,

Kristina Hoff
Master's Student
University of Georgia

APPENDIX B

PARTICIPANT CONSENT FORM

UNIVERSITY OF GEORGIA
CONSENT FORM
Non-Host City Olympic Legacies

Researcher's Statement

I am/We are asking you to take part in a research study. Before you decide to participate in this study, it is important that you understand why the research is being done and what it will involve. This form is designed to give you the information about the study so you can decide whether to be in the study or not. Please take the time to read the following information carefully. Please ask the researcher if there is anything that is not clear or if you need more information. When all your questions have been answered, you can decide if you want to be in the study or not. This process is called "informed consent." A copy of this form will be given to you.

Principal Investigator: Dr. Becca Leopkey
Department of Kinesiology
E-mail bleopkey@uga.edu
Office: 706-542-1224

Purpose of the Study

The purpose of this study is to identify the legacies that have accrued in Athens, Georgia as a result of Atlanta hosting the 1996 Olympic Games. You are being asked to participate as being identified as a stakeholder in Athens during the Games.

Risks and Discomforts

We do not anticipate any risks from participating in this research. However, if discomfort arises during participation, the interviewee has the right to stop the interview at any time and may choose not to no longer partake in the study.

Benefits

Participants may find it beneficial to share their personal experiences knowing that the information will be used to gather data and hopefully benefit the use of Olympic Games in non-host cities. Additionally, the society may find this study beneficial as members of an existing society are impacted when hosting a mega-event such as the Olympic Games. This research aims to analyze the legacies in a non-host city to further understand the positive, negative, planned, unplanned, tangible or intangible impacts from hosting the Games. Therefore, members of a society who have either been a part of the Games, or may be in the future, are able to further understand the impacts.

Study Procedures

If you agree to participate, you will be asked to ...

- Voluntarily partake in open-ended interview questions.
- The duration of the interviews will be one session for approximately 30 minutes long.
- An open-ended interview will be conducted as it allows for fluid conversation. An example of an interview questions is, “How would you describe your role in Athens during the 1996 Olympic Games?”
- Upon your consent, this interview will be audio recorded.

Audio/Video Recording

Audio recording will be used as a means reference. Parts of the audio, if not all, will then be transcribed. Upon the completion of the research, the audio recordings will be archived after the transcribing process is done. These recordings could be used in the future as an analysis tool when comparing and contrasting stakeholder experiences when other non-host cities are researched.

Please provide initials below if you agree to have this interview audio recorded or not. You may still participate in this study even if you are not willing to have the interview recorded. If you wish to not have your name documented in the findings, pseudonyms will be used.

_____ I do not want to have this interview recorded.
 _____ I am willing to have this interview recorded.

Privacy/Confidentiality

The responses or information may be linked to an individual participant by the researcher(s) through the interview process that will be done via face-to-face, Skype or over the telephone. Researchers will not release identifiable results of the study to anyone other than individuals working on the project without your written consent unless required by law. Moreover, this study claims that this research involves the transmission of data over the Internet. Every reasonable

effort has been taken to ensure the effective use of available technology; however, confidentiality during online communication cannot be guaranteed.

Taking part is voluntary

Your involvement in the study is voluntary, and you may choose not to participate or to stop at any time without penalty or loss of benefits to which you are otherwise entitled. If you decide to stop or withdraw from the study, the information/data collected from or about you up to the point of your withdrawal will be kept as part of the study and may continue to be analyzed.

If you have questions

The main researcher conducting this study is Dr. Leopkey, a professor and advisor of Kristina Hoff at the University of Georgia. Please ask any questions you have now. If you have questions later, you may contact Dr. Leopkey at bleopkey@uga.edu or at 706-542-1224. If you have any questions or concerns regarding your rights as a research participant in this study, you may contact the Institutional Review Board (IRB) Chairperson at 706.542.3199 or irb@uga.edu.

Research Subject's Consent to Participate in Research:

To voluntarily agree to take part in this study, you must sign on the line below. Your signature below indicates that you have read or had read to you this entire consent form, and have had all of your questions answered.

Name of Researcher

Signature

Date

Name of Participant

Signature

Date

Please sign both copies, keep one and return one to the researcher.

APPENDIX C

SEMI-STRUCTURED INTERVIEW GUIDE

Introduction

Thank you for taking the time and partaking in this research. With your permission, this interview will be recorded so I can accurately transcribe discussion verbatim that took place today.

Purpose

The purpose of this interview is to explore and gain a further insight into the topic of legacy regarding the 1996 Atlanta Olympic Games. I hope to focus on the non-host city of Athens and discover if, and what, legacies were left here after the Games. I would just like to note there are no right or wrong answers to the questions. I am simply interested in your opinions, knowledge and perspective of this topic. If you feel uncomfortable with a question, let me know and we will move on to the next one.

Statements and Questions upon Recording

Today's Date and Time

What is your name?

What was your most memorable moment during the Games?

What was your role during the 1996 Olympic Games?

How long were you with the department or organization?

When did it begin?

Are you still involved in any capacity?

If not, when did it end?

Does this position still exist in any capacity?

What was your personal experience during the Games?

As a result of hosting the Games in Atlanta, what do you feel some of the impacts were on Athens?

Prompt:

- i. Positive
- ii. Negative
- iii. Planned
- iv. Unplanned
- v. Tangible
- vi. Intangible

Are any of these impacts still occurring today?

If not, when did it stop?

Did they change over time?

Do you feel there were differences between the impacts in Atlanta compared to Athens?

If so, why do you think they were different?

As part of the planning and implementation process, were you thinking about what these impacts could do for the non-host city of Athens?

Were these impacts long-term?

Also when planning and implementing the event, what were some issues you encountered specific to Athens?

Were any of these issues beneficial in any way?

What were issues in Athens after the event?

A lot of impacts have happened; these are also often referred to as legacies. How would you personally define the term, legacy?

When you were planning or experiencing these impacts were you thinking of the term event legacies? Or Was this an after-thought?

Was that your thought process during experiencing these impacts?

Looking back now on Athens, in reflection would you have done anything differently?

Thank you for your time!