

### Література

1. Бейдик О.О. Рекреаційні ресурси України: Навчальний посібник. – К.: Альтерпрес, 2009. – 400 с.
2. Витяг зі звіту Херсонської облдержадміністрації «Інформація за перше півріччя 2011 року щодо соціально-економічних результатів і потенціалу області у рамках контролю реалізації Стратегії економічного та соціального розвитку Херсонської області до 2015 року».
3. «Інвестиційний паспорт Херсонської області» розроблений Державним агентством з інвестицій та управління національними проектами України, 2013 р.
4. Любіцева О.О., Панкова Є.В., Стафійчук В.І. Туристичні ресурси України. Навчальний посібник. – К.: Альтерпрес, 2007. – 369 с.
5. Обласна програма розвитку туризму та курортів на 2011 – 2015 роки. [Електронний ресурс]. – URL : <http://www.oblrada.ks.ua/index.php?id=13256>.
6. Путешествие по Херсонщине: Энциклопедия – путеводитель. – Херсон: Наддніпряночка, 2008. – 300 с.

### Summary

Malofieieva O.V. **The Investment Attractiveness of Tourist in Kherson Region.**

*Kherson region, with it's strong tourism and recreation facilities, is a very promising region. For realizing this potential, it's necessary to organize various investment projects. Today some of these projects has already implemented.*

UDC 911.3 (914/919):796.5

G.Y. Sydorenko

### THE LEGACY OF LONDON OLYMPIC GAMES 2012: WHAT REMAINS AFTER THE GAMES?

*The article is dedicated to legacy of London Olympic Games 2012. This work presents a description and classification of legacy. The purpose of the article is to identify what happens with the host city after the mega event finishes, how useful or useless are all venues that were built for Olympics, what is the economic and social impact of the event for people and the city itself.*

**Statement of the problem.** “Legacy” has become an important element of Olympic discourse in recent years. It tries to manage a tension between Olympic promises and financial realities [10]. The impacts of hosting the Olympic can be very different (economic, social, ecological, etc.). This mega-event can last for several days (or a few weeks), but the impact and meaning will go beyond the event for the host city [11]. So what will remain after The Games finishes?

**The purpose of the article** to identify the legacy of London Olympics 2012 and analyze what was left after the end of The Games, how it can or can't be used. Both tangible (permanent and temporary, new and existed) and intangible legacy will be identified and examined.

**The main material.** The term ‘legacy’ identifies all that is left after the event finishes. On this stage economic, social and sociological aspects can be seen the best. The legacy can be either positive inheritance or problems to deal with. The true value of some legacy elements can be seen in long-term period (and can be predicted) or

the value might never be achieved. So-called legacies that are useless are called ‘white elephants’ [3].

The legacy of the Games can be subdivided into tangible (material, physical) and intangible (non-infrastructural) components. By the material legacy new or reconstructed sports and non-sports facilities, the transport infrastructure improvements, the updated telecommunications, etc. are being meant. Intangible legacy includes knowledge, skills and experience, the development of a sense of patriotism and national pride, reputation of the country, etc.

London Olympic tangible Legacy includes sport venues, visitor attractions and green spaces, East London regeneration together with the new neighborhoods. Total number of sport venues that were used for holding different sport completion for Olympic Games 2012 (Paralympic venues are not included) are 28. By making analyses we can see that most of them were new (61%) and temporary (68%), and they can be divided into five zones: 1) Olympic park zone (8 venues), 2) River zone (4 venues), 3) Central zone (8 venues), 4) Out of London (4 venues), 5) Football Stadiums (4 venues). The legacy of each venue is represented in Table 1 [1; 6; 8].

Table 1

**London Olympic Games 2012: Sport Venues’ Legacy [1; 6; 8]**

<b>Olympic Park Zone</b>			
Venue	New/ Existed	Permanent/ Temporary	Legacy
Aquatics Centre	N	P	Centre will be transformed into a facility for local people as well as elite swimmers. Pools will be of a different depths and sizes with movable floors.
Basketball Arena	N	T	Materials will be recycled.
BMX Track	N	T	The Lee Valley VeloPark will be created and it will combine cycling facilities for different age groups.
Copper Box	N	P	Will become a multi-use sports center.
Velodrome	N	P	Will become a part of a new VeloPark. New roads, tracks as well as cafe will be launched.
Riverbank Arena	N	T	Will be moved to join Eton Manor area. It will be using for domestic and some annual competitions and will be also used by local clubs.
Olympic Stadium	N	P	Will be using for sport and cultural events.
Water Polo	N	T	Elements of the venue will be recycle, reused and re-located.
<b>River Zone</b>			
ExCeL	E	P	Will revert to its role of exhibition center.
Greenwich Park	E	P	Structures for Olympics will be removed. The park will continue to be used as before.
North Greenwich Arena	E	P	Will continue being a multi-purpose entertainment venue.
Royal Artillery Baracks	N	T	Venue will be removed and the site will return to its original conditions.
<b>Central Zone</b>			

Wimbledon's Centre Court	E	P	All temporary facilities will be removed, and the venue will return to its usual use.
Earls Court	E	P	The venue will return to its usual use.
Horse Guards Parade	N	T	A temporary arena will be removed and the Parade will return in the previous conditions.
Hyde Park	N	T	The grandstand and course will be removed, and the park will return to its usual use.
Lord's Cricket Ground	E	P	Will be returned to its traditional role as the Home of Cricket. Archery equipment will be donated to schools and archery clubs across the country.
Marathon Course	E	P	The roads will continue to be used as usual.
Wembley Arena	E	P	The arena will return to its previous conditions.
Wembley Stadium	E	P	Temporary screens will be removed. The Stadium will continue to be used as usual.
<b>Out of London</b>			
Eton Dorney	E	P	Will continue to be used as always.
Hadleigh Farm	N	T	Will be adapted for the public and will be used as a park. Cafe and shop will be built as well.
Lee Valley White Water Centre	N	P	Courses will remain. Venue will become a world-class canoeing and kayaking activity place. The Canoe Slalom World Championships will be held here in 2015.
Weymouth and Portland National Sailing Academy	E	P	The improved facilities made a benefit for the Academy.
<b>Football Stadiums</b>			
City of Coventry Stadium	E	P	Will continue to host Coventry City matches.
Hampden Park	E	P	Will be transformed due to standards for future events.
St James' Park	E	P	Will continue to host home matches.
Millennium Stadium	E	P	Will continue to be used as the home of the Welsh rugby team.
Old Trafford	E	P	Will continue to host Manchester United matches.

So, the main idea was to build new low-cost temporary venues just for the time of the Games. It makes sense as firstly, there is no need to have so many sport facilities and according to the experience of other Olympic Games, London Olympics organizers didn't want to build white elephants. Secondly, all temporary buildings were then used with a purpose: they were recycled, relocated or redirected. These temporary constructions are cheaper than permanent and so decrease expenses.

Attractions such as ArcelorMittal Orbit (observation tower), Emirates airline (cable car across the Thames for people transportation), Westfield Stratford (a huge shopping mall) and others attractions of this kind were created to increase a cultural level, involve more people and to bring tourist interest [4]. Moreover, Queen Elizabeth Olympic Park together with other open spaces, green zones and park were created as well to make a positive impact on the environment situation.

Analyzing other aspect of tangible legacy of London Olympics 2012 it should be mentioned that 11 thousand new houses (over 30% will be affordable homes), 5 schools, 29 playgrounds, new health facilities, 6 new community centers are going to be created in next 20 years [12]. Furthermore, we should highlight that East London was one of the most deprived London areas. It was abounded and polluted of Stratford industries. Now, Stratford is totally changed and developed. Firstly, a transport system was improved. Secondly, the Olympic village was created for Olympic athletes and now it is being transformed into East Village. So, East London was put on the map as a resident district with new houses and entertainments [2].

Next findings come to intangible legacy that can be seen in growth of economic indicators, changing attitude to the sport and people involvement. It can be argued that over £7 billion of contracts that were signed by the London 2012 Games have boosted UK businesses as thousands of jobs were created. Employment increased not only during the period of Olympic Games (as a lot of people were required to work), but still on the transformation stage as employee work in Westfield Stratford shopping center, in building new houses in East London, etc. [9].

Also the aim to make the UK a world leading sport nation was put into account. To change the behavior and attitude to the health it was claim that sport is good and everyone must be involved. And so, more and more people were stimulated to do sport [7]. The work was held with schools in the local area of East London to excite children and involve them to sport.

The aspect as volunteering during London 2012 can be identified as intangible legacy in terms of new experience, knowledge and patriotism increasing. 70,000 volunteers that participated in this mega event wanted to be a part of history, to do something good and be useful, they felt proud to be involved [5].

**Conclusions.** After the Games are finished the new stage comes – a Legacy stage that shows the economic and social changes. The legacy of the Olympics can be divided into tangible (built environment) and intangible components. During London 2012 a lot of things were done and a big variety of legacy both tangible and intangible was left. Some effects can already be seen and some of them will play a role in the next few years. Investment in regeneration the area in and around the Olympic Park has led to creation of new houses, sport venues, parks, attractions. A special feature of London's Olympic physical Legacy is that instead of creating new expansive permanent buildings, it was decided either to install the new low-cost temporary venues exactly (for a future transportation or recycling) or to use already existed building that were just redesigned. In both these variants the costs were saved and no useless venues were built. Creation of green zones made a positive effect on the environment.

Also an unemployment level decreased as thousands of jobs were created. Moreover, the attitude to sport has increased. Lots of people were involved and they were proud to be a part of such a big event.

### References

1. BBC Sport: Olympic Venues [Web-page]. – Available: <http://www.bbc.co.uk/sport/olympics/2012/venues>.
2. Department for Culture, Media and Sport. Report: Beyond 2012. The London legacy story/ Department for Culture, Media and Sport, 2012. – 82 p.
3. Getz, D. Event Studies: Theory, Research and Policy for Planned Events / D. Getz. – US: Taylor & Francis, 2007. – 570 p.
4. Gifts of the Games [Web-page]. – Available: <http://london.gov.uk/gifts>.
5. Girginov, V. Handbook of the London 2012 Olympic and Paralympic Games / V. Griginov. – [Volume One: Making the Games]. – GB: Routledge, 2013. – 322 p.
6. Great Britain Hockey: Riverbank arena and legacy venue [Web-page]. – Available: <http://www.greatbritainhockey.co.uk/page.asp?section=1078&sectionTitle=Riverbank+Arena+%26+Legacy+Venue>.
7. Hughs K. Mega sports events and the potential to create a legacy of increased sport participation in the host country / K. Hughs // R. Shipway and A. Fyall. International Sports Events. – GB: Routledge, 2012. – 314 p.
8. London 2012 Olympic and Paralympic Games Venues [Web-page]. – Available: <http://www.london2012.com/spectators/venues>.
9. London 2012 Olympic and Paralympic Games: London and the UK [Web-page]. – Available: <http://www.london2012.com/about-us/legacy/london-and-the-uk>.
10. MacRury I., Poynter G. London's Olympic Legacy / I. MacRury and G. Poynter. – London: UEL, 2009. – 108 p.
11. Minnaert L. An Olympic legacy for all? The non-infrastructural outcomes of the Olympic Games for socially excluded groups (Atlanta 1996 – Beijing 2008) / L. Minnaert // Tourism Management. – USA: Elsevier, 2012. – № 33. – P. 361-337.
12. Oxford Economics. Report: The Economic Impact of the London 2012 Olympic and Paralympic Games / Oxford Economics. – Oxford: Lloyds Banking Group, 2012. – 52 p.

### Резюме

**Сидоренко Г.Ю. Спадщина Олімпійських Ігор у Лондоні 2012: що залишається після Ігор?**

*Стаття присвячена спадщині, яка залишається, після проведення Олімпійських Ігор. На прикладі Лондонських Олімпійських Ігор 2012 року, буде визначено, що являє собою дана спадщина, як її можна класифікувати і яка її роль для міста-організатора.*