

奥运会对举办国的经济影响分析

摘 要

世界范围内对奥运会的申办热情经历了一个由冷到热又变冷的过程，举办的动机受多方面影响而发生着变化，其中经济原因是一个重要方面。论文以近现代申办或举办奥运会的国家为研究对象，通过分析其奥运会举办动机的影响因素，以及在奥运会经济方面取得的成果或教训，认为申办热情由冷变热主要是由于经济效益的扩大，由热变冷主要是受到成本收益、机会成本和全球经济下行等因素影响。据此，本文最后为如何提升奥运会经济效益和怎样更好推进我国冬奥会举办提供相应对策。

关键词：奥运会；申办；经济效益；体育产业

An analysis of the economic impact of
the Olympic Games on the host country

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Abstract:

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The enthusiasm for bidding for the Olympic Games in the world has gone through a process from cold to hot and then to cold. The motivation for holding the Olympic Games has changed under various influences, among which the economic reason is an important one. In this paper, the countries that bid for or hold the Olympic Games in modern times are taken as the research objects. By analyzing the influencing factors of their motivation for holding the Olympic Games and the achievements or lessons in the economic aspects of the Olympic Games, it is believed that the enthusiasm for bidding changes from cold to hot mainly due to the expansion of economic benefits, and the change from hot to cold is mainly affected by cost-benefit, opportunity cost and global economic downturn. Therefore, this paper finally provides the corresponding countermeasures for how to improve the economic benefits of the Olympic Games and how to better promote the holding of the Winter Olympic Games in China.

Key words : Olympic Games; Bid; Economic performance; Sport industry

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