

ABSTRACT

Title: Economic impact of the 2018 Winter Olympics in Pyeongchang

Objectives: The aim of this thesis is to determine economic impact of the 2018 Winter Olympics in Pyeongchang. Furthermore, this thesis finds out how the former host cities use Olympic venues, then compared with host cities and Pyeongchang.

Methods: To determine economic impact of the Winter Olympics was used analysis based on study of various documents and websites. Also was used prognostic and comparative research to predict impacts and to make comparison across host cities.

Results: The 2018 Winter Olympics in Pyeongchang was successful. By hosting the Olympics, transport infrastructure and the image of the country and Korean companies were improved, New buildings were constructed and invigorated the economy and tourism as well. However, negative impacts are shifting of people from Pyeongchang to next larger city, justification for using national money caused the increase of the national debt and the undecided plan of post-olympic use of venues. A recommendation was also made.

Keywords: Olympic Games, host city, hosting the Olympic Games, Pyeongchang