

## SOCHI – THE WINNER IN THE BATTLE FOR THE OLYMPIC GAMES 2014

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The Olympic Games provide a powerful impetus to the economic and socio-cultural development of the country, but also contribute to its standing in the international arena. For Russia, the Olympics will not only become a milestone in terms of image, but also will greatly increase the status of the city of Sochi and the country, will have a powerful impact on the development of the Krasnodar region and the economy as a whole, attract a lot of sponsors to collaborate, both domestic and foreign. The value of games in Sochi for our people first of all means the formation of national guidelines in the field of sports, to unite people with one common goal and the opportunity to prove that the fate of the national sport, as well as all other areas of life for the population of the state is imp.

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The growing awareness of culture of sports as part of the general culture of the individual and society is an important fact in the modern world. Tell about the new generation. Manifest traditional Russian hospitality. Show the world the diversity of Russian culture and nature, integration with other world cultures [2].

Hosting the Olympic Games is the biggest landmark event in the history of any nation. The project «Sochi 2014» is good for our country. The Sochi Olympic Games were conceived by the government as an infrastructure project, which was to improve life in the city by raising additional capital and a fairly large number of tourists. «We are entering the time when the Olympic hopes and dreams begin to take shape. The victory of Sochi in the «Olympic race» aroused great interest of the Russian public and business community. There was hope that the Winter Olympics would become the key event that will not only significantly raise the status of the city of Sochi, but would have a powerful impact on the social and cultural development of the Krasnodar region and on the economy as a whole as well. To answer the question why it is the city of Sochi, which is worthy of honor to hold the Olympics, first of all it should be noted that such a great sports power as Russia with a rich Olympic history and being one of the recognized world leaders in the winter sports has never hosted the Winter Olympic Games. Russia is believed to reserve this right. Moreover Russia has a vast experience in organizing major international competitions. Over the past three years Russia has successfully hosted four World Cups on winter Olympic sports, and for the past 25 years, more than a hundred international tournaments [1].

Russia will hold its first ever Winter Olympic Games, which will become the most important event in the life of our country. The Games will contribute to the economic growth of the region, turning Sochi into the world-class resort and business center. With the support of the Russian Federation Government in the coming years a new transport infrastructure is to be constructed, its network of hotels is to be

expanded, the utilities are to be upgraded, and a number of modern sports facilities are to be built in the unique resort town of Sochi. The athletes from Russia and the CIS countries will enjoy the most modern training facilities.

In July 2007, the world learned that the Russian city of Sochi takes over the Winter Olympic torch from Vancouver, Canada. Salzburg and Pyeongchang were Sochi's rivals. The first Winter Olympics will be held in Russia. The IOC supported the Olympic idea of millions of citizens of Russia. The Olympics can inspire the change. The Games in Sochi have very high standards. We will do our best to justify this confidence and bring sport to a new and better level», – said the head of state. To make the holiday truly national, we will not only have to beat predecessors, but also ourselves, improve ourselves.

The Games brand is the embodiment of our commitment to the ideas expressed by the five Olympic rings, and strategic vision of the «Sochi 2014»: innovative Olympic and Paralympic Winter Games, expressing the nature of the new Russia will generate positive changes. We must find new solutions that will lead to significant, sustainable and qualitative changes in the country, change attitudes towards differently abled people, set standards in various sectors – ecology, management and construction. [3].

For Russia, the Olympics will not only become a milestone in terms of image but will attract a lot of sponsors, both domestic and foreign ones. Usually the Olympics combine the idea of sporting and cultural events. The organizers of the event in Russia aim at showing the individuality and uniqueness of the country and the host city of the Winter Games. The objective is to position the city of Sochi as the center of cultural life in the eve of the Olympics [4].

There is hope that Sochi will remain the cultural capital after the event since the Olympic will boost its development. Russia plans to turn the resort into the center of the so-called event tourism. [1]. Russia's victory in the struggle for the right to host the Olympics was the evidence of its increased international prestige. The Olympics are both an honor and test

for the host country, which should be ready for some unexpected (or even inevitable) internal and external challenges.

The fact, that none of the candidate cities except Sochi does not have such a powerful and full of sincere enthusiasm support of their country, is of particular importance. Not only do the population of Sochi and the rest of Russia, but the government and the president personally as well support Sochi as a host of the Olympics. It means that the 2014 Olympics will be paid special attention in Russia and all the problems the organizers might face will be solved as quickly as possible [7].

The Olympic Games provide a powerful impetus to the economic and socio-cultural development for the country as well as contribute to its standing in the international arena. Sporting event of such enormous scale unite people from all over the world. Major sporting events can potentially bring direct and indirect economic benefits. These direct benefits involve capital construction and the construction of infrastructure associated with this event, the long-term benefits involve lower transport costs due to improved road or rail. Indirect benefits may include the effects of advertising, which represent the host city or country as a potential destination for tourism or business in the future and increase the sense of civic pride and national identity, as well as raise the prestige of the host city or country.

A large-scale project to be held in Sochi Winter Olympic and Paralympic Games in 2014 is one of the most ambitious and unprecedented projects for the integrated development of not only the Krasnodar region and the southern Russia, but Russia as a whole as well.

Government of the Russian Federation adopted a resolution «On the Construction of the Olympic facilities and Development of Sochi as a mountain resort» (hereinafter – the Program). The program is developed taking into account the importance of Sochi as a federal resort. It provides a comprehensive approach to solving the problems of the further development of Sochi in application of the optimum balance between the resort and sporting use of the area.

The objectives of the program are: the infrastructure development in the city of Sochi and the creation the Russia's first world-class mountain resort, providing the high-class Russian athletes with training bases for winter sports, providing the possibility for hosting international and nationwide competitions in winter sports in Russia, providing Sochi with competitive advantages.

The Program is planned to result in:

- increase of the Sochi mountain resort competitiveness by aligning transport and engineering infrastructure, by highly qualified staff, the

development of modern tourist infrastructure to enable the increase the flow of tourists;

- creation of high-sports facilities for the Russian elite sport;

- raising the standard of living of the city of Sochi and the acceleration of growth of Krasnodar region's GRP.

Improving the general economic background of the region and accelerating of economic development in the region will give additional positive impact to attract the attention of investors and promote the growth of their business. Infrastructure and various production facilities constructed in the period of preparation for the XXII Olympic Winter Games and XI Paralympic Games 2014 will promote the development of business, the increase in supply of services (including banking), the entry of new firms to the market. It is necessary to take into account the positive impact of the program on the development of infrastructure in the region, improve the investment and business climate that will ensure growth of gross regional product. The development of the tourism industry is an important component in assessing the social and economic consequences for the city of Sochi after the holding the XXII Olympic Winter Games and XI Paralympic Winter Games in 2014 [8].

On the one hand, they will attract more investment in the hotel sector of the city; on the other, they will create additional full-time and part-time jobs to serve the expected influx of tourists. While developing the Games legacy program it is necessary to ensure the operation of the Olympic venues with achieve the level of income sufficient for their maintenance without additional budget. The main objective is to ensure the return on capital investment in construction. Sochi is the main and busiest resort in Russia. The entire energy infrastructure will be in use after the Games are over. The city will become a base for training of the Russian and foreign athletes.

The Sochi Olympics will be the second Olympics held in our country, the first was the Olympics of 1980. According to the Western counterparts, the Olympics-80 was of high standards, but due to the increasing economic potential of Russia, the Sochi Games are expected as a world-class event. It is known and remembered even by those who were children in the 1980-s. However, in 1980 there were the Summer Olympics in Russia, at that time the Soviet Union, and as it is known the coming Olympics will be the winter ones. And so it like the first time, things are very different, and again the whole country is excited. At first it may be surprising that it was Sochi – the main resort city of Krasnodar region that was elected as the place of the winter sports event. However, it is almost immediately becomes

clear that such a choice is a reason for pride, because Sochi will be the first site where the Winter Olympics are organized, located in the subtropics [5, 6].

The 2014 Olympics will be held in two main locations. The ski resort with the beautiful name «Krasnaya Polyana» (Red Lawn) is located 39 km from Sochi. There will be outdoor sports activities including skiing, bobsledding, downhill slalom and many others. Bobsleigh track called «Rzhanaya Polyana» (Rye Lawn) and ski resort «Rosa Hjutor» (Rose Farm) already put in operation are the main Olympic venues in «Krasnaya Polyana».

In addition, there will also be an Olympic village built in the scenic mountains of Sochi Lesser Caucasus. Now in Sochi the construction of the Olympic Park is put on a grand scale. It will host the ice hockey, figure skating, skating and other indoor sports. The entire Olympic Park will consist of such Olympic venues as the Great Ice Arena, which will host hockey matches, designed for 12 000 spectators, and the Small Ice Palace, designed for the same purpose for 7 000 spectators, a skating center can accommodate 8 000 spectators. In the Ice Palace the competitions in figure skating will be organized and short-track is built, the capacity of the palace is 12 thousand people [7].

The Olympics opening is extremely important for each new Olympics. It is obvious that the Sochi Olympics should certainly be consistent with our native-Russian traditions. That is the characters of the famous Russian fairy tales as well as the first Emperor of Russia will attend the opening. The ceremony will begin on February 7, 2014 at the main Olympic stadium. In the course of preparation for the Olympic and Paralympic Games in 2014 a lot of participants are attracted to participate in the opening and closing ceremonies. Only at the opening ceremony of the 2014 Olympic Games will involve more than 2,5 thousand people, among them: acrobats, trapeze artists, opera and ballet soloists, children's dance and dance groups and puppeteers. The number of actors involved has been estimated as unprecedented. 2014 will see the culmination of the Cultural Olympiad. The oncoming Olympics are sure to pull forward the whole Krasnodar region [5]. The region is unique due to its climatic conditions, but it has not seen any large-scale changes since the middle of the twentieth century. And they were extremely needed for the entire country to enjoy this recreational area. The idea is to create a year-round sports and tourist center which is absolutely logical. The scale construction is due to the fact that the sports facilities and related infrastructure are to be built in strictly defined time period it is impossible to shift the terms of the Olympics. This process acceler-

ated the construction which changed the entire region radically. More than 300 kilometers of roads, 200 kilometers of railway track, a large number of hotels, power plants, and sewage treatment plants were built. Now Sochi employs 70 000 people – and the clock, in three shifts. But what is more important Sochi set an example how to implement large-scale sports projects. That is why nowadays we are trying to win the right to host such competitions as the «Formula 1», the football World Cup, the World Championships in Athletics, Aquatics Championships and the World Student Universiade [8]. Our main advantage is the ability to start from scratch to create the most compact, most modern and efficient infrastructure. In conclusion, we should pay special attention to the role that the Olympic Games in Sochi in 2014 are appealed to play for Russian citizens and the state as a whole. If we consider the international relations of Russia, it must be assumed that the results of the Sochi games should be, above all, the strengthening of Russia's position in the international arena not only as a country able to provide the necessary level of organization of such a big event, but as a state, which is fully able to manifest the strong national spirit.

The Sochi Olympic Games will give a powerful impetus to the economic development not only of Sochi, but the whole of southern Russia. The value of games in Sochi for our people first of all means the formation of national guidelines in the field of sports, to unite people with one common goal and the opportunity to prove that the fate of the national sport, as well as all other areas of life for the population of the state is important.

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