

ISAHP 2014 –XIII International Congress
WASHINGTON DC / JUNE 29 –JULY 2, 2014

The Idea of the Olympic Winter Games in 2022 in Krakow
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Adam Mickiewicz
(Polish national romantic poet)

Tailor your powers according to your will not otherwise
Look at what is unseen and break unbreakable!

Sport as such was already present in lives of primitive people but it had no elements of conscious competition. Ancient man very carefully observed the world, its laws and regularities in order to adapt and survive in balance with surrounding universe [L. Kulmatycki, 2009]. Nowadays sport is not just for its own sake but it has a social value. Sport practicing brings lots of positive external effects: better health [Cawley, 2004], better results of studying [Cornelisen & Pfeifer, 2007], better performance on the job market, [Lechner, 2008], more intense social contacts [Downward i Riordan, 2007] decrease in criminal offences [Caruso, 2010]. Political and economic systems, different religions, ethnic groups do influence sport differentiation but still sportsmen do compete in a peaceful and friendly manner. Olympic essence includes not only propagation of sport as it is not an autotellic value but it serves its mission through its connection with culture elevating the quality of lives of participants.

Humanities, philosophers and practitioners proved many times that the aim of fair play ideal in upbringing not only children and teenagers in a physical and social and moral sense serves versatile human development and common wealth. Achievements of modern times include also sport and it benefits from them on equal terms.

Sport became a politically and economically conditioned phenomenon. Sport performances have become carriers of interests and values not only of sports nature. There are different reasons for sport participation in modern times. Viewers, sportsmen, activists, sponsors, amateurs have different motivations and their own hierarchy of values, it is different also for teams, clubs and individuals. Adhering to the proper quality it this branch of economy is undeniable.

In 2012 Kraków together with Zakopane and the Slovak Republic applied to International Olympic Committee for organization of Winter Olympic Games in 2022. This article aims to illustrate in what aspects Kraków, Małopolska and Poland could succeed or fail as a result of being the Olympic Games organizer. By applying in our research multicriterial

decision support methods AHP/ANP we will show Benefits (B), hidden Benefits - Opportunities (O), and on the other side - Costs (C) and hidden costs - Risks (R).

We assumed the following decision scenarios for organizing the Olympic Games in Poland.

- A Organization of the Winter Olympic Games 2022 with limited benefits and relatively low costs
- B Organization of the Winter Olympic Games 2022 with average costs and relatively high costs
- C Organization of the Winter Olympic Games 2022 with high benefits and relatively high costs

We assumed (in a shortened version at the moment) the following Benefits (*B*) for Krakow, Zakopane and Poland, resulting from organizing of the Winter Olympic Games in Poland in 2022:

- 1.1 Technical infrastructure*
 - 1.1.1 Road (transport) infrastructure*
 - 1.1.2 Sport infrastructure*
 - 1.1.3 Housing infrastructure*
 - 1.1.4 Healthcare infrastructure*
- 1.2 Social and culture infrastructure*
 - 1.2.1 Towns and region promotion*
 - 1.2.2 Making sports and recreation popular among citizens*
 - 1.2.3 Competences increase (knowledge. skills, experience etc.)*
 - 1.2.4 Winter sports achievements*
- 1.3. Regional economy*
 - 1.3.1 Investment impulse in tourist and recreational infrastructure*
 - 1.3.2 Technological stimulus in various areas*
 - 1.3.3 Accelerated entrepreneurship development*
 - 1.3.4 Increased employment rate*
- 1.4 Transregional cooperation with the Slovak Republic*
- 1.5 Malopolska as a tourist and business attractive region*
- 1.6 Winter sport development*

We assumed (in a shortened version at the moment) the following Opportunities (*O*) for Krakow, Zakopane and Poland, resulting from organizing of the Winter Olympic Games in Poland in 2022:

- 2.1 Accelerated (qualitative and quantitative) economic development based on the new infrastructure*
- 2.2 Change of behaviors and physical activeness of citizens*

- 2.4 Development of sports, health and recreational significance of the region within EU 2.5 Directing the EU funds*
- 2.6 Attracting and keeping talents locally (sports, science, leisure, finances, marketing)*
- 2.7 Integrating of many areas - sport, health, science and technology, design, culture and arts*

Organizing of the Winter Olympic Games in Poland in 2022 shall incur the following *Costs (C)*:

- 3.1 Direct organizational costs for Winter Olympic Games 2022*
- 3.2 Promotional costs for Winter Olympic Games 2022*
- 3.3. Necessary infrastructural investments accompanying organizing Winter Olympic Games 2022*
- 3.4. Other accompanying investments*
 - 3.4.1 Recycling of used materials*
 - 3.4.2 Water sewage treatment*
 - 3.4.3 Healthcare and safety procedures*
- 3.5. Countering social exclusion (digital, technological and political)*

Organizing of the Winter Olympic Games in Poland in 2022 shall incur the following *Risks (R)*:

4.1 Corruption at:

- 4.1.1 Winter Olympic Games organization*
- 4.1.2 Investment procedures and processes*
- 4.1.3 Managing the infrastructure after Winter Olympic Games*

- 4.2 Desolation and degradation of newly built infrastructure*
- 4.3 Terrorism*
- 4.4 Increasing social stratification*
- 4.5 Natural environment degradation as a result of investing intensity*
- 4.6 Irrational usage of financial resources of International Olympic Games Committee and other sources*

Pairwise comparison was made, with help of experts, of criteria individually to each BOCR value, next subcriteria to criteria, in four control hierarchy (in T.L. Saaty's fundamental scale)

As a result of prioritization for all criteria and subcriteria the following synthetic comparison results for analyzed decision alternatives for organizing Winter Olympic Games in Kraków were obtained.

SYNTHETIC COMPARATIVE DECISION SCENARIOS

Name	Graphic	Ideals	Normals	Raw
Model A		0.864377	0.351390	0.146858
Model B		1.000000	0.406524	0.169900
Model C		0.595505	0.242087	0.101177

CONCLUSIONS

1. Relative weights of criteria are the result of pairwise comparison of each criterion against each other,
2. AHP/ANP model included 39 BOCR criteria, including economic, technological, political and social factors determining Winter Olympic Games in Kraków, Zakopane and Slovak Republic,
3. As a result of prioritization, two math formulas give the same results for organizing Winter Olympic Games 2022 with relatively average costs and high benefits, as the best alternative.
4. Sensitivity analysis can slightly change the values of priorities for analyzed alternatives, but that requires taking extreme assumptions for BOCR prioritization and their control criteria.