



EFFECTS OF THE HOST TOWN INITIATIVE FOR THE TOKYO 2020 OLYMPIC GAMES ON RESIDENTS' OLYMPIC VALUE PERCEPTION

Abstract – In 2014, Secretariat of the Headquarters for the Tokyo 2020 Olympic and Paralympic Games of Cabinet Secretariat Japan compiled the Host Town Initiative, which aims to revitalize the region by establishing a ‘host town’ for each participating country/region and promoting mutual exchange between participating countries/regions and the Host Town. This was one of the legacies that the Tokyo 2020 aimed to promote and expand activities related to the Olympics at the local level and proposed to contribute to the Olympic Movement through sports and education. The aim of this study was to examine the effects to the promoting Olympic Movement of this sports policy and thus whether the Host Town Initiative has a positive impact on the perception of Olympic values in the local region. As a result of a questionnaire survey of Japanese citizens (n=1,004) in Japan in September and October 2021, the researchers elucidated the Host Town Initiative influenced positively the host town residents’ perception of Olympic value. This finding would be enabled the future host city of Olympic Games and related stakeholders promote the Olympic Movement effectively.

Keywords: Olympic legacy; Olympic Movement; host town.

EFEITOS DA INICIATIVA DA CIDADE ANFITRIÃ DOS JOGOS OLÍMPICOS DE TÓQUIO 2020 SOBRE A PERCEPÇÃO DO VALOR OLÍMPICO DOS RESIDENTES

Resumo - Em 2014, a Secretaria da Sede para os Jogos Olímpicos e Paraolímpicos de Tóquio 2020 da Secretaria do Gabinete do Japão compilou a Iniciativa da Cidade Sede, que visa revitalizar a região estabelecendo uma ‘cidade sede’ para cada país/região participante e promovendo o intercâmbio mútuo entre os países/regiões participantes e a Cidade Sede. Este foi um dos legados que a Tóquio 2020 teve como objetivo promover e expandir as atividades relacionadas com as Olimpíadas em nível local e propôs contribuir para o Movimento Olímpico através do esporte e da educação. O objetivo deste estudo era examinar os efeitos desta política esportiva para a promoção do Movimento Olímpico e, assim, se a Iniciativa da Cidade Sede tem um impacto positivo na percepção dos valores olímpicos na região local. Como resultado de um questionário feito a cidadãos japoneses (n=1.004) no Japão em setembro e outubro de 2021, os pesquisadores elucidaram a Iniciativa da Cidade Anfitriã influenciando positivamente a percepção dos residentes da cidade anfitriã sobre o valor olímpico. Esta descoberta permitiria à futura cidade-sede dos Jogos Olímpicos e às partes interessadas relacionadas promover eficazmente o Movimento Olímpico.

Palavras-chave: Legado Olímpico; Movimento Olímpico; cidade anfitriã.

EFFECTOS DE LA INICIATIVA DE LA CIUDAD ANFITRIONA DE LOS JUEGOS OLÍMPICOS DE TOKIO 2020 EN LA PERCEPCIÓN DEL VALOR OLÍMPICO DE LOS RESIDENTES

Resumen - En 2014, la Secretaría de la Sede para los Juegos Olímpicos y Paralímpicos de Tokio 2020 de la Secretaría del Gabinete de Japón recopiló la Iniciativa de Ciudad Anfitriona, cuyo objetivo es revitalizar la región estableciendo una ‘ciudad anfitriona’ para cada país/región participante y promoviendo el intercambio mutuo entre los países/regiones participantes y la Ciudad Anfitriona. Este fue uno de los legados que Tokio 2020 se propuso promover y ampliar las actividades relacionadas con los Juegos Olímpicos a nivel local y se propuso contribuir al Movimiento Olímpico a través del deporte y la educación. El objetivo de este estudio era examinar los efectos para la promoción del Movimiento Olímpico de esta política deportiva y, por tanto, si la Iniciativa de la Ciudad Anfitriona tiene un impacto positivo en la percepción de los valores olímpicos en la región local. Como resultado de una encuesta por cuestionario realizada a ciudadanos japoneses (n=1.004) en Japón en septiembre y octubre de 2021, los investigadores dilucidaron que la Iniciativa de la ciudad anfitriona influyó positivamente en la percepción del valor olímpico de los residentes de la ciudad anfitriona. Este hallazgo permitiría a la futura ciudad anfitriona de los Juegos Olímpicos y a las partes interesadas relacionadas promover eficazmente el Movimiento Olímpico.

Palabras-clave: Legado Olímpico; Movimiento Olímpico; ciudad anfitriona.

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Introduction

Cultural exchange between Olympic athletes and local students started with the 'One School, One Country (OSOC)' movement at the 1998 Nagano Winter Olympic Games, and was adopted at later Winter Olympic Games, including the Salt Lake City and Sochi Winter Olympic Games. At the Tokyo 2020 Olympic Games, the Cabinet Secretariat of the Japanese government proposed the Host Town Initiative, and exchange at the local government level began as a new Olympic movement originating from Japan. This is not just a matter of promoting the Olympic movement, but also the Japanese government's intention to use the momentum of hosting the Games to revitalize local communities. This is in line with the International Olympic Committee's (IOC) view of the Olympic legacy (sport, society, environment, cities, and economics), it is necessary to verify whether the host town initiative led by the Japanese government had a positive impact on the Olympic Movement and should be carried over to future Olympic host countries.

However, on the other hand, as Yamaguchi¹ points out, recognition of the necessity of evidence-based policy creation (EBP) is extremely high in Japan, but policy practitioners themselves recognize that EBP is not well conducted, and policy researchers and the Japanese citizens in general are taking a stricter view of the issue.

The objective of this study is to determine whether the host town initiative had a significant impact on residents' perception of Olympic values in the context of the Olympic movement.

Literature Review

Olympic Games and Olympic Values

The Olympic Games are a global sports festival held once every four years. The ultimate goal of the Games is to foster human development and world peace through sports, and both the Summer and Winter Games are held based on these principles. The Olympic Games are held in different cities because they are part of the Olympic Movement to promote the spirit of the Olympics to the world. Olympism is a philosophy of life that places sport at the service of humanity. This philosophy is based on the interaction of the qualities of the body, will, and mind. Olympism is expressed through actions that link sport to culture and education².

According to the IOC³, 'excellence,' 'friendship,' and 'respect' are the three pillars of Olympism. They support the Olympic Movement's efforts to promote sport, culture, and education in the pursuit of a better world. Excellence entails giving one's all on the field or in the workplace. The key is to participate, improve, and enjoy the healthy mix of body, mind, and willpower. Respect for oneself and one's body, other people, rules and regulations, sport, and for the environment are all examples of respect. The Olympic Movement is built on friendship, and it encourages everyone to regard sports as a tool for mutual understanding between individuals and people all over the world³.

As demonstrated in the Olympic education program, the Olympic Movement strives to have a beneficial impact on individuals around the world by teaching the Olympic principles of excellence, camaraderie, and respect⁴. Since 2014, the IOC has strengthened its promotion of Olympic principles, including a new guideline for 'solidarity' in the Olympic Agenda 2020+5⁵. The Olympic slogan was also updated to reflect the newly emphasized Olympic principles, which are 'Faster, Higher, Stronger – Together' and embody the Olympic Movement's objectives⁶.

Olympic Value Scale (OVS)

Value perceptions may influence whether inhabitants of the host country view the Olympic Games positively or negatively and whether they are prepared to support the event's hosting⁷. Koenigstorfer and Preuss⁷ argued that "Perceived values in relation to the Olympic Games reflect individuals' opinions of what the Olympic Games stand for (p. 608)". The IOC suggests in the Olympic Charter that excellence, friendship, and respect are the primary values that the Olympic Movement intended to communicate. However, it did not provide a measurement scale for how these values are perceived. Koenigstorfer and Preuss⁷ have developed an Olympic Value Scale (OVS) that assesses Olympics-related values to fill this deficit. In their study with Olympic Games experts (total $n = 561$) and residents from various countries (total $n = 3,576$), Koenigstorfer and Preuss⁷ developed and calibrated the OVS. Exploratory and confirmatory factor analyses that controlled for stylistic response behaviors were conducted to assess the scale's psychometric properties.

This OVS contains 12 items that load onto three factors: appreciation of diversity (anti-discrimination, diversity, equality, and tolerance), friendly relations with others (brotherhood, friendship, understanding, and warm relations with others), and achievement in competition (achievement, achieving one's personal goal, competition, and effort). An additional enjoyment-related factor lacked discriminant validity and, thus, was not included in the OVS. All three OVS dimensions relate to individuals' perceptions, attitudes, and intentions⁷.

Olympic Legacy in Japan

Hosting a sports mega event, such as the Olympic Games, is a significant milestone in any city's history and reputation. Because the hosting city needs to maximize the number of supporters who share the games' vision and embrace the Olympic experience, the challenge of celebrating an outstanding global event with a long-lasting positive impact on the place necessitates the commitment and engagement of all urban stakeholders⁸. For the host country of the Olympic Games, it is necessary to raise citizens' awareness of the significance of the Games and gain their support for hosting them. Olympic education, which is a big part of the Olympic movement, has been permeating through Japan, which has hosted three Olympic Games (Tokyo 1964, Sapporo 1972, Nagano 1998). The IOC strengthened the roles and missions of Olympic bodies in the 1990s, particularly in connection to the promotion of Olympic education as a 'ultimate objective', as well as the development of a definition of 'Olympism' and the Olympic Movement's goals⁹.

For example, Nagano 1998 Winter Olympic Games' education activities and programs began in 1994, which was a relatively early year. In 1994, the Ministry of Education issued an Olympic reader titled 'The Snow Flower' for elementary and junior higher schools in order to provide Olympic education at the national level, and the following year, another Olympic reader for high schools was released¹⁰. The promotion of Olympic education for Nagano 1998 appears to have been undertaken in schools as part of a national campaign⁹. The 'One School, One Country (OSOC)' program, which began in 1994, is another Olympic education program¹¹. This program began with the Hiroshima Asian Games' 'One Community Center, One Country' in 1994. In every community center in Hiroshima from 1992 to 1994, the inhabitants of Hiroshima

welcomed and encouraged athletes from other Asian nations in order to improve mutual understanding and foster goodwill. As a result, Hiroji Koide, president of the Nagano Foreign Friendship Club (NIFC), was developed a similar international exchange program for Nagano 1998. The OSOC program was created in collaboration with NIFC, Nagano City, the Nagano Education Board, and the Nagano Olympic Games Organising Committee (NOCOG). The goal of this program was to promote the Nagano Games to inspire children to care about international exchange and kindness, to nurture their future goals, and to increase their independence¹². Students from Nagano's 75 elementary schools learnt about their allocated partner country's history, culture, and language, as well as participating in exchange activities. The allocated school children visited the Olympic village and welcomed the athletes by singing their national anthems in their original languages at the welcoming ceremony. Since the Olympic Games in Sydney 2000, Salt Lake City 2002, Turin 2006, and Beijing 2008 adopted this notion of Olympic education, the OSOC program has been recognized as a successful international Olympic education program¹³.

2.4 Host Town Initiative for the Tokyo 2020 Olympic Games

In the Olympic 2020 Candidate File¹⁴, the Tokyo Olympic Bid Committee stated in the Games Concept and Legacy (Theme 1) that Tokyo 2020 would state clearly that it had five visions. The vision 1 is to create more values and strengthen the Olympic Value, and the vision 5 is to uphold Olympism. In addition, they proposed to promote and expand activities at the local level as a sporting legacy, and to contribute to the Olympic Movement through sports and education. After Tokyo was selected as the host city for the 2020 Games, the plan for 'local revitalization', which was clearly stated in the bid file, became more concrete. The Tokyo2020 Communication Program proposed to deeply immerse the community in the value of the Olympic Games and make a significant contribution to the development of the Olympic Movement.

Furthermore in 2014, Secretariat of the Headquarters for the Tokyo 2020 Olympic and Paralympic Games of Cabinet Secretariat Japan compiled the Host Town Initiative. This initiative is intended to promote regional revitalization by assigning a host town to each participating country and region, and promoting mutual exchanges between participating countries and regions and their host towns¹⁵. As previously noted,

the 'One School, One Country' movement at the 1998 Nagano Olympics was the beginning of exchanges among students and citizens, but the Tokyo 2020 Games also included exchanges at the local government level as part of the Olympic Movement.

In addition, the final report of the 'Expert Group on Olympic and Paralympic Education (February 2015 - July 2016)' organized by the Ministry of Education, Culture, Sports, Science and Technology and the Sports Agency explains that "three Olympic values (Excellence, Friendship, Respect) are necessary to promote Olympic education" in terms of its significance¹⁶.

Sekine and Kobayashi¹⁷ evaluated that "[...] the host town initiative is an unprecedented phase in the history of Japanese sports policy (p. 52)". On the other hand, it also points out the problem of "[...] the emergence of entities that will implement projects that are merely a patchwork (p. 52)"

Specially Appointed Professor, University of Tsukuba and Director, Centre for Olympic Research and Education, Hisashi Sanada spoke to the Komei Newspaper¹⁸ on July 26, 2021 about the effects of the host town: "The host town is the first attempt in the history of the Games It is expected to be adopted for the next Paris Olympics, and if it succeeds in Paris and takes root further, it will become a new Olympic movement originating in Japan (p. 18)".

Methods

The researchers decided to use quantitative research with a questionnaire survey to examine whether host town residents were positively influenced on Olympic value perceptions. Quantitative analysis allows for the evaluation of objective theories, avoidance of bias, control of extraneous variables, and inclination to generalize and repeat findings¹⁹. Moreover, a quantitative method was used for this research because of the large size of the sample and the importance of determining the combined strength of multiple variables.

Instruments

The survey questionnaire comprised two sections. The first section consists of general questions, participants were required to answer the questions about the city where the participant lives is the host town by choosing between two choices: 'Yes' and 'No.' The

second section consists of items related to the Olympic values perception. Participants were required to rate the appropriateness of the 12 OVS items and six control items (cosmopolitan, dominance, limitlessness, power, reliability, and sacrifice) proposed by Koenigstorfer and Preuss⁷. Participants in the survey rated the extent to which each of the items accurately described the values in relation to the Olympic Games on a seven-point Likert scale, with 1 equaling 'does not describe the Olympic Games at all' and 7 equaling 'describes the Olympic Games very well.'

All questionnaire items were written in Japanese, and back-translation was done by native Japanese speakers. No incentives were utilized, and no questions required the participants to disclose their name or other identifiable personal data.

Population and Sample Collection

Population is defined as all elements (individuals, objects, and events) that meet the sample criteria for inclusion in a study²⁰. This study population consisted of Japanese citizens living in Japan and aged 18–80 years (Table 1).

The researchers conducted an online survey with residents in Japan in September and October 2021, after the 2020 Tokyo Olympic Games. The online survey system helped data collection. The 1,169 samples were collected after the Tokyo 2020 Olympic and Paralympic Games, from September 10 to October 30, 2021, via an online questionnaire survey. After elimination of 165 participants who had no variance in their ratings of values in relation to the Olympic Games, our sample consisted of 1,004 individuals. Table 1 provides a detailed outline of the sample. Regarding the gender of the participants, 51.1% were women and 48.9% were men. These percentages are very close to the citizen gender division in Japan with 51.3% women and 48.7% men calculated by the Ministry of Internal Affairs and Communications, which reported 64,756,000 women and 61,411,000 men²¹.

Table 1 - Sample Description (n = 1,004).

	Classification	Frequency (n = 1,004)	Percentage
Gender	Women	513	51.1
	Men	491	48.9

	Classification	Frequency (<i>n</i> = 1,004)	Percentage
	Total	1,004	100.0
Occupation	Student	54	5.4
	Full-time worker	350	35.0
	Part-time worker	159	15.9
	Self-employment	58	5.8
	Employer	14	1.4
	None	292	29.2
	Others	77	7.7
	Total	1,004	100.0
Age	18-24	102	10.2
	25-34	195	19.4
	35-44	246	24.5
	45-54	185	18.4
	55-64	155	15.4
	65-74	101	10.1
	75+	20	2.0
	Total	1,004	100.0

Reliability and Validity

Reliability can also be ensured by minimizing sources of measurement error, such as data collector bias. The physical and psychological environment where data is collected is made comfortable by ensuring privacy, confidentiality, and general physical comfort²². The personal terminal (smart phone, tablets, computers) will be used to aggregate the data to ensure personal comfort. Content validity is further ensured by consistency in administering the questionnaires²⁰. All questionnaires were distributed to subjects online by the researchers. The questions were formulated in simple language for clarity and ease of understanding in Japanese.

Ethical Considerations

No identifying information could be gauged from the questionnaires, and questionnaires were only numbered after data was collected²³. The ethics committee of Kasetsart University examined the research instrument prior to distribution to ensure content validity and avoid any ethical concerns (COA No. COA64/048).

Data Analysis

An independent-samples t-test was conducted to compare the individual Olympic value perceptions (excellence, friendship, and respect) in living at the host town and in living at the not host town conditions. The researchers used SPSS 28.0 for the analyses.

Results

The researchers used six control items for stylistic response behaviour, which can result from biases such as acquiescence, difficulties in discriminating between Olympic Values items, or the tendency of individuals to give generally high or low ratings. The researchers subtracted the mean of the six control items from the individual item. Harman's single factor test was adopted, and unrotated principal components factor analysis was conducted on 12 items included in the research model. As a result of the analysis, the contribution rate of the first factor was 43.886%, the explanatory power of the first factor is not the majority (< 50.0%). Thus, confirmed that the common method variance bias is not a major threat in this study.

Of the sample of 1004, 190 responded that they lived in the host town (Group 1) and 814 responded that they did not live in the host town (Group 2). As the table 2 shows, there was a significant difference in the scores of the excellence dimension perceptions for group 1 ($M = 0.8456$, $SD = 0.99255$) and group 2 ($M = 0.6632$, $SD = 1.00578$) conditions; $t(1002) = 2.257$, $p < 0.05$. There was a significant difference in the scores of the friendship dimension perceptions for group 1 ($M = 0.3022$, $SD = 0.84911$) and group 2 ($M = 0.1518$, $SD = 0.90686$) conditions; $t(1002) = 2.082$, $p < 0.05$. There was not a significant difference in the scores of the respect dimension perceptions for group 1 ($M = 0.2706$, $SD = 0.91900$) and group 2 ($M = 0.1954$, $SD = 1.04198$) conditions; $t(1002) = 0.915$, $p = 0.360$ (Table 2).

Table 2 - Result of t-test (impact on the Olympic value perception)

	1 (Yes) N = 190		2 (No) N = 814		<i>t</i>	<i>df</i>	<i>p</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>			
Excellence	0.8456	0.99255	0.6632	1.00578	2.257	1002	0.024
Friendship	0.3022	0.84911	0.1518	0.90686	2.082	1002	0.038
Respect	0.2706	0.91900	0.1954	1.04198	0.915	1002	0.360

Discussion

As Ferguson and Bargh²⁴ suggest, the social knowledge that is incidentally activated when reading words or imagining events subsequently affects participants' behaviors across a range of ostensibly unrelated domains. The Olympic phenomenon is an expression of the globalization of sport. It is entrusted to and appropriated by each host city, which then records its history²⁵.

Influence on Olympic Value Perception

A t-test was performed to examine that Olympic values perception is affected by the Host Town Initiative. The results showed the Host Town Initiative had a significant impact on the individual perception of two Olympic values (excellence and friendship). However, there is no significant impact on the Respect factor.

As set during the bid for the 2020 Olympic Games and clearly stated in the Tokyo2020 Communication Program, one of the objectives of the host town initiative was to "[...] deeply promote Olympic values in the local community and contribute to the Olympic Movement (p. 3)"²⁶. As the survey results indicate, the residents of the host towns have been positively affected by the increased perception of Olympic values, and can be evaluated as having realized one of the legacies that the Tokyo 2020 Games aimed to achieve.

There were a number of programs implemented within the Host Town Initiative, one of which was a training camp before the Olympic Games. Pre-Games training camps were held in Japan to prepare athletes for the time difference, local climate, etc., before the Games. Disappointingly, many teams cancelled their Pre-Games training camps due to the spread of the COVID-19 outbreak. However, the Host Town Initiative

aims to revitalize regional areas while creating lasting exchange programs and relationships that will endure long after the Tokyo 2020 Games have ended. It encourages interactions in a wide array of fields, such as sports, culture, and economics, with people from the countries and regions participating in the Tokyo 2020 Olympic and Paralympic Games.

On the other hand, the disparity between urban and rural areas (population, economy, culture, facilities, etc.) has been a problem in Japan since the 1990s, and revitalizing towns and regions in rural areas is an urgent task²⁷. For local cities that have limited recreational events or entertainment, inviting an Olympic training camp would have a great effect in turning interest in the Olympics held in the metropolis of Tokyo into a catalyst for local revitalization. Furthermore, in the training camp cities, local governments actively take a leading role in the Olympic movement. As Kida²⁸ demonstrated, training camp sites for the FIFA World Cup 2002, which were actively involved in promoting societal effects, achieved such effects to a certain extent. This is similar to the interaction effect of promoting Olympic education at training camps in the Olympic Movement.

The results clearly show that the host town of the training camp in the host country of the Olympic Games is of great significance to the Olympic movement. The Olympic Games are held in a different host city every four years, but the effect of promoting the Olympic Movement can be seen not only in the host city but also in the Olympic training camps held in the host country.

Conclusion and Management Application

Both the Olympic Movement and the Olympic Games are known for their desire to affect people in ways that go beyond sports. This fairly and lofty manifestation of the Olympic Idea must be correctly understood and manifested in the process of organizing the ultimate Olympic expression: the Olympic Games. Furthermore, it is required to make recommendations related to policies that will promote the Olympic Movement in future Olympic host countries.

At the Tokyo 2020 Olympics, the researchers identified that the Host City Initiatives had a synergistic effect in influencing residents' positive perceptions of Olympic values. In the Olympic movement of the host country, it became clear that

there were opportunities to raise perceptions of Olympic values not only in the prefecture or city where the games were held but also in many other cities. In addition, as Preuss²⁹ argues, considering that the push-out effect (which was not actually implemented for some reason, but was formulated as a policy) is also part of the Olympic legacy, the researchers can conclude that the host town initiative proposed in Japan for the Tokyo 2020 Games was a significant part of the construction of the Olympic legacy. It is expected that future Olympic host countries will focus on promoting the Olympic Movement with the Host City Initiatives.

Unlike single-sport global championships, such as the FIFA World Cup, the multisport Olympic Games are a movement, a concept, and a philosophy. In the focus on the Olympic Games and Olympic sports, the importance of Olympic education as a means of distributing the IOC's philosophy through a host country—which is responsible for arranging public and school educational programs during and after its four-year Olympiad—is sometimes overlooked. Many Olympic emblems, as well as the Olympic movement's relevance, have undergone significant changes during the twentieth century, and even then past achievements are inadequate to predict a successful future. Now and at a greater rate than ever before, the times are changing.

As 'Olympism is a philosophy of life'⁶, the philosophical or ethical aspects of Olympic values cannot be separated. In addition, the values associated with the Olympic Games may simply be one facet of the Olympic Movement's values. The researchers believe that the effectiveness of the Host Town Initiatives identified in this research has the potential to make a big contribution in demonstrating that Olympism and the Olympic Movement are critical components in combating the pandemic and regaining control of the situation. It should be taken in the communication of the Organization Committee of Olympic Games, the National Olympic Committees, local government, IOC, and national sports federations as an opportunity in the current Olympic Movement.

The researchers believes that future research will examine more variables that have a significant interaction effect on Olympic value perceptions and will also identify what types of Olympic Movement are conducive to raising the Olympic values of the people of the host country. In particular, the researchers call for future studies to contribute to the achievement of hosting the Olympic Games by elucidating the

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relationship between the value perception of the Olympics and participation in the events coordinated by local governments in related Olympic training camps or the relationship between the value perception of the Olympics and the social behaviors of the host nation.

There are limitations to this research that are suggestive of future research directions. First, the survey was conducted in Japan among Japanese citizens and may have been strongly influenced by Japanese culture. When examined from this viewpoint, the perception of Olympic values in Japan, may have different results from that of Western countries. Second, the Tokyo 2020 Olympics was the first to be held during the COVID-19 pandemic, and it was conducted under greater constraints than the previous Olympic Games. Thus, many teams and countries canceled their training camps in Japan before the Games. This study did not include an investigation of what kind of Olympic experiences and education were provided by the host cities of the Olympic training camps.

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