HAI REN LAMARTINE DACOSTA ANA MIRAGAYA ZHAO ZHUO(EDS.)

奥林匹克研究读本·第二卷

OLYMPIC STUDIES READER Vol. 2

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OLYMPIC STUDIES READER Vol. 2

A Multidisciplinary and Multicultural Research Guide

奥林匹克研究读本·第二卷

综合学科和多元文化研究指南

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EDITORS Hai Ren, Lamartine DaCosta, Ana Miragaya, Zhao Zhuo
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Preface

Chi Jian, Professor, Ph.D.
President of Beijing Sport University

The Olympic Movement is an extraordinary social and cultural phenomenon in world history. It purposely uses sports to cultivate youth by blending sport with culture and education, therefore, promoting the sound development of human beings, harmonious relationships with others and with the natural environment. The Olympic Movement has far-reaching impact on the fields of economy, politics, culture and education and has become a great symbol of social progress, friendship and solidarity.

As the world entered a new millennium, we have witnessed various profound changes occurring inside and outside the world sport system, which have proposed a series of challenges to the Olympic Movement. Is the Olympic Movement able to adapt itself to the changed social conditions and continuously plays its extraordinary roles to benefit human beings? How will it develop in the future? The whole world is waiting for answers. Under the leadership of Thomas Bach, the new President of the IOC, *Olympic Agenda 2020* was launched at the end of 2014. This document is full of innovations and suggestions for reforms as it is regarded as a roadmap to guide the Olympic Movement. The new developmental trend of the Olympic

序

池建 教授，博士
北京体育大学校长

奥林匹克运动是人类文明史上十分罕见的社会现象。它以体育为基本手段，与教育、文化融为一体，促进人自身，人与社会，人与自然的和谐发展，从而在经济、政治、文化和教育等领域产生广泛而深远的影响，成为人类社会进步、友谊和团结的象征。

进入新千年以来，世界体育发展的内外环境均发生极其深刻的变化，对奥林匹克运动提出了一系列极具挑战的问题。奥林匹克运动能否适应变化了的社会条件，继续为人类的福祉发挥其不同寻常的作用？奥林匹克运动将如何发展？全世界都在等待回答。在国际奥委会新任主席托马斯·巴赫的领导下，《奥林匹克议程 2020》于 2014 年底发布，这一极具改革和创新精神的文件，被视为指引奥运未来发展的路线图。奥林匹克运动发展的新

趋势，引发了世界范围学者们的各种兴趣。奥林匹克研究，不仅可以使我们深入地认识体育和世界，也可以更好地认识我们自己。

北京体育大学与巴西里约热内卢州立大学的奥林匹克学者们多年来精诚合作，六年前就合作出版了《奥林匹克读本》卷一。今天他们已做出新的努力，于是我们有了也关注奥运一些新发展的卷二。对此，我向他们表示祝贺。我不仅要感谢世界各地的作者们分享他们的真知卓见，还要感谢国际奥委会对这一项目的支持。北京体育大学期待与各国学者密切合作，以更多的奥林匹克研究成果迎接2016年里约奥运会和2022年北京冬奥会。

Movement has aroused various interests of scholars in the world. Olympic Studies let us not only understand deeper about sports and the world but also know better about ourselves.

Olympic scholars of Beijing Sport University and Rio de Janeiro State University (Universidade do Estado do Rio de Janeiro - UERJ) had closely cooperated over the years and worked out *Olympic Studies Reader Volume I* in both English and Chinese versions six years ago. Now they have recently made another great effort on *Volume II*, which also focuses on the new development of the Olympic Movement. I would like to congratulate the co-editors for their new achievement and to express my sincere thanks not only to the authors from various parts of the world for their thoughtful ideas but also to the International Olympic Committee for its support to the project. Beijing Sport University is looking forward to working with scholars around the world to celebrate the 2016 Rio Summer Olympic Games and the 2022 Beijing Winter Olympic Games.

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Preface

Rio de Janeiro
Ruy Garcia Marques, M.D., Ph.D.
President of Rio de Janeiro State University

On the launching of this book, I would like to congratulate its editors, from both China and Brazil, for having put together authors of various countries with the theme of Olympic Studies, which by definition implies multicultural and interdisciplinary themes. It is essential to emphasize the cooperation between Beijing Sport University and Rio de Janeiro State University (Universidade do Estado do Rio de Janeiro - UERJ), which has made this work possible.

In terms of elaboration of contents, it is crucial to mention the use of the English language as the means of adherence of authors as well as the use of the Chinese language as a growing means of scientific and technological communication. I would also like to highlight UERJ's Post-Graduation Program in Science of Sport and Exercise, under the coordination of Professor Nadia Lima, for the participation as the operational platform for the Brazilian editors, professors Lamartine DaCosta and Ana Miragaya, both from the Olympic Studies Research Group of this university.

序

鲁伊·加西亚·马尔克斯
医学博士，哲学博士
里约热内卢州立大学校长

在本书推出之际，我要祝贺来自中国和巴西的编辑们，是他们将各国奥林匹克研究学者在多元文化和跨学科的主题统领下，汇聚在一起。需要强调的是北京体育大学和里约热内卢州立大学之间的合作，使这项工作成为可能。

特别需要提及的是，本书以英语将不同作者联系在一起，以中文扩展了科技交流手段的应用。我还想指出，里约热内卢州立大学的体育和运动科学研究生计划，在纳迪亚利马教授的协调下，为巴西编者，也是本校奥林匹克研究团队的拉马丁·达科斯塔教授和安娜·米拉加娅教授的参与，提供了工作平台。

基于编著此书的目的，里约热内卢州立大学认同纳入本书的研究成果旨在促使奥林匹克体育的创新，以此呼应国际奥委

会最近通过的《奥林匹克议程2020》，同时延续对在过去120年形成的奥运会特性的认同。创新未来，保持传统，正是里约热内卢州立大学对里约2016奥运会及其后续时代的建议。

因此，我们确信，这本书为巴西与中国在科学技术领域的合作，为推进两国在2016年夏季奥运会遗产和北京2022年冬季奥运会未来遗产之间的对话，提供了又一次宝贵的机会。我们希望，这一著作使基于两校合作的体育知识进一步国际化。

Taking into consideration the objectives that have guided this work, UERJ identifies itself with the studies here presented aiming at innovations in the Olympic sport, replying not only to the call of the International Olympic Committee by means of its recent *Olympic Agenda 2020*, but also to the identity of the Olympic Games constructed during the past 120 years. The creation of the future keeping the traditions of the past coincides with UERJ's proposal for 2016–year of the Olympic Games in Rio de Janeiro – and subsequent years.

Accordingly, we are certain that this book represents another privileged opportunity for the ties that unite Brazil and China in science and technology as well as an advancement in the dialogue between both countries dealing with the current legacies of the 2016 Summer Olympic Games and the future legacies of the 2022 Winter Olympic Games in Beijing. We hope that this work promotes a larger internationalization of knowledge about sport from the cooperation between both universities.

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Graduate School of Geography, Clark University
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克拉克大学地理学研究生院

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UPDATES OF OLYMPIC AGENDA 2020

《奥林匹克议程 2020》跟进研究

FUTURE MEGA-EVENT CITIES WITH OLYMPIC LEGACIES

Lamartine DaCosta
State University of Rio de Janeiro, Brazil

Ana Miragaya
Universidade Estacio de Sa Petropolis, Brazil

This position paper aims to overview the changing urban order that global cities have been going through worldwide. These recent changes have extensively become the context for the development of Olympic mega-events until 2020, when the Tokyo Olympiad will be held. Moreover, the "*Agenda 2020*" of the International Olympic Committee (IOC) is bringing new approaches to the Olympic Games bidding process for the selection of Olympic host cities (IOC, 2014) related to themes such as legacy and sustainability.

Those IOC recent innovative claims may be initially drawn from the fact that the three finalist candidate cities to host the 2020 Olympic Games – namely Madrid, Tokyo and Istanbul – have appeared as typical examples of global cities. However, the previous selection of Rio de Janeiro – another conurbation, when seen jointly with Sao Paulo in

未来大型体育赛事承办城市的奥运遗产

拉马丁·达科斯塔
里约热内卢州立大学

安娜·米拉加亚
埃斯塔西奥德萨大学

本论文旨在综观全球范围内经历的城市秩序的变迁。这些新变化已经成为影响2020年东京奥运会之前奥运会——这一大型体育赛事发展的背景。此外，国际奥委会的《2020议程》提出了选择举办城市的新的奥运会申办程序（国际奥委会，2014），这些新举措与遗产和可持续发展的主题密切相关。

国际奥委会最近提出的创新主张可能源于最终入围2020年奥运会申办的三个候选城市，即马德里、东京和伊斯坦布尔的状况。它们是典型的全球性城市。然而，先前2016年选择里约热内卢申办时，同一地区的卫星城圣保罗也加入进来，似乎预示着未来的奥运会会更为宽容地接受

同一国家两个或两个以上的城市作为奥运会的“区域”举办地（达科斯塔，2013 年）。

这种现象也可作为概念性原理工具的分析对象。就此而言，全球性城市是那些“由多地组成的日趋结合、相互依存的国际网络状的”城市聚集体（布伦纳和凯尔，2006 年）。该作者还将全球城市界定为“在大型区域经济或城市区居主导地位的当地中心”。此外，这些基本理论观点，由于信息技术导向的功能及超越其人口或规模的国际交流，如文化、金融、旅游等，变得更为切题。

事实上，全球城市是全球范围城市人口不断膨胀的最终产物，目前城市人口占世界人口的 80％以上。国际奥委会在其奥运会申办程序中尚未考虑到这一世界性的趋势。然而，面对《2020 议程》所隐含的可持续发展新语境，对照“遗产”含义可能发生的变化，我们在此提出将这一趋势作为标杆学习试验（通过可比较的观察和指标，分享知识）的

the same region – for the 2016 Olympics suggests a future broad acceptance of two or more cities of the same country as “regional” host sites for the Olympic Games (DaCosta, 2013).

Such evidence might also be analyzed by means of conceptual foundations. In this regard, global cities are those urban concentrations with “an internationalized network of local places that are now increasingly bound together and interdependent” (Brenner & Keil, 2006). The same authors define a global city as “a dominant local center within large-scale regional economies or urban fields” (Ibid p. 11). Furthermore, those fundamental points become more relevant by their Information-Technology-oriented functions and international exchanges - cultural, financial, touristic etc. - than their population or size.

Indeed, global cities are end-products of the increasing expansion of the urban population worldwide, now reaching more than 80% around the world (Ibid pp. 4-5). This planetary tendency has not yet been considered by the IOC in its bidding procedures, but it is here proposed as a main reference for a benchlearning trial (sharing knowledge through comparative observations and indicators) compared with possible changes for the meaning of “legacy”, facing the new sustainable contexts implied by the Agenda 2020.

Thus far, this study progresses from today's worldwide megacity trends to the rise of sustainability as a counterfactual component of this identified mainstream, having Rio de Janeiro and its neighboring cities as background to test these identified oppositions. The final expected result of this theoretical exercise is a discussion of the new approaches to the Olympic Games' legacy as sustainable development (economic, social and environmental in mutual balanced relationships).

TRENDS OF OLYMPIC MEGACITIES

To begin this comparative experience, it is important to consider the initial group of the five 2020 candidate cities, London as the 2012 site of the Olympic Games and Rio de Janeiro, now preparing to host the 2016 Games. This will serve as a hypothesis for this study.

Actually, having the Global Cities Index developed by A. T. Kearney Consulting (2012) as an indicator for benchlearning, London stands on the 2nd position among the 66 leading and emerging global cities, an amount that reflects all-encompassing tendencies of the intense urbanization of the five continents. The Index also ranks Rio de Janeiro at the 53rd position, but if it is associated with Sao Paulo, making up a broadly recognized mega

主要参考依据。

到目前为止，这项研究讨论的特大城市的发展已成当今世界的主流，继而论及可持续发展观念的崛起，成为这一主流中违反现实的组成部分。本研究以里约热内卢及其周边城市为背景，检验人们确认的这些对立。希望通过这一理论探讨，最终引发人们以新的方式，从可持续发展的角度来讨论奥运遗产（经济、社会和环境的相互平衡关系）。

奥林匹克超大城市的趋势

实施这项比较研究，重要的是考虑2020奥运会的5个候选城市，其中伦敦是2012奥运会举办城市，里约热内卢正在筹办2016年的奥运会。以此为本研究立论的依据。

实际上，将科尔尼咨询公司发布的2012年“全球性城市指数”作为一个标杆学习的指示器，伦敦在66个世界领先和新兴的全球性城市中排名第二，这些城市反映出了五大洲全面的、日益加强的城市化趋势。里约热内卢

在这一指数排名中位列第53，但如果从里约热内卢与圣保罗组成的一个已被广泛认可的、大的区域的角度看，“里约+圣保罗”的排名可以上升至第33位。在这个排名中，东京位列第4，马德里第18，伊斯坦布尔从2010年的第41升至现在的第37。总之，为了发现差距、不断超越，除了2020年奥运会的候选城市外，奥运城市伦敦和里约热内卢都设想它们正在保持或提升在全球性城市中的位置。

无论哪个候选城市被选定举办2020年奥运会，其筹办时间跨度都覆盖本研究设计的15年比较期，从2005年伦敦申办成功到2020年东京奥运会开幕。从方法论上讲，这一比较略长于国际奥委会提出的“奥运会影响（OGI）”研究，该研究收集和分析各主办城市最多长达12年中不同阶段的数据。尽管“奥运会影响（OGI）”研究包括诸多变量（2012年伦敦奥运会有120项指标之多），但其仅局限于一个举办城市。而基于全球性城市的标杆学习因其涉及一个以上城

region, Rio+Sao Paulo could go up to the 33rd position. In this list, Tokyo takes 4th position and Madrid the 18th whilst Istanbul is now 37th after being 41st in 2010. In all, for the benchlearning purposes, the Olympic cities London and Rio de Janeiro, in addition to the candidate cities to the 2020 Olympic Games, are hypothetically keeping their status or searching a better position among global cities.

Whichever candidate city is selected for the 2020 Games, the time span covered by the proposed comparative elaboration is 15 years, beginning with London selected in 2005 and reaching the opening of the 2020 Tokyo Games. Methodologically speaking this comparison slightly surpasses the timeline of the Olympic Games Impact (OGI) study set forth by the IOC to follow up to 12 years (maximum) of different phases of data collection and analysis from each host city. Although the OGI study is composed of a diversity of variables (120 indicators for the 2012 London Games), its attainability includes only one Olympic site while the global city-based benchlearning may turn to be valid because of its proposed longitudinal meaning when involving more than one city or several regional urban aggregations.

A significant remark about the benchlearning approach is that these five global cities, which have participated in the bidding and selecting process of the IOC since 2005

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