# THE INFLUENCE OF CULTURAL FACTORS ON THE INTERNATIONAL MANAGEMENT OF MAJOR SPORTING EVENTS: A COMPARATIVE ANALYSIS OF OLYMPIC GAMES

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**Annotation.** It is possible to understand from various articles that besides economic, social and political factors, cultural factors also have a great influence on the management of various major sports events and the decisions of these management committees. Cultural factors appear as one of the main influencing factors in the implementation and management of sports events. These cultural factors include the peculiarities of the country's culture, religious and ethnic factors, programs intended for the education and cultural development of future generations, and other factors. The influence of cultural factors in the organization of the Olympic Games can lead to serious effects seen in areas such as forming relations between countries, promoting national identity, and combining sports and culture. In this study, in the context of a comparative analysis of the Olympic Games, the influence of cultural factors on the organization and management of major sporting events, and the extent to which these influences are focused on.

**Keywords:** *cultural factors, management committee, Olympic Games, event management, host country.*

**Introduction.** The relevance of research topic is related to high economic and reputetional importance of managing cultural differrences in highly growing sport management sector.

The management of major sport events on an international scale presents a multifaceted challenge, wherein cultural factors wield significant influence [1]. However, we understand by considering Dr. Ralf and Rofner's thesis [2], despite the recognition of cultural importance, there remains a gap in understandding the specific ways in which cultural factors form the management of major sport events, and how these insights can inform more effective approaches to event organization and management.

In the study by Shipway and Fyall [3], it was based that international management of major sport events presents unique difficulties and opportunities formed by the cultural conditions of host countries and participating countries. By conducting a comparative analysis of the cultural influence on the management of the Olympic Games across different host countries, our aim is to discover insights into how cultural factors affect event planning, management and legacy [4]. Through this comparative objective, we seek to determine successful practices, challenges, and lessons learned that can advise future event management strategies and contribute to the success and sustainability of major sport events in more and more interconnected and culturally different world.

Another crucial point is to conduct a thorough comparative study of the organizational structures and methods used by the organizing committees for two Summer Olympics and two Winter Olympics. The goal is to investigate and determine the subtleties and differences in the stakeholder partnerships, organizational structures, procedures for making decisions, resource distributions, and general management strategies that these committees have accepted. The focus point of this study looks at the experiences and methods of organizing committees of the different Olympic

Games in great detail in order to find patterns, trends, and best practices that might affect future event management processes, especially when it comes to successfully managing cultural considerations [5].

**Main text.** To successfully analyze effects of cultural factors on Olympic Games organizing committee and operations, firstly, the management structure of major sporting events should be revised.

To guarantee efficient administration and decision-making procedures, large international sporting event organizing committees use a hierarchical structure with distinct roles. Local, finance, and general chairmen are typical roles, while the Executive Committee or Board of Directors determines the committee's overarching strategic course. The General Secretary or Executive Director oversees daily operations and promotes departmental cooperation. Operations and other functional divisions are in charge of everything from selecting appropriate sites to guaranteeing participant and guest safety. Athletes' support services and competitive element organization are handled by the Sporting Competition department. The primary objectives related to sustainability and heritage are mitigating negative environmental consequences and producing long-term benefits for the host society. Though advisory boards offer specialist advice and experience to aid in decision-making, local organizing committees collaborate closely alongside the central organizational body. Volunteers are crucial in a range of capacities to enhance the enjoyment for those who attend and participate at activities. International sports events must be executed successfully at all levels and departments via effective communication and coordination. Thus, the impact of cultural variables on the particular organization of the Olympic Games may be examined as we delved more into the intricacies of the organizing committee. Cultural considerations impact the way large international sports events, like the Olympic Games, are organized by organizing committees and affect the entire experience of both competitors and spectators. Cultural factors influence many facets of the

Games and are a major factor in the design and implementation of these events.

For example, the 2014 Winter Olympics in Sochi made use of the cultural significance of volunteering by enlisting over 25,000 volunteers from Russia and other countries, which is consistent with Russian tradition of prioritizing group involvement in major events. With their almost 2 million hours of work, these volunteers improved the expe-rience for spectators and made sure the events ran smoothly. The focus on volunteering gave the Games a distinctively cultural flavor while also showcasing the spirit of community participation.

Another area in which cultural considerations are at play is corporate sponsorship, as the organizing committee managed to acquire large-scale sponsorships to support the Games and advance the Olympic brand. These collaborations demonstrated the cultural value of business community support and teamwork in addition to offering financial help. The importance of business partnerships on the event's overall performance was proved by the marketing program's success, the record television viewership, and the engaging sponsor activations.

Cultural influences impacted worldwide viewership and cultural interchange at the 2002 Winter Olympics in Salt Lake City, drawing 2.1 billion viewers from 160 countries and territories. The popularity of the Olympics throughout the world demonstrated its cultural value as a forum for cross-cultural dialogue and celebration. Innovative and collaborative cultural characteristics were also shown in the technology consortium, where top businesses and subject matter experts collaborated to provide state-of-the-art solutions for the Games. Overall, cultural influences have a significant impact on volunteer involvement, business collaborations, worldwide viewing, technological innovation, and the organization and operations of organizing committees for major international sporting events. Organizing committees may create an event that is really memorable and meaningful by embracing and exploiting cultural values. This will improve the

entire experience for participants, spectators, and stakeholders.

**Conclusion.** With an emphasis on the Olympic Games specifically, this study has explored the complex interaction between cultural elements and the international administration of large sporting events. Its extensive examination and comparative research of previous Olympics provided insightful information on how cultural factors influence the planning, staging, and consequences of events.

The effective running of these events depends heavily on cultural sensitivity and understanding, which promote respect and acceptance between attendees, organisers, and stakeholders. Event planners can improve communication tactics and speed decision-making procedures by acknowledging and adjusting to cultural differences.

In major sporting events, solving differrences in culture and promoting solidarity need cooperation and effective communication. In the future, a greater comprehension of cultural factors will be essential to these events' durability and success in a world growing more diverse.

This research concludes by highlighting the significant impact that cultural factors have on event management and highlighting the importance of a comprehensive and culturally aware strategy. Organisers can maximise the influence of big sporting events on international collaboration, sports performance, and social advancement by accepting cultural variety and promoting understanding between cultures.

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## MƏDƏNİ AMİLLƏRİNİN BEYNƏLXALQ SƏVİYYƏLİ ƏSAS İDMAN TƏDBİRLƏRİNİN İDARƏ OLUNMASINA TƏSİRİ: OLİMPİYA OYUNLARININ MÜQAYİSƏLİ TƏHLİLİ İLƏ

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**Annotasiya.** Müxtəlif böyük idman tədbirlərinin idarə edilməsi və bu idarəetmə komitələrinin qərarlarına təsir edən iqtisadi, sosial, siyasi amillərlə yanaşı mədəni amillərin də böyük təsiri olduğunu müxtəlif məqalələrdən anlamaq mümkündür. Mədəni amillər, idman tədbirlərinin həyata keçirilməsi və idarə olunmasında əsas təsir edən faktorlardan biri kimi

qarşımıza çıxır. Bu mədəni amillər, ölkə mədəniyyətinin özəllikləri, dini və etnik məqamlar, gələcək nəsillərin təhsil və mədəni inkişafı üçün nəzərdə tutulan proqramlar və digər məqamları əhatə edir. Olimpiya oyunlarının təşkilində mədəni amillərin təsiri, ölkələr arasında münasibətləri formalaşdırmaq, milli kimliyin təbliği, və idmanın və mədəniyyətin birləşməsi kimi sahələrdə görülən ciddi təsirlərinə səbəb ola bilər. Bu araşdırmada olimpiya oyunlarının müqayisəli təhlili kontekstində, müxtəlif mədəni amillərin böyük idman yarışlarının keçirilməsi və idarə olunmasına mədəni amillərin təsiri, və bu təsirlərin nə dərəcədə olduğuna diqqət yetirilmişdir.

**Açar sözlər:** *mədəni amillər, idarəetmə komitəsi, Olimpiya Oyunları, tədbir idarəetməsi, ev sahibi ölkə.*

# ВЛИЯНИЕ КУЛЬТУРНЫХ ФАКТОРОВ НА МЕЖДУНАРОДНЫЙ МЕНЕДЖМЕНТ КРУПНЫХ СПОРТИВНЫХ МЕРОПРИЯТИЙ: СРАВНИТЕЛЬНЫЙ АНАЛИЗ ОЛИМПИЙСКИХ ИГР

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**Аннотация.** Из различных статей можно понять, что помимо экономических, социальных и политических факторов, большое влияние на управление различными крупными спортивными мероприятиями и решения этих управляющих комитетов оказывают также культурные факторы. Культурные факторы выступают в качестве одной из основных предпосылок, влияющих на проведение и управление спортивными мероприятиями. К культурным факторам относятся особенности культуры страны, религиозные и этнические факторы, программы, предназначенные для образования и культурного развития будущих поколений, и другие факторы. Влияние культурных факторов на организацию Олимпийских игр может привести к серьезным последствиям, наблюдаемым в таких областях, как формирование отношений между странами, продвижение национальной идентичности, объединение спорта и культуры. В данном исследовании, в контексте сравнительного анализа Олимпийских игр, рассматривается влияние культурных факторов на организацию и управление крупными спортивными мероприятиями, а также степень, в которой эти влияния ориентированы.

**Ключевые слова:** *культурные факторы, управляющий комитет, олимпийские игры, организация мероприятий, принимающая страна.*