

1. Record Nr.	UNINA9910974887003321
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Titolo	The Olympic Games and cultural policy / / Beatriz Garcia
Pubbl/distr/stampa	New York : , : Routledge, , 2012
ISBN	1-136-33598-6 1-283-70900-7 0-203-12292-5 1-136-33599-4
Edizione	[1st ed.]
Descrizione fisica	1 online resource (309 p.)
Collana	Routledge research in sport, culture and society ; ; 12
Classificazione	SPO000000SPO058000SPO066000
Disciplina	796.48
Soggetti	Olympics - Social aspects Olympics - History
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	pt. I. Cultural policy and the Olympics movement -- pt. II. The Olympic games cultural programme : Olympic arts festivals in Sydney 2000 -- pt. III. Towards a culture-led Olympic games?
Sommario/riassunto	"This book explores how cultural policies are reflected in the design, management and promotion of the Olympic Games. Garcia examines the concept and evolution of cultural policies throughout the recent history of the Olympic Games and then specifically evaluates the cultural program of the Sydney 2000 Olympic Games. She argues that the cultural relevance of a major event is highly dependent on the consistency of the policy choices informing its cultural dimensions, and demonstrates how such events frequently fail to leave long-term cultural legacies, and are often unable to provide an experience that fully engages and represents the host community, due to their over-emphasis on an economic rather than a social and cultural agenda"--