

Research on Sustainable Development of Cultural and Tourism after Winter Olympics Heritage Games

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Abstract: Olympic stadiums represent significant cultural and heritage landmarks, yet their preservation poses challenges due to the conflict between historical value and modern functionality. This paper explores the importance of Olympic stadiums' cultural heritage, focusing on controversies surrounding their conservation or transformation, specifically emphasizing iconic venues such as Wembley, Rome, and Berlin. The study thoroughly examines six designated Olympic stadiums, classifying their heritage values and proposing specific criteria for assessing Olympic and sporting heritage. Heritage descriptions are derived from official sources and categorized into three primary classifications: object, evolution, and sporting context. The analysis reveals variations in size, type, and level of heritage significance among the examined stadiums. Paradoxically, regional and urban planning authorities advocate for stadium designation as heritage sites, while sports institutions show less involvement. The paper advocates for considering all existing Olympic stadiums as World Cultural Heritage, emphasizing their intertwined histories with architecture and sport, global impact, and evolving designs and repurposing after Olympic celebrations. This holistic approach underscores the exceptional heritage status of Olympic stadiums and calls for their preservation on an international scale.

Keywords: Olympic Stadiums, Cultural Heritage, Preservation, Conservation, Transformation, Heritage Values, Sporting Heritage, Wembley, Rome, Berlin, Classification, Assessment Criteria, Regional Planning, Urban Planning, World Cultural Heritage, Architecture, Sport, Global Impact, Repurposing

1. INTRODUCTION

1.1 Introduction Top of Form Bottom of Form

Since ancient times, the Olympic Games have significantly influenced the design of sports facilities. Olympia exemplifies how sports venues are intricately connected to globally significant events. This arena remains a premier example among Olympic sites, conceived as a lasting outcome of a historic event, embodying its noble goals and ideals. It has become a

revered space with deep cultural significance. Today, the Games continue to shape the development of architectural structures, historical sites, and natural environments, along with their varied functions. The Summer Olympics have been held throughout 24 main arenas, 15 of which are located in Europe and 3 in Asia. North America has added to the present global competition with four stadiums, including the notable venues in Mexico City and Los Angeles, which hosted the Olympics in 1932 and 1984, respectively. Meanwhile, Australia had two sites that embodied the true spirit of the Olympic Games (Gratton & Preuss, 2013). Undoubtedly, each Olympic arena has distinctive spirit. The originality of such magnificent monuments can be associated to their massive scale and the power source Games' omnipresent importance, as championed by the popular International Olympic Council (Kairamo, 1999). These monumental stadiums are unambiguously intertwined with various facets of contemporary global history. Consequently, their import transcends mere architectural merit and extends into politics, society, and athletics⁴. Modern organic gardens can cultivate and illuminate cultural concepts, serving as a beacon for cultural heritage. Notably, they play a crucial role in preserving and celebrating local traditions, as evidenced by the transformative impact of the 2000 Sydney Organic Garden on Australia's historical narrative (Vecco, 2010). Consequently, different Olympic stadiums have received recognition on different levels—locally, nationally, or internationally—as cultural assets. The intrinsic value of these structures has sparked heated discussions, as evidenced by the contentious status of Helsinki's Olympic Stadium. The history of Olympic venues includes episodes of destruction, controversial modifications, and expansions. Maintaining these architectural wonders remains a constant challenge due to the evolving needs of modern spectators at sports events. The ongoing endeavor to provide optimal comfort and safety for both athletes and the audience is continuously changing. Conservation efforts, primarily focused on the structural soundness and visual appeal of these venues, often overlook the essence of the sports events that gave rise to them (Mason, 2002). However, there is a growing recognition in both scholarly discourse and practical endeavors of the significance of sports heritage sites as custodians of collective memory. Preserving the essence of athletic venues encompasses more than mere conservation; it is an art of encapsulating antiquated reminiscences within renewed functionalities (Kiuri & Reiter, 2013). The classifications of heritage are in a perpetual state of flux, adapting to encompass not only physical and spiritual significance but also communal recollection, societal concerns, and beyond⁹. With this

evolution, the standards for attaining cultural heritage status have transformed. Only historical and artistic merits were initially considered, but additional dimensions such as cultural significance, identity preservation, and the object's ability to evoke collective memory have gradually been incorporated (Liao & Pitts, 2013). The aim of this study is to examine the specific characteristics of Olympic stadiums in a heritage context. In the following chapters, we explore Olympic events and sporting heritage, drawing on academic literature and case studies. Our analysis begins with three key controversial issues: Wembley Olympic Stadium, built for the 1948 London Olympics; and the Foro Italico area, associated with the Rome 1960 Olympic Games. Information about these controversial stadiums comes mainly from English Heritage, the official heritage of recognized organizations such as the International Council on Monuments and Sites, the ICOMOS National Committee and the Italian Society for Architecture, Monuments and Documents. Modern Motion Files (DoCoMoMo). In addition, secondary sources provide information on the historical context of the stadium dispute. The rest of the environment includes six famous Olympic stadiums and two items from the Olympic Stadium Museum. General information is given about these sports venues and the reasons for their inclusion in the cultural heritage register are explored. Our approach is to investigate the formal classification of these elements, that is, descriptions of values defined by local, national or international cultural heritage (MCH) are divided into three categories. This assessment offers a unique perspective on the legacy of the Olympic Games and highlights the historical importance of these buildings in a socio-political and sporting context (Kiuri & Teller, 2012). To conclude this article, we will delve into the main heritage of the Olympic Stadium and try to show how the celebration of heritage can contribute to the celebration of major sporting events. Finally, the feasibility of creating a sports memorabilia category is reviewed. By reimagining the Olympic Stadium as a spiritual and cultural heritage within the framework of the Olympic Games, an overall assessment of the Olympic and sporting heritage can be made (Mason, 2002).

2. THE LEGACY OF THE OLYMPICS AND SPORTING EVENTS

The cultural significance of an object is determined by its intrinsic values, relationship to the surrounding environment, and the communal activities that give it social context. Exploring these values is a valuable tool in

understanding and defining our heritage. In sporting legacy, the most formidable obstacles often arise from the grandest and most legendary arenas. The Olympic stadiums have always stood as remarkable, singular architectural marvels, inexorably linked to singular occasions. Olympic infrastructure has been assimilated into the urban fabric of the host metropolis through various modalities. The sustainable preservation of Olympic stadiums necessitates a thorough contemplation of both the intrinsic historical significance of these architectural marvels and the prerequisites for their ongoing integration within the urban landscape. Below is a scholarly exploration of the intricacies of the Olympic legacy, delving into value typologies and the unique nature of this prestigious heritage (González-Varas, 1999).

2.1 Typologies of Heritage Value

Various typologies exist for assessing heritage values. The esteemed Austrian art historian Alois Riegl extensively explored the domain of heritage values and their classification in his seminal work, "Der moderne Denkmalkultus." In this seminal work, Riegl posited a 'conflict' between various typologies of heritage values. Dating back to 1903, Riegl outlined a comprehensive framework comprising age, historical significance, commemoration, utility, and novelty as the quintessential elements of heritage values (Mason, 2002). Expanding on Riegl's profound insights, Ignacio González-Varas later elaborated on the historical development of heritage values. Building on Riegl's seminal work, González-Varas identified four distinct phases in this evolution: (1) reverence for antiquity and the pursuit of abstract beauty, (2) a deep appreciation for historical progression intertwined with the emotional resonance it evokes, (3) the grandeur of commemorative values, and (4) the ever-relevant contemporaneity and practical utility of heritage. By adopting Riegl's groundbreaking research and González-Varas' perceptive examination, we can clarify the complex array of heritage values, making them more understandable and expressed with refined literary elegance, similar to the distinguished style of the esteemed journal "Nature" (Hüfner, 2010). In 1984, William Lipe proposed a new classification of values, distinguishing between economic value, artistic value, symbolic relational value and informational value. In 1997, Bruno Frey proposed his own types of values, including monetary value, existential value, reputational value, educational value, and heritage value. In the same year, English Heritage developed a typology of values focusing on cultural value, educational value, academic value, resource value, recreational value and aesthetic value. The Australian

ICOMOS Convention of 1999 defines aesthetic, historical, scientific and social values (spiritual/political/national values). There is a clear progression between these categories, especially when it comes to the recognition of heritage and functional value. Thus, in 2002, Mason proposed to reorganize heritage values into two main categories: sociocultural value and economic value. Sociocultural value encompasses historical, cultural (symbolic), social, spiritual and aesthetic aspects, while economic value refers to use, preservation and exploitation. These regulations pose particular problems for Olympic stadiums, especially if post-competition facility reuse and renewal is not considered at the design stage (Kiuri & Teller, 2012).

2.1.1 Sporting Heritage

The sporting legacy possesses distinctive characteristics, as its recognition merely as a structure, location, or landscape would be insufficient given its unique association with places (urban centers, natural environments), and traditions (festivities). Experts at English Heritage advocate for a comprehensive examination of the sporting legacy, encompassing indigenous rituals, festivities, and customs linked to athletic venues, recognizing the profound significance bestowed by collective memory. Abercrombie notes that listing's narrow focus on architectural and historical significance limits recognition of sporting sites' value as repositories of collective memories. It also overlooks the emotional attachment spectators and participants have to venues and traditions. Additionally, the evolving needs of sports and the complexity of athletic facilities make fixed preservation impractical, despite their deep historical and cultural significance (Gammon et al., 2013).

2.1.2 Olympic Heritage

UNESCO recognized the unique qualities of ancient Olympia by listing it as a World Heritage Site in [year]. Olympia is an important crossroads between nature, society and history as well as an intangible treasure (Kiuri & Reiter, 2013). This clearly shows the complex relationship between the tangible and intangible values of the cultural heritage. The material heritage of the game (material stock) is inseparable from the natural features of the modern game. As Gammon, Ramshaw and Waterton rightly point out: "The modern Olympics can be seen as an expression of the revival and revitalization of heritage, with the event displaying a wide range of heritage symbols, traditions and rituals (Stevenson, 2017). A major influence on the

stadium's architecture was its mafia heritage. The magnitude and ongoing significance of the new Olympic Stadium to the modern Olympic Games bear witness to its unique character (Bolz, 2010). The International Olympic Committee's Olympic Charter summarizes the foundations of modern Olympic policy. The Olympic Games designed by Pierre de Coubertin continue to affirm his timeless principles and the fundamental values of the Olympic Games. Inadvertently overshadowing the artistic and intellectual parts of the Games, the media emphasized the infrastructure and spectacle of the London 2012 Olympics to emphasize its significance. This policy change was already evident at the 1948 Olympic Games in London (Delsahut, 2004). Coubertin believed that the Olympics were more than just a competition: they celebrated international unity and sportsmanship. Today's best athletes respect their roots, whether it's the historic games of ancient Greece or the principles established by the founders of the modern Olympic movement. Coubertin's philosophy combined ethereal principles with physical depth, emphasizing its deepest roots and applying these ideals to utilitarian values. Modern Society. This paradigm is consistent with Riegel's approach to value development. Coubertin and Riegl were contemporaries in the late 19th and early 20th centuries, when the study of the value of heritage became a subject of public debate. But Coubertin's declaration of these values had very real political consequences. Its main objective is to continue the Olympic Games according to the requirements of the time. Coubertin saw sports as an opportunity to change educational methods and expectations. However, it must be recognized that the use of sport by members of society with different political motivations to achieve different goals is a controversial issue. History shows that sport contributes to the development of "ideas of power" and the desire for a "pure society" and is also linked to nationalism (Kiuri & Teller, 2012).

2.2 Heritage of Olympic Stadiums

Olympic stadiums represent a unique aspect of heritage, symbolizing architectural magnificence and reflecting the culture that gave rise to these remarkable arenas. These stadiums are revered as iconic sports venues, characterized by the grandeur, rituals, and symbols of the Olympic Games. Their significance is defined by principles of architecture, surroundings, and athletic pursuits (Gold & Gold, 2024). 24 sizable structures have been constructed since the start of the modern Olympic Games in 1896; five of these have been largely or entirely demolished, and seven have undergone significant renovations or enlargements. A striking recreation of the famed

Panathinaikos Stadium in Athens, which hosted the inaugural Olympic Games in 1896, can be found in one of the structures. Soon after, in 1998, this well-known location was designated as a national monument due to its significance in history. The 28th was given to Athens as the host city in 2004's Olympic Games. The contemporary amphitheaters built in Los Angeles (1932 and 1984) and Amsterdam (1928) are regarded as national architectural gems. It is important to remember that the choice was made to restore the current stadium rather than construct a new one for the 1984 Olympics. In addition to hosting the 1956 Melbourne Olympics, the famous Melbourne Cricket Ground was added to the Australian National Register of Historic Places in 2005. Similarly, the International Organization of the Nations of the Council on Monuments and Monuments expressed worry that urbanization would jeopardize the protection of the Mexico City Stadium when it was named a UNESCO World Heritage Site in December 2007. Numerous Olympic venues hold significant historical importance, such as the spectacular Sydney Olympic Park from 2000 and the Moscow Olympic Complex from 1980, both of which have been designated as officially recognized heritage sites (Chatziefsthathiou & Henry, 2023). Some aspects of the Olympic venues have significant historical value, such as the Moscow 1980 Olympic Complex and the Sydney 2000 Olympic Park, both of which are designated as official cultural monuments. Some iconic stadium buildings, such as the iconic Stockholm Stadium, continue to retain their original charm. Other buildings have undergone significant changes or metamorphoses. In some cases, their architectural or historical status gives rise to much debate (Kiuri & Teller, 2012). The initial transmutation of the esteemed sports venue established in Berlin in 1909 has sparked extensive discourse for quite some time. During the vernal season of 1929, a unanimous consensus was reached, stipulating the imperative expansion of Berlin's stadium.⁴² Regrettably, as a modern architectural marvel, the Helsinki stadium has lost much of its original avant-garde splendor. The renowned Rome 1960 Olympic stadium underwent a remarkable renovation in 1990, receiving a magnificent covering that added to its architectural grace. In recent years, there has been increasing attention on the complex challenges of constructing and preserving Olympic stadium structures, along with the considerable costs involved. This trend was particularly evident with the Montreal Olympic Stadium during the 1976 Olympic Games, where discussions surrounding these issues significantly influenced stadium design (Short, 2009). The illustrious metropolis of London has been the radiant host of the prestigious Olympic Games on three distinguished

occasions (1908, 1948, and 2012), each time showcasing a unique Olympic arena. Regrettably, two of these grand stadiums were ultimately razed to the ground. Among them was the venerable Empire Wembley, a historic architectural marvel tragically stripped of its esteemed place on the National Heritage list in 2003 (Kluge, 2009). Numerous contemporary Olympic arenas have served as innovative drivers that have propelled the evolution of exceptional athletic venues. Olympic stadiums often play pivotal roles in shaping urban landscapes and design, contributing to sustainable societies that cherish both natural and cultural assets. Yet, preserving their legacy presents challenges, as these venues, initially designed for single events, must adapt for broader use. This dynamic underscore the conflict between their historical significance and practical functionality, sparking ongoing social and political debates (Bolz, 2016).

3. DEBATES SURROUNDING THE PRESERVATION OF OLYMPIC STADIUMS

The demolition of Wembley Stadium in 2003, which hosted the XIV Olympiad in London, sparked debates about preserving Olympic venue heritage. Wembley, already legendary before the Games, underwent extensive modifications in 1948 despite limited post-war financing. The Olympic precinct at Foro Italico in Rome also raised concerns about balancing legacy and utility values (Bolz, 2012). Despite reflecting a delicate balance between constructed and natural elements, recent enlargement efforts pose risks to its integrity. With its magnificent landscape setting, the Berlin Olympic Stadium embodies a unique and complex controversy. This grandiose sports complex was once a testament to the power of athleticism under the shadow of national socialist ideology and politics, sparking ongoing discussions about preserving its historical significance. The former Reichssportfeld is a notable remnant of the Third Reich that is currently being used as the National Arena of Germany. Its symbolic and architectural language is a moving depiction of a turbulent historical story. The stadium, which serves as a unifying symbol for the city and hosts numerous major athletic and cultural events, has cemented its image as a top-tier international facility while attempting to move past the baggage of its troubled history (Powell, 2002). The emblematic interpretation of the natural world that distinguishes the structure and its unparalleled landscape backdrop can be considered a defining characteristic of the location. Fascinatingly, the trio of stadiums in London, Rome, and Berlin stood as iconic Olympic sports venues that redefined European cities' architectural

and cultural landscapes in the interwar period. The essence of the disputes surrounding their alteration/destruction is below. The discourse is rooted in the literature and reports of relevant cultural preservation organizations, as well as publications from ICOMOS.

3.1 The Decline of Wembley, the 1948 Olympic Venue

Wembley Stadium was once known as the British Empire Exhibition Stadium, which was built between 1922 and 1923. It opened in 1923 to coincide with the prestigious British Empire Exhibition that year. Renowned architectural analyst Kenneth Powell draws attention to the amazing engineering of the stadium, which was made feasible by innovative building techniques. The innovative method of in situ reinforced concrete was chosen by the builders in place of the traditional building elements like iron, steel (Wansborough & Mageean, 2000), and wood utilized in sports stadiums. Designed with the intention of accommodating a staggering 120,000 spectators, this structure etched its mark on history through the iconic presence of its twin towers, soaring to a height of 126 feet. Inspired by the architectural splendor seen in Lutyens' opulent designs adorning the imperial capital of New Delhi, Wembley Stadium sought to imbue the utilitarian stadium with an air of grandiosity. The façade of the concrete was meticulously treated to emulate the appearance of elegant masonry, further elevating its visual appeal. The stadium, which opened in 2007, hosts England national football team matches, the FA Cup Final, and other major events. Its iconic Wembley Arch stands tall, symbolizing football heritage and serving as a landmark across London. Despite undergoing years of renovation, Wembley remains a historic and iconic venue in the world of sports and entertainment (Long, 2008). The decision to demolish the Wembley Stadium tower has sparked controversy. While some institutions accept it as inevitable remnants, others express reservations about the redesigned landmark. Opinions diverge on whether the new arch stands as an emblematic constituent of London's urban landscape⁵⁶. English Heritage serves as the British government's premier authority to safeguard England's historical landscape. Within its 2012 Conservation Bulletin themed 'Sporting Heritage,' Paul Velluet underscored the significance of the towers, stating that the original intentions to preserve or relocate the emblematic twin structures were ultimately forsaken, leading to their regrettable inclusion in the demolition process. After a detailed assessment of its architectural and historical value, the ancient Wembley stadium was duly demolished in 2003 with approval from the Heritage Authorities. This demolition and evaluation led to its delisting in March

2011. Velluet continues, "Although the new stadium is impressive, the beautifully landscaped surrounds that the English Heritage staff had envisioned have sadly not materialized."



Figure 1: The Updated Wembley Stadium Featuring its Novel Symbolic Addition (Kiuri, 2009)

3.2 The Evolution of Rome's 1960 Olympic Stadium and Foro Italico

Following the Second World War, meticulous preparations transformed Foro Italico into the venue for the 1960 Olympics, evolving thereafter into a cherished space for Rome's youth. Despite efforts to preserve its essence, renovations in the 1980s and a contentious proposal in 1990 brought significant changes to the Olympic stadium, drawing widespread criticism. Today, noticeable alterations in scale and relationships with neighboring structures underscore the need for careful urban planning. This stunning modern heritage site is strictly protected as per planning regulations. Due to its great cultural importance, the Italian region is subject to important restrictions by several decrees and legal decisions, including the Decree* of January 31, 1939 (Law No. 1089) and the Regional Council Decision of December 50. Lazio* * Commitment to Reform (Law No. 1497). It is also a significant component of the historic city, incorporated in the Quality Charter, and part of the new Master Plan for the City of Rome. Piazza Italia is a singular complex of urban, architectural, and environmental elements.



Figure 2: The Rome Olympic Stadium Post-1990 and Stadio Dei Marmi (Kiuri & Teller, 2012)

However, towards the conclusion of the 1980s, the Olympic stadium found itself exempted from the rules and regulations about esteemed landmarks. Presently, the Foro Italico encounters an even greater vulnerability, as it currently undergoes extensive alterations that inevitably encroach upon both the open spaces and the revered architectural gems. The CONI Servizi company has initiated a project that, while still in its preliminary stages, has already produced alarming outcomes. Thus, we are compelled to urgently urge the relevant institutions dedicated to preserving our cultural landscape and architectural heritage to intervene swiftly and decisively. This intervention is based on a futuristic ideology, based on the understanding of deep races and the rich history of the Foro Italico, and is not être réduite à des opérations d'entertainment aleatoires qui ne font que déformer le caractère original de the eign. The DoCoMoMo Italia edition highlights the need to better understand the unique characteristics of sports heritage. Although in this case no buildings were demolished, the architectural appearance of the Olympic complex and the architectural value of some buildings were destroyed. The main reason for these changes is the need for new sporting events that adapt to changing technical standards. This pressure is further increased by urbanization. In this case, the historical value of the property must be fully protected by a special legal framework, which represents a radical break with past practices. This deeply demonstrates the instability of structural design and surface composition where beneficial values are overestimated, especially considering the technical demands of different sports.

3.3 The Political Implications Surrounding Berlin's 1936 Olympic Stadium

In Berlin's urban landscape, the Olympic complex—which hosted the 1936 Olympics—retains a significant position despite its contentious connection to the Nazi dictatorship. An excellent illustration of a distinctive architectural style and composition is the Olympic Stadium. The stadium is encircled by landmark structures, contemporary gardens, and the tree-lined, historic Grunewald neighborhood. The complex will remain a flexible and dynamic area thanks to the decision made by the Berlin Heritage Authority. Constructed in 1913 for the 1916 Olympics, it was reconstructed for the 1936 Olympics, gained formal recognition in 1966, and underwent further renovations for the 1974 World Cup, 2006 World Cup, and Berlin Olympics. During its long history, the stadium has undergone several important changes. It is suitable for a large space bordered by various buildings, green spaces and sculptures that give it an

interesting meaning. This classification is part of "special developing land with green characteristics," which states that "at least 60 percent of the land in this unique category must be preserved as green space."

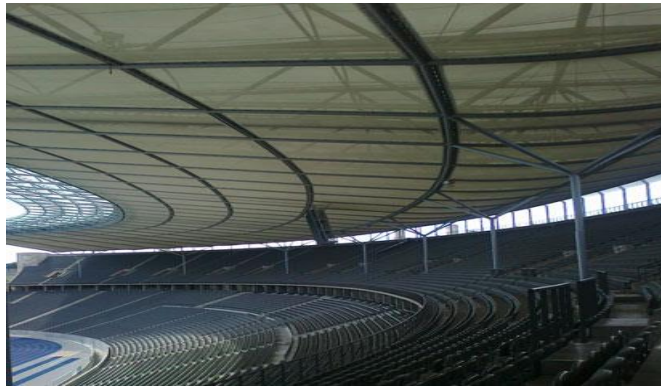


Figure 3: The Berlin Olympic Stadium, which was Renovated and Covered for the 2006 World Cup (Courtesy of Miranda Kiuri)

"The Olympic Grounds, encompassing the majestic Olympic Stadium and various city-wide sports facilities, along with the adjacent Waldbühne (an immense open-air arena), epitomize a harmonious blend of purpose-driven architecture and sprawling green expanses. Meticulously detailed in the Berlin Land Use Plan Brochure, these spaces embody grandeur and functionality, serving as an enduring symbol of recreational excellence." The Berlin Land Utilization Plan (FNP) outlines how land uses are allocated based on the strategic goals of Berlin, a dynamic metropolis. Without a doubt, the Olympic site is one of Europe's most significant and prominent sporting complexes of the 20th century. As such, it has been given the honorific designation of "Teutonic Terrain" by the respected local authority charged with preserving our cultural legacy. The Berlin stadium is a poignant testament to the detrimental entanglement of politics and ideology with the realm of sport and the Olympics. Its existence is a stark reminder of how such influences can tarnish these noble endeavors. The stadium now has a greater understanding of its environmental significance and the need to preserve its landscape values within the urban fabric as a result of this contamination.

This place's intrinsic value, belied by its architectural style, which is representative of a now-discredited philosophy, is considered evidence of its turbulent past. In this particular instance, the utilitarian value of the more comprehensive site serves as the linchpin for heritage conservation. These three exemplars distinctly illustrate the myriad manifestations of the underlying tensions between the legacies left behind and the practical uses of these spaces.

4. THE EXAMINATION OF SIX OLYMPIC STADIUMS ON THE LIST

The intrinsic and intricate significance of Olympic stadiums can be analyzed by delving into the existing official heritage documents. Below is a comprehensive study of designated Olympic stadiums, categorized based on the values articulated in the official decrees that justify their designation. The official sites for the preservation of cultural heritage in the Russian Federation, Australia, UNESCO records of the UNAM World Cultural Heritage Committee, Berlin, the Netherlands, the United States, Stockholm, New South Wales, and the official site for the preservation of cultural heritage were the sources of these authoritative decisions. Other sources included the national heritage authorities of various countries. Examining listing decisions has discerned three classifications: 'Entity,' 'Development,' and 'Milieu.' The 'Entity' classification offers insights into the design, composition, and configuration of the sports arena and its integration within the larger athletic infrastructure of the host metropolis. The 'Development' classification details post-Olympic utilization and any modifications made to the arenas. The 'Milieu' classification comprises aspects related to the festivities surrounding the Games and the enduring legacy they hold for the community.

4.1 Preserving Modern Olympic Stadiums as Cultural Heritage

The venerable Panathenaic Stadium of Athens, dating back to 1896, was designated as a National Architectural Monument in 1999. However, it is essential to note that the current structure is a meticulous reconstruction of its ancient predecessor. Initially established in 330 BC, this remarkable stadium underwent a transformative renovation in the second century BC, featuring a luxurious facade adorned with marble. While the reconstruction of the Panathenaic Stadium beckons for further scholarly inquiry, our study does not delve into this topic, as our focus lies on contemporary sports facilities designed to meet the demands of modern athletes. On the other hand, London's iconic Empire Wembley Stadium earned the prestigious title of National Monument Building in 1967, only to be tragically delisted before its demolition in 2003. Our examination of this stadium is a poignant example of the contentious nature surrounding monumental structures. As of right now, two acknowledged components and six designated modern Olympic venues are included in stadium collections (See Table 1). Stockholm, Amsterdam, Los Angeles, Berlin, Melbourne,

and Mexico City are the locations of the former. Olympic amphitheaters can be classified as (1) buildings (Lincoln, Los Angeles, and Stockholm), (2) a group of buildings (Mexico City), (3) a landscape (Berlin), or (iv) a location (Melbourne). Moscow and Sydney stadiums each have items designated as landmarks. The cauldron in Sydney Olympic Stadium and the sculptures inside the Moscow Olympic complex are among these registered landmarks. Procedures for designating landmarks vary significantly worldwide. For instance, in Germany, there is only one category of landmark. Given that the German regions hold direct responsibility for landmark designation, Germany only recognizes 'state' landmarks. The venerable stadium in Stockholm is the most ancient among those listed; its status now extends as a local heritage site. The Amsterdam stadium and its Los Angeles counterpart have achieved national recognition and are prominently listed. The extensive area encompassing the Melbourne complex has been granted the prestigious recognition of national heritage, with the Australian government extending this designation to the Olympic Swimming Stadium (1956) as well. In contrast, the Olympic Park in Berlin has been identified as a revered heritage site within the city. While Sydney's heritage status is generally cherished locally, representing the pride of the state of New South Wales, Moscow's heritage significance is treasured globally, symbolizing the Russian Federation. The comparison above highlights a significant difference in the ways that Olympic heritage is recognized (as a building, ensemble, site, or landscape) and the importance of its worth (local, national, and international). Table 2 shows the relationship between legacy years and Olympic festival years and shows that there is a significant difference between the timing of Olympic festivals and the implementation of legacy events. Some stadiums and arenas, such as Melbourne Stadium, were built for the Olympics and registered after the Games. Some stadiums, like those in Amsterdam and Stockholm, were constructed especially for the Olympics. The Stockholm Games in 1912 are the source of the oldest Olympic legacy. Seventy-eight years after the Games, the current stadium was designated as a municipal cultural historical property. Sixty-four years after the Olympics, in 1928, the Amsterdam Arena was registered.

Table 1: (a) The Listed Olympic Stadiums

Host City	Object of Listing	Level of Heritage	Type of Heritage
1 Stockholm 1912	Stockholms Stadion	Local	Historical building
2 Amsterdam 1928	Olympisch Stadion	National	Architectural monument

Table 1: (b) The Listed Olympic Stadiums

Host City	Object of Listing	Level of Heritage	Type of Heritage
3 Los Angeles 1932 and 1984	Los Angeles Memorial Coliseum - Olympic stadium	National	Landmark
4 Berlin 1936	Olympiastadion, Olympic former Reich Sports Field, Olympic Park with former Deutsches Forum Sports, and former building of the racecourse Grunewald	Local (in Germany, there is only 'state' heritage)	Landscape
5 Melbourne 1956	Melbourne complex	National	Place
6 Mexico 1968	The Central University City Campus of the Universidad Nacional Autónoma de México (UNAM)	International (World Cultural Heritage)	Site
a Moscow 1980	Group of Sculptures “Zemlya” (Земля) and Voda' (Вода) - 1957; Leninu (Ленину) - 1960 Luzhniki Olympic Complex	National (federal)	Art monument (statues)
b Sydney 2000	The Sydney Olympic Park Cauldron	Local	Object (the popular fountain)

Take for example the Olympic complex in Moscow where statues are erected for the Games. The construction of the stadium and sports park in Moscow was influenced by the 1952 Helsinki Olympics. The Olympics were a great success for Russia (the former Soviet Union) and became a catalyst for the overall development of Soviet sports⁶⁵. It is fascinating to note the chronology of the Los Angeles stadium, an edifice of great significance. It proudly played host to the Games in 1932. During the magnificent festivities of the Games in 1984, it was bestowed with the esteemed title of national heritage, marking the second time the Olympic Games were celebrated within its hallowed grounds. Such a remarkable occurrence stands unparalleled in the annals of Olympic history. The dimensions and proportions of these revered, rich heritage sites exhibit remarkable diversity. The UNAM grounds' vast expanse stretches across a staggering 730 hectares. At the same time, the prodigious Sydney Olympic Games cauldron, with its weighty heft of 8.5 tonnes, commands attention with an imposing diameter of 10 meters.

Table 2: Year of the Hosted Olympic Games and Year of Heritage Nomination

	Host City	Og Year	Listing Year	Designator
1	Stockholm	1912	1990	Swedish National Heritage Board
2	Amsterdam	1928	1992	Government — the Cultural Heritage Agency
3	LOS Angeles	1932		Proposed by the American Institute of Architects
		1984	1984	State preservation coordinator; University Of South California
4	Berlin	1936	1966	Probably the Berlin Ministry (Senatsverwaltung für Bauen und Wohnen)
5	Melbourne	1956	2005	Heritage Council recommendation to the local Planning Authority
6	Mexico City	1968	2007	UNAM- District Programme Of Urban Development
a	Moscow	1980	1974	Council of Ministers
b	Sydney	2000	2000	New South Wales State Government

Stakeholders involved in the registration process may include influential heritage organizations (such as councils and trusts), local authorities and planning authorities, leading building associations (such as trusts, colleges and unions), universities and leading government agencies. Authorities. Municipalities and regional planning authorities are often heavily involved in the tendering process and pay little attention to the impact of Olympic events. Universities often participate in these projects because of their importance for historical research on buildings and gymnasiums, as well as for evaluating the educational opportunities these structures offer. However, it should be noted that in all the cases examined, no sports federations, states or the International Olympic Committee were involved in the registration process. These organizations were not actively involved in the revised participation decision and did not provide input or support to the process. As already mentioned, the hosting of the Olympic Games (OG) is closely related to the historical importance of the stadium. Data from Olympic bid and festival years show that the average waiting time is 52 to 53 years. It should be noted that two Olympic Games were important events in announcing the successor candidates: Los Angeles in 1984 and Sydney in 2000 (especially the flame towers). The only modern Olympic stadium listed on the UNESCO World Heritage List (WHC) is the Mexico City Stadium, part of the prestigious National Autonomous University of Mexico (UNAM). This landmark site contains a variety of architectural features and styles that go far beyond its role as a sports venue. As already

mentioned, the hosting of the Olympic Games (OG) is closely related to the historical importance of the stadium. Data from Olympic bid and festival years show that the average waiting time is 52 to 53 years. It should be noted that two Olympic Games were important events in announcing the successor candidates: Los Angeles in 1984 and Sydney in 2000 (especially the flame towers). However, the only modern Olympic stadium that has the honor of being included in the UNESCO World Cultural Heritage (WCH) list is the Mexico City Stadium, which is part of the famous National Autonomous University of Mexico. This unusual structure combines different functions and architectural styles and goes far beyond a simple sports facility. Its flexibility significantly improves the overall "quality of life" and is therefore key to achieving your goal. There is no correlation between the antiquity of a structure and the duration that has transpired since its original purpose. For instance, the historic stadium in Stockholm had to wait 78 years before being officially recognized as a cultural treasure. Similarly, the esteemed UNESCO World Cultural Heritage designation was bestowed upon the UNAM site and the iconic Olympic stadium in Mexico City nearly four decades following their pivotal roles in the 1968 Games.

5. CLASSIFICATION OF HERITAGE VALUES IN OFFICIAL LISTING DECISIONS

Table 3 shows the results of the whitelist audit, which are clearly divided into three categories: heritage, development and environment. The heritage category takes into account factors such as ownership of the stadium, its facilities, shape and its integration with the wider sporting landscape of the host city. Develop categories to manage post-Olympic use and changes to the stadium. The environmental category deals with issues related to the Olympic festival and highlights the importance of the area.

5.1 A – Values Associated with the Object and Its Physical Surroundings

Object classes generally contain static values, as described above. Stadiums are often named after famous architects (e.g. Los Angeles) or pioneers in their field. The architectural achievements of these buildings are considered examples of architectural innovation (e.g. Los Angeles), masterpieces, exhibits or prototypes of future stadiums (e.g. Amsterdam). Berlacher was the architect responsible for the original design of the Amsterdam Arena. Frank Lloyd Wright admired Mexico City's Olympic Stadium, and ICOMOS praised UNAM for its perfect combination of the

form and function. Famous artists such as Diego Rivera also contributed to the creation of these magnificent structures. The heritage register classifies buildings and places as significant, significant, modern and/or unique. Stadiums are often impressive modern structures, such as the Stockholm Arena, which for many years has been considered a 'one-of-a-kind venue'. A registered field is part of a multi-purpose field where the space is primarily used for a variety of sports.

Table 3: (a) The listed Olympic Stadiums with Comments

Heritage		Object Description		Evolution Description		Context Description		
Stadium	Authoring	Structure/shape/ style	Sport complex / urban context	Post OG use	Changes	OG celebration	Political 'social/ cultural historical	Significance
Stockholm	Torten grut	Model for other stadiums. Unique facility for many years, knowledge and experience source. national romantic spirit, material authenticity, valuated towers and walls		Peace for sport events, concerts to weigh the antiquarian values with the local needs of a functioning arena for athletics and football	Changes and restoration with authorization, electrical powering, fire safety, Roof Realignment Modernization A mplification	Olympic complex reminding directly of the IX OG Population rescued the Olympics	Place of records (83 world records in athletics), culture, historical	Antiquarian
Amsterdam	Jan Wils (Amsterdam school), inspired by Frank Lloyd Wright Initial plan of Berlage	Inspired by Olympic ideals Expressionist style with plastic-geometric forms and striking appearance Dominant core: stadium and Marathon Tower		One of six sport facilities (1 demolished), the main part of the Olympic Stadium ensemble Commemorative plaque	Partially modified after the OG then returned and reopened to the city protected	Decisive role of the OG for its construction	One of the first outdoor Sport facilities Culture, sports, architecture, construction and urban-historical value preserved the memory of the OG, of the national sports	Sport, leisure hospitality and recreation

Table 3: (b) The listed Olympic Stadiums with Comments

Heritage		Object Description		Evolution Description		Context Description		
Los Angeles	J.&D.Parkinson, two of the most prominent LA architects of the early twentieth-century distinguished architects	One of the first outdoor sport facilities of the world Key example of the architectural work Peristyle façade Eclectic and transitional architecture	Sports field located in Olympic Park Other dispersed facilities City planning concept work	Use before and after the OG Sport events Civic events Patriotic rallies	Enlarged Modifications Reduced sites Regular changes *It appears so much like its original self	The first Olympic stadium to host two modern summer OG Notable and influent Well attended and publicized games Opening and closing ceremonies, track and field events, gymnastic; field hockey final; demonstration, equestrian jumping finales: start and finish point of the marathon	Historical, Social, Political Success of the OG in a global crisis Number of innovations Anti Olympic Sentiment in California Civic emblem: LA was transformed from a small western city into a world metropolis	Architectural Engineering structure National and international historical significance
Berlin	Otto March (first venue) Werner March C. Mertz Heinrich Friedrich wiepking	Significant architectural and engineering structure	German landscape monumental buildings the Olympic park sequence of squares		Renovated and modernized	Importance	The system recalls the close links between sport and power Abuse of sport for a criminal ideology	Architectural Historic

Table 3: (c) The listed Olympic Stadiums with Comments

Heritage		Object Description		Evolution Description		Context Description		
Melbourne	Public work department	Part of Yarra Park (for public recreation since 1860)	One of four sport facilities	Site of many major sporting events There is a continuity of use	Extensions and changes (roof, interiors, façade) Planning scheme protection	First OG in the Southern Hemisphere Soccer, athletics	Historic place Egalitarian image as 'the people's ground' Sporting achievements Symbolic home of Australian Football, the first cricket club since 1853	Events. processes, social value, significant people
Mexico City	Relevant architects Augusto Perez, Jorge Bravo, Raul Salinas Mario Pini, master plan Diego Rivera, plastic art	Unique shape One of the most praised architectural constructions	Part of the main buildings of the Campus Functional and environmental values		Preservation	Importance first OGs in Latin America	Outstanding universal value from the point of view of sciences, arts and humanities	Modern architecture, historicist regionalism, plastic integration
Moscow	Famous artists Vera Moukhina M.G.Manizer (architect - I. Rojin) Michael Scott	Group of statues	Located in 'Aley of Prestige at Luzhniki Olympic Complex	Green Park	Preservation conservation	Exiting before the OG	Cultural	Monumental art
Sydney	Michael Scott Mitchell Tzannes Associates	- 8.5 ton perforated, corrugated shell	relocated to the C. Froeman Park	Current use as a fountain	Change of position: removed northern part of the stadium	The Millennium OG second time OG in the southern Hemisphere Opening ceremony Popularity around the world	Proud of the success of the OG Cauldron: one of the most memorable images	State historic, social rarity. representative, integrity. aesthetic

The examined documents frequently emphasize the significance of stadiums within clusters of sports arenas, structures, territories, or parks. Six stadiums and complexes are situated amidst verdant parklands, widely acknowledged for augmenting their overall value. The term 'Olympic Park' is specifically linked with the stadium in Los Angeles. Additionally, these areas are adorned with sculptures, art installations, and memorials. Olympic stadiums and the Games themselves play a pivotal role in developing recreational spaces and establishing new sports and leisure centers. In Mexico City, this complex and ecological role is highly valued because it is seen to improve the general "quality of life." Berlin places particular emphasis on the existence of "sequences of squares," which stand for spaces that promote connection and openness. Moreover, the interaction between the sports complex and other structures increases the site's use, which raises its social significance.

5.2 B– Aspects Associated with the Stadium's Development

The topic of 'Evolution' encompasses all aspects of the utilization and discernible transformations following the occurrence, hence commonly denoting the utilization of the above aspects defined earlier. During the post-OG era, the listed stadiums and sites frequently supported numerous sporting spectacles, historical milestones, political gatherings, and civic engagements while also playing host to one or more local athletic organizations. The Amsterdam stadium was fortuitously spared from demolition through a public fundraising campaign driven by the noble notion of safeguarding national recollections. All stadiums and arenas studied were renovated before, during or after the Olympics. In many cases, major post-Olympic events have led to important external and internal changes. Some sports have been expanded, rebuilt, renovated, partially rebuilt, enlarged, modernized or even demolished. These changes usually involve reducing the number of seats (for safety and comfort reasons), adding or installing aisles, or closing the auditorium. For the UNAM campus and its Olympic Stadium, the word "defense" was mentioned as a goal. In Stockholm, the restoration works were approved by the heritage authorities. The challenge here is to be faithful to the formulation or to find a balance between innovation and tradition. The modern Olympic Stadium mentioned above has undergone a lot of changes. In some cases, the changes are believed to enhance the value and historical significance of the venues, particularly Melbourne Stadium. But in other cases, such as in Stockholm, the changes have been deemed detrimental to the overall integrity of the stadium.

5.3 C– Sporting Symbolism and Sociopolitical Significance in Contextual Values

Within the realm of 'Context,' we have curated elements pertaining to the commemoration of the Olympic Games, the symbolism inherent in sports, historical significance, and events associated with the stadium. This category intricately intertwines with the legacy of the Olympics. The documents analyzed unanimously highlighted the importance of the Olympic festival for the host city. The historical context of the Olympic Games is an important source of the value of these places. For example, the Millennium Olympics significantly increased the impact of the 27th Olympic Games in Sydney in 2000. An important part of the legacy is the country where the Olympic Games will be held for the first time or the next time in the same place. . This is especially true of the Los Angeles Coliseum. Olympic sports performance and television ratings are also considered indicators of place value. Some sports venues are closely associated with important historical events, such as the Mexico City Stadium, which is associated with the silent protests of American athletes against racial injustice. Furthermore, the Mexican athlete became the first woman to light this torch. Multipurpose facilities are also recognized for their value as community centers for various sports and ceremonies. In many cases, the cooperation of civic groups and political efforts were considered important in the preparation of the Olympic Games, as Amsterdam and Los Angeles recognized. All descriptions of the stadium have "political, social and historical significance". Assessment of social and political value takes into account citizen efforts and support, political participation (or solidarity), geographic location as a site of important political events, status as a "civic icon" and spontaneous public support. Literature about the Los Angeles Coliseum emphasizes certain themes, such as examples of "service to country" or "civic achievements." The term "national pride" was coined in the context of the Sydney Olympics in 2000. Furthermore, as the Melbourne archives show, the stadium can be seen as the site of important historical events. The description of the stadium as an "archive" underlines its role as a sporting embodiment, a venue for various events (sporting, social, cultural and political) and a guardian of collective memory. The fervent push to safeguard the Olympic stadium in Amsterdam is deeply intertwined with preserving the nation's sporting heritage. Furthermore, certain decisions highlight the innovative approach to conducting specific sporting competitions during particular Games. In the pursuit of serving the populace, attaining civic objectives, fostering distinctiveness or pertinence, constructing a national image, crafting urban

paradigms (for instance, the esteemed 'German landscape'), or creating havens of 'quality of life' (such as Mexico City), remarkable prominence was bestowed upon those entities that exhibited exceptional prowess during the Olympic Games. In the pursuit of serving the public, achieving civic objectives, promoting uniqueness or relevance, constructing a national identity, shaping urban models (such as the renowned 'German landscape'), or establishing havens of 'quality of life' (like Mexico City), significant attention was given to entities that demonstrated exceptional excellence during the Olympic Games. Beyond particular issues connected to sporting performance and viewership, the Olympic legacy's societal and governmental significance—both concrete and intangible—is frequently addressed.

6. PRIMARY PRINCIPLES IN OLYMPIC STADIUM LEGACY AND THEIR SPECIFIC RELATIONSHIP

As seen in Table 3, prevailing values in the context of stadium heritage are intertwined with sports. Listing decisions frequently reference cultural and symbolic values uniquely linked to athletic accomplishments. Within the domain of sports-related values, the historical narrative of the Games is commonly cited in these decisions. Most verdicts mention the triumphs achieved throughout various Olympiads, either as a momentous occasion or as exceptional displays of athletic prowess. Such references serve to enhance the significance attributed to the stadium. Furthermore, the significance of the facilities can be augmented by other sporting events as well. Regarding the subject above, aesthetic virtues do not emerge as the foremost considerations in determining which entities are worthy of inclusion in the list. Although esteemed architects lent their creative expertise to design the six stadiums that have attained such designation, references to architectural style are only sometimes found within the accompanying literature. Undoubtedly, the site's authenticity is pivotal in the decision-making process. This crucial element has facilitated the restoration and enhancement of several stadiums, including the renowned Stockholm Stadium. The recreational excellence offered by these spaces, along with the quality of the overall ensembles and sites as verdant expanses, represents an integral component of their heritage value. Aspects related to recreation are acknowledged in the context of their utilization after the conclusion of the Games. The UNAM site and the Olympic stadium in Mexico City are excellent examples, offering citizens and visitors

an exceptional "quality of life" experience. Every listed stadium has experienced modifications, whether after the games or beforehand if they were pre-existing structures. These venues have seen changes such as modernization, expansion, or the addition of new facades. The evolution of sporting standards, the requirements of new events, and the natural wear and tear these stadiums endure necessitate these adaptations. It becomes apparent that these alterations often assume substantial importance, thereby validating the inclusion of specific stadiums in the list, despite this facet only sometimes being emphasized as a distinct heritage value within the realm of sports and Olympic heritage. Economic factors are not important when making decisions, although they usually fall into the practical category. In some cases, the actual use of a site can damage its integrity or architectural beauty. A well-known example is Rome, where the Italian curators of cultural monuments have proposed a concrete policy framework for the protection of these precious sites. Harmony with the environment is essential to the social attraction inherited from antiquity, as shown by the alignment of the Olympic Stadium with the great ideals of the Games. The success of the first Olympic Games, its great attraction, rarity and uniqueness were key factors in the recognition of the stadium as a local, national and international cultural heritage. The correlation between the importance of Olympic stadiums and the success of the Games confirms the interdependence of the tangible and intangible values of these stadiums. However, the intangible assets associated with the modern Olympic Games are not considered an integral part of our heritage. Efforts to prepare for the Olympics are sometimes highlighted as a fundamental value. Many public descriptions of sports facilities emphasize the value of "prestige" derived from Frey's 1997 typology. The findings indicate that integrating both utilitarian and symbolic heritage values can synergistically enhance the cultural significance of sporting venues. Certain aspects of legacy associated with stadiums can facilitate their successful transformation, thereby augmenting their practical utility. Conversely, efforts to maintain or improve the functionality of stadiums for present use may generate additional intangible values that contribute to their long-lasting legacy.

7. CAN CULTURAL HERITAGE ENHANCE THE VALUE OF SPORTS FACILITIES AND SITES?

Cultural heritage can significantly enhance the value of sports facilities

and sites by intertwining the historical, social, and cultural dimensions with their utilitarian functions. This intersection enriches the narrative and identity of these venues, transforming them from mere physical structures into emblematic sites of collective memory and community pride. First and foremost, integrating cultural heritage into sports facilities amplifies their historical significance. Many sports venues, especially those that have hosted major events like the Olympics or World Cups, are steeped in history. These sites are often the settings for memorable athletic achievements and significant social events, and their preservation as cultural heritage sites ensures that these memories are honored and perpetuated. This historical continuity fosters a sense of identity and belonging among local communities and sports fans worldwide. Moreover, heritage designation can enhance the architectural and aesthetic value of sports facilities. Many historic stadiums and sports complexes are architectural masterpieces, reflecting the design trends and technological advancements of their time. Preserving these structures not only maintains their physical integrity but also celebrates the architectural heritage they represent. This approach ensures that future generations can appreciate the historical evolution of sports architecture, from early 20th-century designs to contemporary innovations. The societal function of sports facilities is also augmented by their cultural heritage status. These venues often serve as communal spaces where people gather for recreation, leisure, and social interaction. Recognizing them as heritage sites elevates their role in enhancing the collective quality of life, providing communities with a tangible link to their past while continuing to serve present-day needs. For instance, the transformation of former Olympic parks into urban leisure areas exemplifies how these spaces can be repurposed to benefit local populations long after the conclusion of the events they were originally built for. In addition, the cultural heritage status of sports facilities can drive tourism, contributing to the local economy. Heritage tourism attracts visitors who are interested in the historical and cultural narratives of sports venues, providing economic benefits through increased tourism revenue. Tailored tourism initiatives that highlight the heritage aspects of these sites can draw global visitors, fostering cultural exchange and enhancing the international profile of the host city or country. Educational and research opportunities also flourish with the recognition of sports facilities as heritage sites. Universities and academic institutions often play a pivotal role in the designation process, bringing scholarly attention to the historical and cultural significance of these venues. This academic focus can lead to extensive research and publications, enriching the field of heritage studies

and providing valuable insights into the cultural impact of sports. Educational programs can be developed to engage students and the public, fostering a deeper appreciation of sports heritage and its societal contributions. Furthermore, the preservation of sports facilities as cultural heritage sites aligns with broader urban and regional planning goals. It encourages sustainable development practices that prioritize the conservation of historic structures and the adaptive reuse of existing buildings. This approach not only conserves resources but also maintains the cultural fabric of urban landscapes, ensuring that development does not come at the expense of heritage. Hence, the cultural heritage designation of sports facilities and sites significantly enhances their value by preserving historical narratives, celebrating architectural achievements, enriching community life, boosting tourism, fostering educational opportunities, and promoting sustainable development. By recognizing and integrating the cultural and historical dimensions of these venues, we can ensure that they continue to serve as vibrant, multifunctional spaces that honor the past while meeting the needs of the present and future..

8. CONCLUSIONS

The preservation of Olympic stadiums is a complex endeavor that balances the inherent tension between their historical significance and modern-day functionality. This paper has explored this dichotomy through a detailed examination of three iconic stadiums—Wembley, Rome, and Berlin—and has extended its analysis to six other Olympic venues. The findings highlight the need for a nuanced approach to conservation, one that respects both the legacy and the utilitarian values of these structures. The examination of the six designated Olympic stadiums reveals a diverse range of heritage values. These values vary in size, type (buildings, places, sites, landscapes, or individual objects within the stadium complex), and level of heritage significance (local, national, or international). Notably, the study underscores the unique societal role that these stadia play, enhancing the collective quality of life, fostering recreation, and serving as venues for culturally enriching activities. Their societal function, beyond mere aesthetic appeal, is of paramount significance. A critical insight from the study is the paradox in the heritage designation process. While regional and urban planning authorities frequently advocate for the designation of a stadium as a heritage site, sports institutions or organizations often refrain from involvement. This highlights the intricate interplay of cultural,

historical, and social dynamics influencing the preservation and acknowledgment of Olympic stadium heritage. The classification of heritage descriptions into three categories—object, evolution, and sporting context—provides a framework for understanding the varied aspects of heritage value. Traditional criteria, such as authorship, material authenticity, and innovative structures, are vital, yet the multifunctional use of designated sites and the significance of symbolic features (e.g., towers, main entrances) are equally important. The planning and execution of the Olympic Games profoundly shape the significance of these stadiums, introducing a multitude of intangible values. Factors such as the efforts invested in organizing the event, designing innovative large-scale structures, and developing recreational areas contribute to the uniqueness of the Olympic stadiums. The success of the events, the establishment of new sporting records, their popularity, and their rarity, along with social or historical events, citizen participation, and political support, enhance the stadium's importance. A prevalent challenge in stadium conservation is managing the changes that these structures undergo due to various technical and functional demands. Strict conservation may not always be feasible or advisable, particularly considering the exceptional nature of the Olympic Games. Interestingly, the designation process often recognizes the evolution and adaptation of these sites as significant features. The continued use of Olympic Games stadiums for other sporting competitions can add to their significance and value, serving as testimonies to the advancement of sport and its societal stature throughout history. The intertwined histories of architecture and sport are evident in the evolving designs of these stadiums and their subsequent repurposing after Olympic celebrations. This paper argues for considering the entire collection of 24 existing Olympic stadiums as World Cultural Heritage. This designation would acknowledge the international essence of the events they host and their global impact. Such recognition would not only safeguard individual structures but also establish a benchmark for future facilities, including football arenas, ensuring that heritage values are integrated into the design process from the outset. In conclusion, the preservation of Olympic stadiums requires a balanced approach that honors both their legacy and their ongoing utility. By viewing these stadia as a distinctive heritage collection, aligned with UNESCO criteria for World Heritage recognition, we can enhance the safeguarding of these iconic structures. This holistic perspective underscores the exceptional heritage status of Olympic stadiums and calls for their preservation on an international scale, ensuring that their historical and cultural significance is appreciated and maintained.

for future generations.

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