

LIST OF TABLES

Table 2- 1: Prices of TV Rights.....	5
Table 2- 2: Revenues from Sponsors and Tickets.....	6
Table 2- 3: Scoring Analysis for the Candidates.....	8
Table 2- 4: Strengths and Weaknesses of the Candidates	9
Table 2- 5: Resources of Direct Revenues from the Olympic Games	13
Table 2- 6: Amount of Direct and Indirect Revenues from the Olympic Games.....	13
Table 3- 1: Economic Indicators of Japan — 1960~1966	17
Table 3- 2: Impacts of Tokyo 1964 Olympic Games on Industrial Development	18
Table 3- 3: Economic Indicators of Korea — 1982~1990.....	19
Table 3- 4: Impacts of Seoul 1988 Olympic Games on Industrial Development	20
Table 3- 5: Investment on Barcelona 1992 Olympic Games	21
Table 3- 6: Economic Indicators of Spain — 1988~1994	22
Table 3- 7: Economic Indicators of the United States —1992~1998	23
Table 3- 8: Impact of Sydney 2000 Olympic Games on Tourism.....	24
Table 3- 9: Economic Indicators of Australia — 1994~2002	25
Table 3- 10: Impact of Athens 2004 Olympic Games on GDP — 2000~2006.....	26
Table 3- 11: Economic Indicators of Greece — 2001~2006	27
Table 3- 12: Direct and Indirect Investment on Holding the	28
Table 3- 13: Averaged Growth Rates of Economic Indicators between Olympic Host Countries	29
Table 3- 14: Growth Rates of Economic Indicators in the Three Phases	29
Table 3- 15: Real Estates of the Host Cities	30
Table 4- 1: Fiscal Budget of BOC.....	33
Table 4- 2: Comparison of Olympic Host Committees' Revenues — 1984~2008.....	34
Table 4- 3: Three-Phase Impacts on the Economy of Beijing City and Rest Areas	35
Table 4- 4: Growth Rate of GDP in China — 1999~2006.....	35
Table 4- 5: Comparison of Three-Phase Growth Rate of GDP.....	36
Table 4- 6: GDP Per Capita in China and Beijing City — 1999~2005	37
Table 4- 7: Direct and Indirect Investment on Holding Beijing 2008 Olympic Games ...	38
Table 4- 8: Comparison of Direct and Indirect Investment	39
Table 4- 9: Direct Investment during the holding of Beijing 2008 Olympic Games.....	40
Table 4- 10: Growth Rate of Investment in China — 2000~2006.....	40

Table 4- 11: Estimated Growth Rate of Investment in Beijing City — 2001~2008.....	41
Table 4- 12: Impacts of Beijing 2008 Olympic Games on Tourism in Beijing City — 2003~2010	42
Table 4- 13: Estimated Tourism Revenues of Beijing City in 2008	43
Table 4- 14: Growth Rate of Consumption in China and Beijing City — 2001~2006.....	43
Table 4- 15: Comparison of Olympic Host Countries — 1984~2008	44
Table 4- 16: Growth Rate of Employment in China — 2000~2005	45
Table 4- 17: Comparison of Increased Employment — 2000~2005	45
Table 4- 18: Three-Phase Impacts on Industrial Structures	47
Table 4- 19: Impacts on the Switch of Industrial Structures in Beijing	47
Table 4- 20: Impacts on the Switch of Industrial Structures in China — 2000~2005.....	48
Table 4- 21: Stock Index in China — 2000~2006.....	49
Table 4- 22: Comparison of Stock Index	49
Table 4- 23: Price of Real Estates in China and Beijing City — 1999~2005.....	50
Table 4- 24: Foreign Direct Investment in China and Beijing City — 1999~2005.....	51