



Smells of concrete and asphalt: Global invasion into Daegwallyeong, hosting town of the 2018 PyeongChang Winter Olympic Games

**By: Na Ri Shin
Recreation, Sport & Tourism**

This image shows a massive construction site at Daegwallyeong-myeon, a rural mountain village in PyeongChang, South Korea. Purpose of the construction is to build the Olympic Plaza, a square for Olympic-related events, which will be located next to the Olympic Stadium. As Daegwallyeong-myeon is the main Olympic village for the 2018 Winter Games, multiple construction projects have been ongoing in and near the village, producing tremendous impacts. When taking the picture, I was at a Catholic church where used to be located at the flattened asphalt area in the image. Including the church, many residents had to move out of the area. They received compensation money from the government, but their stores and houses are destroyed and now gone forever. My research focuses on the sustainability of the Olympic-driven changes and development of Daegwallyeong-myeon. The International Olympic Committee has been promoting sustainable development as the next Olympic value. However, the concept can be interpreted in diverse ways, particularly according to the politics and norms of diverse cultures and societies. My goal is to propose ways in which the Olympic Games can be managed in more sustainable ways for hosting towns, particularly regarding the protection of indigenous culture and nature.