**RESEARCHING EXPERIENCE DESIGN AND CONSUMER EXPERIENCE: ASSESSMENT 2 WORKSHOP (TOKYO OLYMPICS)**

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## Introduction

The Tokyo Olympics 2020 is a demonstration of unity as the world comes together. It is the fourth Olympic Games held in Japan. In Asia, Tokyo is the first to host the Summer Olympics twice. The purpose of Tokyo is to celebrate sports and athletes. The main focus of the management of the games is to ensure the safe execution of operations and ensure the safety of participants. They set a new standard for large-scale events related to sports to make sure that everyone from media to athletes can participate safely in the games. The assessment aims to understand the background of the event and apply theory to understand and critically analyze the event. The process or method of conducting the research will be held.

## Background

***About Tokyo Olympics***

With the addition of new disciplines and operations that boosted the Olympic Games' lasting significance for younger people, The chance to advance the Olympic program was provided by the Tokyo 2020 Games. Tokyo 2020 included 339 contests in 33 sports, including Olympic debuts for karate, trekking, skateboarding, and surfing. Because of the expansion of the program, there were additional opportunities for gender-neutral competition. The Tokyo Olympics in 2020 were the most gender-equitable in history because of a nearly equal distribution of male and female athletes. Six legacy venues from the 1964 Olympic Games in Tokyo were among the over 60% of Tokyo 2020 events that used pre-existing infrastructure. As a result of the "Toward Zero Carbon" effort of Tokyo 2020, emissions were not only reduced but also compensated, pushing the Games past carbon neutrality (Tokyo 2020 olympic results - gold, silver, bronze medallists, 2023). Tokyo 2020 also launched innovative programs that engage the Japanese populace in effective environmental activities. All 5,000 of the medals that will be produced for the 2020 Paralympic and Olympic Games in Tokyo were constructed using recycled metals extracted from small devices that the Japanese public donated. At the same time, the Victory Ceremony podiums were made from recovered marine plastic trash and submit-consumer plastic, both of which were donated by the Japanese public. Disputes and mishaps have hampered Tokyo's preparations for the Olympics. A large number of individuals in Japan, and particularly in Tokyo, oppose holding the Games while a pandemic looms over the country. The medical community cautioned the Japanese government against holding the Games, stating that such sizable crowds may start a new epidemic wave in the nation. Although the IOC considered delaying it further, the Japanese government made it clear that the Games cannot be held past the summer of 2021. All activities will occur in closed-door venues that are off-limits to spectators. While coronavirus infections continue to rise in Japan, the scenario in Tokyo is also not ideal. In order to prevent spectators from attending the Games, Japan imposed a state of urgency. The more than 11,000 athletes competing in the Games must adhere to strict Covid-19 guidelines. The Olympic Village and the venues are the only places athletes can be. They are not permitted to go. Additionally, they must always wear masks, with the exception of when eating or competing, and they must keep a distance of two meters from one another. The emblem for the Tokyo Games is a "Miraitowa." referring to the "future of eternal hope," which is formed from the Japanese terms "Mirai," which signifies "future," and "towa," which indicates "eternity." Accordingly, the Tokyo Olympics will usher in an era of unending optimism. The official price tag for the Tokyo 2020 Olympics was $12.6 billion when it was revealed last year, and it was estimated that at least $25 billion will be spent on the event altogether. The Tokyo 2020 Olympics will be the most costly Olympics ever, though, as a result of the current COVID-19 epidemic, which is predicted to boost the organizers' official expenditures by $2.8 billion (Ludvigsen, and Parnell, 2021).

## Theories and analysis

* ***Olympic game complexity model (OGCM)***

The preparation and execution of the Olympic Games (OG) have expanded in size, expense, and scope, which has made them more difficult to organize. They have simultaneously become increasingly dependent on technology and the media, adding additional levels of handling relationships. The Games currently need a range of stakeholders to submit bids, organize the competition, and host it. From a practitioner's standpoint, the approach is useful since Olimpic Games Organizing Committee–OCOG's human resources paid employees, participants, and contractors play a critical part in the event's preparation, organization, and execution. The bulk of the OCOG personnel has also never worked on a prior Games, so they are not familiar with the ties with the several other groups they will deal with (Gargalianos *et al.,* 2015). As a result, they are better and more quickly able to do the duties that are expected of them and fit into the working environment as quickly and more thoroughly as they comprehend the intricacy of the project. To that end, creating an internal or external procedure to teach all new salaried employees, volunteers, and even contractors on both basic and particular OG-related topics constitutes one of an OCOG's first and most crucial responsibilities. An OCOG must establish a massive internal as well as external network of people, categories, and companies that serve as stakeholders with the goal to put together the Games. These parties must effectively collaborate in order to carry out specific tasks, advance specific objectives, adhere to strict deadlines, and use predetermined budgets.

It takes careful preparation, effective resource management at all three levels, as well as sensitive handling of stakeholders to stage an OG. The stakeholder structure of an OG is modeled, along with their interactions. They carry out their separate jobs early on in the organizational process, working largely autonomously. As time goes on, their degree of collaboration grows, and while the Games are on, they combine their various tasks into one coordinated effort. The behavior of the interacting entities varies as a result of reciprocal impacts on a range of elements, including power, authority, informational possession and diffusion, attitudes, etc. Staff members are bombarded with requests for their attention as complexity rises; they address immediate issues while searching for new ones. This puts a strain on the organization's ability to digest information, and people prefer to withdraw, reserving their energy for potential emergencies. Employees in an organization can respond in a range of ways to lessen the pressure of information overload, including higher tolerance of mistakes, filtering, abstracting, and usage of numerous channels (Pereira-Ferrero *et al.,* 2019). Employees in an organization receive vital knowledge through basic and job-related instruction that helps them grasp the nature of the project, how they belong in it, and what is expected of them. As a result, the stress associated with the work is reduced, and efficiency and output are raised. The main goal of a conceptual model is to communicate the underlying concepts and operation of the system it depicts. The capacity of an organization to comprehend its theoretical stakeholder map, the processes used to interact with these stakeholders, and the transactions it employs to accomplish the organizational goals with stakeholders determine that organization's stakeholder administration competency.

* ***Stakeholder theory***

By examining internal and external operational effects within their larger context, the stakeholder theory theoretical structure offers a valuable foundation to comprehend the complexity of organizational structures. Aspects of the stakeholder theory are normative, essential, and descriptive. The concept of stakeholder theory has essentially evolved into a catch-all phrase for management ideas that describe how stakeholders interact with organizations and vice versa. Although stakeholder theory has changed and broadened since it was first proposed in the 1960s, its fundamental tenet remains the same: an organization's success depends on its capacity to consider the needs, objectives, and drives of the significant organizations and people with which it communicates. These stakeholders may consist of a company's staff, clients, suppliers, investors, government agencies, financial institutions, and other organizations that may either help or hinder the business. As a result, from its inception, the stakeholder theory has challenged the notion that corporations should only advance the goals of their owners or investors. Instead, proponents of stakeholder theory contend that it is crucial to managing the interests of additional stakeholders, including the general public, local community, workers, and, more generally, internal and external forces (Sparrow *et al.,* 2021). A more startling claim made by the theory is that stakeholders may also include "nontraditional groups of stakeholders that are normally thought of to possess conflicting ties with the firm." Stakeholder theory offers a useful theoretical framework for analyzing an OCOG's internal as well as external settings in that regard. It enables the OCOG team to identify the groups and people it needs to communicate with from the perspective of a practitioner. Stakeholders are essential to mega-sport conferences, and they also require substantial human and financial skills to manage efficiently, prevent both inside and outside organizational disputes, and win the confidence of their varied variety of stakeholders. The achievement of the mega-sport event's geographical organization is influenced by its stakeholders, therefore it is crucial for the proprietors of the events to understand the scope of each of these stakeholder groups, take into account the connections with them, and depict these connections in a clear manner. This is accomplished through a visual model.

* ***Olympic Values***

Societies that tend to be lesser, tightly knit, and homogenous tend to have bonding capital. This is true for athletes participating in physical activities, and it could also be true for Olympic competitors. Both the idea of the nation, which unites the Olympic teams and the shared sporting principles, which include all athletes, forge close bonds between the participants. They also have similar experiences, must adhere to the same rules set out by the Olympic Games, and strive to achieve the same sports performance goal. Contrary to players, spectators may not have the same objectives, although sharing comparable social and economic requirements and preferences that drive their interest in sports. Moreover, based on the kind of usage. Of course, their social connections are not as strong as those of the Games' athletes, who make up a sizable portion of the live attendance and global TV watchers. As a result, rather than the greater bonding capital seen in the instances of athletes, their relationships serve as bridging capital (Costa *et al.,* 2021). The individual component of the competitors who experience and put into practice Olympic principles is where the construction of the Olympic capital begins. Evidently, individuals are able to combine the opposing logic indicated above in their conception of themselves. Actually, this is consistent with early social exchange theory texts. Social exchange and economic organization are related because it creates the foundation for social interaction's incentives. Furthermore, fundamental principles are not compromised by economic progress.

## Methods

* ***Research approach***

For the development of the research, this would be required to make application of the proper research approach which through the probability of the proper output can be generated. Herein the application of the research approach would help to deliver the research shape based on which the collection of the relevant information can be ascertained. Utilization of the deductive research approach can be beneficial for the process of making collection of the information from the raw data (Young *et al.* 2020). The support of the deductive data collection would also make application of the synchronization of the data which through the possible risk management process can be done. The support of the deductive approach would provide the certain identification of the strategic control regarding the development of the research process based operation regarding the Tokyo Olympics. Herein, the application of the information collection process can be done which through the probability of the information structuring process can be effectively executed. Herein, the application of the thematic research would be applied which can be effective for the research regarding value identification (Pearse, 2019). In terms of making development of the research process, this would be required to make collection of the information regarding the Tokyo Olympics based research. Based on the assessment of the information, possible documentation can be done which can help to keep accelerating the research based identification and generating proper output. On the other hand, the theme based information collection process would be effective for the proper structuring of the data and upgrading the output generation process. The application of the research approach would deliver the certain evidence regarding the output generation. Deductive research approach would also be effective to reduce the risk which through the potential development of the research regarding value identification can be marked.

* ***Reflection***

From the overall study, possible identification of the risk reduction can occur which can ensure organizational sustainability. As an event manager this would require to keep focus on the matter of taking the responsibility of the overall work process which can ensure the feasibility of the risk management concern. Herein, the application of the reflective note would be introduced which can be beneficial for the risk management concern. The responsibility of making the communication process has been provided to me based on which the completion of the task on time can occur. This would also provide the responsibility regarding the matter of taking the financial responsibility as well. In addition, the description can be identified regarding the application of the circumstantial evidence development process which through better managerial decision making can be done by me (Bassot, 2023). After providing the responsibility of handling the event, initially, I have felt a bit of nervousness. After developing the communication process, better clarification regarding work process development can be identified. Based on this possible decision making can occur which can upgrade the business operation regarding feasibility and development. By using the decision making ability I can manage situations regarding the event management process. In addition, the time management ability would also provide me proper understanding which through the completion of the tasks can be ensured within provided time.

With the help of the effective reflective note, the possible assessment regarding the analytical values can be marked while understanding the values of responsibility. I have to keep focus on the patience keeping concern which through the possible development of the situational control can be determined. In addition to that I have faced the issue regarding the multitasking process and also the problem solving concern. The application of the multitasking process would help me to undertake different types of issues which through risk management can be done. The execution of different types of tasks within a particular time can be a problem to me. I have fumbled up the tasks which have an impact on my performance. The application of the problem solving ability would also be affected as I have the issue regarding the matter of overthinking with the different tasks. Herein, the process of developing an action plan would be effective for me which through the probable risk can be managed by focusing on the multitasking process handling by providing quality. On the other hand, the time management process development can be done by allocating the whole tasks within small particulars.

## Conclusion

The above discussion is providing the details of the Tokyo Olympic 2020 discussion. Tokyo 2020 included 339 contests in 33 sports, including Olympic debuts for karate, trekking, skateboarding, and surfing. Because of the expansion of the program, there were additional opportunities for gender-neutral competition. The bulk of the OCOG personnel has also never worked on a prior Games, so they are not familiar with the ties with the several other groups they will deal with. As a result, they are better and more quickly able to do the duties that are expected of them and fit into the working environment as quickly and more thoroughly as they comprehend the intricacy of the project. The capacity of an organization to comprehend its theoretical stakeholder map, the processes used to interact with these stakeholders, and the transactions it employs to accomplish the organizational goals with stakeholders determine that organization's stakeholder administration competency. Stakeholders are essential to mega-sport conferences, and they also require substantial human and financial skills to manage efficiently, prevent both inside and outside organizational disputes, and win the confidence of their varied variety of stakeholders. The approach and self-reflection help to develop a better understanding. Evidently, individuals are able to combine the opposing logic indicated above in their conception of themselves.

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