

《平昌一介小城为何竟能成为奥运会东道主？》

此次冬奥会选择在韩国平昌自有其重大意义。之所以选在此处，并不是因为他有多发达，多繁荣，而是因为有其他重要意义。



PYEONGCHANG, South Korea — Lee Ji-seol was in elementary school when her hometown, Pyeongchang, first applied to host the Winter Olympics. During a visit by Olympic officials, she recalled, her entire class lined up on a street to cheer and wave flags.

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Their enthusiasm notwithstanding, the bid hardly seemed promising. Located 50 miles from North Korea and the world's most heavily fortified border, Pyeongchang was known as a mountain backwater that produced potatoes and cattle. The town center was a nondescript crossroads, going to seed with "love motels" and karaoke bars. The area had two ski resorts, but they struggled to muster enough snow to attract visitors.

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That first bid for the 2010 Games failed, as did a second bid to host in 2014, but the International Olympic Committee finally gave Pyeongchang, population 43,000, the nod for the 2018 Winter Games, which open this week. It was a victory for those who never stopped believing in the obscure little town, one of the most unlikely

hosts of the Games in Olympic history.

2010????????2014????????????????????(International Olympic Committee)???4.3????????2018????????????????????



“The entire town was out dancing,” Lee, 22, said of the day they heard the news. “Before we started our Olympic campaign, few South Koreans, much less any foreigners, even knew we existed.”

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Pyeongchang’s obstacles were both economic and physical. It is one of the poorest places in Gangwon, South Korea’s most isolated and least developed province, which shares a long border with the North. And though it is just 80 miles from Seoul, getting to Pyeongchang from the capital used to take hours on mountain roads that twist like “a sheep’s intestines,” as the locals say.

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The provincial governor, Choi Moon-soon, called it “the last place the government thought of when it thought of investment,” adding, “We hoped an Olympics would change that.”

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Despite the rebranding, a Kenyan man registered to attend a U.N. meeting in Pyeongchang in 2014 made headlines after he flew to Pyongyang by mistake.

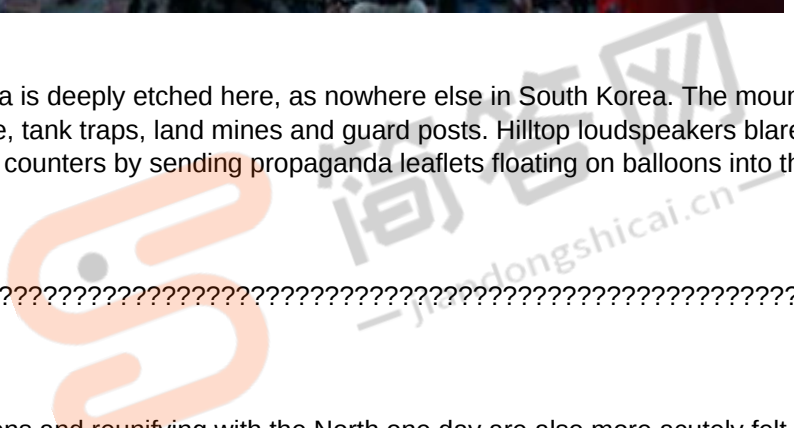
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In time, though, South Korea embraced Pyeongchang's bid for the Games as its own. The nation's leaders were eager to build global prestige and saw the Winter Games as a chance to become one of only a handful of countries that have hosted a "trifecta" of international sports events. (The World Cup took place in South Korea and Japan in 2002, and Seoul hosted the Summer Games in 1988.)

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In lobbying for its bid, South Korea used a potential handicap — Pyeongchang's proximity to the North Korean border, in a region bristling with troops and weaponry — as a selling point. Holding the Games in Pyeongchang, officials argued, would promote peace between two nations still technically at war.

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ne to the Peace Dam, a towering structure built on the Han River be
n North Korea might release a killer flood, by accident or on purpose

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But Choi, the governor, shrugs off such concerns.

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“Those of us who live here are not afraid of North Korea because the North, despite all its missile tests and bombast, doesn’t have an ability to fight a war,” he said. The economic output of his province, the South’s poorest, he noted, exceeds that generated by all of North Korea.

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He added, “The happiest thing about the Olympics is that when foreigners see the Games taking place here, we can shake off our stigma as a dangerous place.”

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