ABSTRACT
This study offers a review of different examples in world of sports and aviation, emphasizing the interrelationships between national identity, pride, and competition. A careful qualitative analysis of a diverse range of national and airline promotional materials are used in order to support this case study. Results are found in the different examples of airlines and airports during the Olympic Games in London, Rio, and PyeongChang. For example, in order to demonstrate national status through such popular competitions, countries and airlines have modified airports, used airplanes for distinctive advertising campaigns, and promoted their innovations such as the development of biofuel. Using aviation in sports in order to promote national identity began as early as the 1936 Olympic Games when the medal for the contribution to Aeronautics was awarded. Furthermore, through Air Serbia's “The Living Legends” program national pride is demonstrated through the promotion of several successful athletes, such as Novak Djokovic, whose names appear on the fuselage of the airplanes. This study reveals how nations compete in promoting national identity through the highly competitive fields of sports and aviation. In doing so, the study helps develop the political dimension to the emerging field of sports and aviation.

OVERVIEW
- Air Serbia’s “Living Legends” initiative
- London, Rio, PyeongChang, and Tokyo Olympics
- Berlin 1936 Olympic Games
- United Airlines – Sponsorships related to Olympics
- Changes in the airports and airlines’ efforts to show national pride and to emphasize national identity
- Development of the marketing strategies and competition

UPCOMING OLYMPIC GAMES
TOKYO 2020 OLYMPICS AND BIOFUEL FOR FLIGHTS
- Looking ahead for improvements
- Opportunity for Japan to show engagement
- Boeing and Japanese stakeholders involved
- Good event for promotion of the effort to develop sustainable biofuel for aviation purposes
- Five year plan set in order to develop the biofuel

WINTER OLYMPIC GAMES
UNITED AIRLINES SPONSORSHIPS
- Winter 2018 Olympics at PyeongChang
- Six athletes as superheroes in the Olympic campaign
- Emphasizing the relationship with United States Olympic Committee
- Support for figure skater Bradie Tennell

AERONAUTICS AS AN OLYMPIC DISCIPLINE
- Berlin 1936 Olympic Games
- Hermann Schreiber won the gold medal for contribution to Aeronautics
- Hope for gliding and aerobatics to become part of Olympics
- Gliding as a demonstration sport during 1936 Olympic Games
Source: Smithsonian National Air and Space Museum

FUTURE GOALS
- Focusing on three main areas
- Using financial data to strengthen the research
- Use of timeline tables

By Ana Pajic

AIR SERBIA – THE LIVING LEGENDS
- Leaders and role models from Serbia
- Three out of five existing “Living Legends” are athletes
- Aligning individual’s core values with the company’s principles
- Requirements for mastery in different fields, leadership skills emphasized, and the international recognition
- Connection with the Air Serbia’s vision
- First airplane in the fleet named by the tennis player Novak Djokovic
- NBA player Vlade Divac – The second “Living Legend”
- Soccer player Dejan Stankovic – The third “Living Legend”

OLYMPIC GAMES AND THE WORLD OF AVIATION
LONDON 2012 OLYMPICS
- British Airways - The official partner of London Olympic and Paralympic Games
- A319 golden dove aircraft
- Messages on the body of the airplane
- Captain’s message
- Sponsorship advertisements

RIO 2016 OLYMPICS
- Expansion of the airport
- Extended hours of operation due to increased opportunity for private aviation
- LATAM Airlines - The official sponsor of Rio Olympic Games
- Involved in transportation of Olympic torch
- Delivered over 300 horses from around the globe
- New plan with additional studies and training

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