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VISITORS' PERCEPTIONS OF THE 2010 FIFA WORLD CUP: A CASE STUDY OF THE HOST CITY NELSON MANDELA BAY / PORT ELIZABETH

by

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DECLARATION

I, Siyabulela Nyikana, declare that the contents of this thesis represent my own unaided work, and that the dissertation has not previously been submitted for academic examination towards any qualification. Furthermore, it represents my own opinions and not necessarily those of the Cape Peninsula University of Technology.

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Signed   **Date**

ABSTRACT

The continent of Africa hosted the FIFA World Cup™ for the first time in 2010. The historical hosting of Africa's first mega-event by South Africa was deemed to be a key opportunity to initiate and promote socio-economic legacies for local South Africans. Therefore, the importance of examining visitor experiences and perceptions of the event cannot be overemphasised. The global struggle for competitive advantage, national reputation or nation branding is in recent times more and more significant as countries compete for attention, respect and trust of investors, tourists, consumers, donors, immigrants and media. Assessing visitors' experiences can contribute significantly to knowledge management and inform the planning of future events to leverage positive benefits while minimising the negative impacts. In this study, visitors' perceptions of the event are examined using Nelson Mandela Bay / Port Elizabeth (one of the nine [9] host cities for the 2010 event) as a case study. A spatially-based systematic sampling technique was used to interview visitors at fan parks and in the Nelson Mandela Bay Stadium precinct during the 2010 FIFA World Cup™. Face-to-face interviews were conducted and in all, two thousand, two hundred and twenty-five (*n*=2225) visitors were interviewed.

The key findings reveal that many of the visitors came from the key tourism source markets of South Africa (the United Kingdom [UK], Germany, the Netherlands, the United States of America [USA] and France), were men and had an average age of thirty three (33) years. They generally had positive perceptions about the hosting of the event and the quality of tourism facilities and services on offer during their stay in Nelson Mandela Bay / Port Elizabeth, and South Africa generally. Additionally, many visitors suggested that the hosting of the event in Nelson Mandela Bay / Port Elizabeth offered an opportunity to experience a different tourism destination, with potential for future repeat visitations. However, the city was found to be a poor responsible tourism destination and as not being a good value-for-money destination. During the event, the Nelson Mandela Bay / Port Elizabeth region arguably drew its biggest international crowd as it usually receives fewer international tourists when compared to other regions in South Africa. The study therefore underscores the need for local tourism authorities to devise strategies aimed at capitalising on the exposure garnered through the hosting of the event and at maximising the opportunity to tap into new tourism markets with a view to increasing international visitation in a province that is said to attract only five percent of South Africa's international visitors.

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I wish to thank:

DEDICATION

This dissertation is dedicated to my grandparents, Siphiwo Goodwin Nyikana and Nolitha Gladys Nyikana. To my late father, Thembinkosi Nyikana, you will forever be remembered Sthathu.

TABLE OF CONTENTS

CHAPTER ONE: INTRODUCTION AND BACKGROUND TO THE STUDY

CHAPTER TWO: A THEORETICAL FRAMEWORK FOR FOOTBALL FAN IDENTIFICATION, PROFILING AND MOTIVES FOR ATTENDING MEGA-EVENTS

CHAPTER SIX: DATA PRESENTATION AND ANALYSIS

CHAPTER SEVEN: CONCLUSIONS AND RECOMMENDATIONS OF THE STUDY

LIST OF FIGURES	

GLOSSARY

Acronyms	Definition
AFCON	Africa Cup of Nations
AIDS	acquired immune deficiency syndrome
ALP	African Legacy Programme
BEE	black economic empowerment
BRT	bus rapid transit
CAF	Confederation of African Football
DEAT	Department of Environmental Affairs and Tourism
DTI	Department of Trade and Industry
EIA	environmental impact assessment
FIFA	*Fédération Internationale dé Football Association*
GDP	gross domestic product
HIV	human immunodeficiency virus
ICC	International Cricket Council
IOC	International Olympic Committee
NEPAD	New Partnership for Africa's Development
NLR	National Legacy Report
NMBT	Nelson Mandela Bay Tourism
PVAs	public viewing areas
SAT	South African Tourism
SATSA	Southern Africa Tourism Services Association
SMMEs	small, medium and micro-enterprises
SMS	short message service
SPSS	Statistical Package for Social Sciences
SRSA	Sport and Recreation South Africa
StatSa	Statistics South Africa
TV	television
UK	United Kingdom
UNEP	United Nations Environmental Programme
USA	United States of America
VFR	visiting friends and relatives
WAP	wireless application protocol
WEF	World Economic Forum
WTO	World Tourism Organisation
WTTC	World Travel and Tourism Council
ZAR	South African Rand

CHAPTER ONE
INTRODUCTION AND BACKGROUND TO THE STUDY

1.1   Introduction

Tourism is one of the key industries that are used as a source of economic growth and for the diversification of the existing economies of many countries (Standeven & De Knop, 1999:4; Levantis & Gani, 2000:959; World Bank, 2000; Bohlmann & Van Heerden, 2008:383). Fourie and Santana-Gallego (2011:1364) argue that, of the many factors that contribute to the rapid growth of the tourism industry, sport tourism, and particularly mega-events, are one of the most visible. According to Deery, Jago and Fredline (2004:235), sport tourism is perceived as an important aspect of tourism, because of the economic contribution it makes, as well as the impact on community well-being and the sense of pride that can result therefrom. Higham (2005:12) posits that sport tourism can be used to enhance the image of a destination, as well as to improve the attractiveness of the said destination still further than it already is. In addition, the South African Department of Environmental Affairs and Tourism (South Africa. DEAT, 2008) notes that this tourism typology can be used to fight the challenge of seasonality by destinations.

Bob and Swart (2010:74) suggest that, because of the ability of mega-events to shape the national and local tourism products, as well as the way in which sport has been used as part of tourism's role in urban regeneration, cities have continued to pay more attention to sport tourism than to certain other aspects of tourism. Many countries have sought to host mega sporting events in an attempt to move towards event-driven economies (Cornelissen, 2004:1294; Bob & Swart, 2010:72). It is for this reason, amongst others, that commentators such as Horne and Manzenreiter (2006:1) and Kim and Chalip (2004:695) see sport tourism as having been an area of increased research in the tourism discipline.

O'Brien and Gardner (2006:26) state that, in the build-up to events, particularly mega-events, the athletes, coaches and other support staff tend to arrive weeks in advance in order to acclimatise to the local conditions, and are always followed by the media. Chalip and McGuirty (2004:272) assert that one of the critical steps towards achieving the goal of maximising international awareness of the host city is to identify the visiting media stakeholders and to facilitating strategic networking

between the hosts and such media. The attention that can result from the event as a whole, in incorporating the hype in the build-up to the event, ultimately determines interest in travel to the destination (Chalip & McGuirty, 2004:267). These authors underscore the importance of fostering cooperation between the destination and mega-event marketers, in an effort that is directed at ensuring maximum benefits which will be gained by all concerned.

Mega-events can result in economic benefits for the host destination, as well as in other positive tourism benefits that result from the increased international exposure (Cornelissen, 2004:1293; 2007:242). Football is considered as the national sport in many African countries and has a big influence on the citizens, and the fact that South Africa has some of the best supporting infrastructure on the African continent has assisted in developing sport tourism in the country. However, Swart (2005:38) argues that, owing to the sanctions imposed on South Africa, as well as to the exclusion of the country from the sporting arena, prior to its implementation of the democratic government, sport tourism's potential in the country has not yet been fully maximised.

The 2010 *Fédération Internationale dé Football Association* (FIFA) World Cup™ was the first mega-event of its kind to be contested on African soil (Bob & Swart, 2010:72; Cottle, 2010; Louw, 2010), and, as a result, presented an opportunity for the country to reverse some of the prevailing negative perceptions, such as those regarding crime and lack of infrastructure in the country (Nyikana & Tichaawa, 2010). The hosting of the 2010 FIFA World Cup™ by South Africa was envisaged by the government of South Africa as an opportunity to maximise tourism value, as well as to enable other African countries to benefit from the event and to capitalise on the opportunity to brand South Africa as a powerful tourism destination. In addition, such hosting would help to ensure the long-term sustainable development of the existing social and economic infrastructure (South Africa. DEAT, 2005; Kruys, 2007:1; Donaldson & Ferreira, 2008:5; Pillay & Bass, 2008:330). The initial estimates of tourism arrivals, according to Grant Thornton (2010a) and the South African government (South Africa. South African Tourism [SAT], 2010), were those of ±350 000 tourists, as well as a viewership of more than 26 billion for the 2010 event. However, several entities argued that there were more arrivals, with Grant Thornton (2010b) later releasing statistics of approximately 400 000 tourist arrivals, whereas

Statistics South Africa (StatsSA) (2010) argued that there were approximately 680 414 tourist arrivals in June 2010 and approximately 721 311 in the month of July 2010. The arrival figures are anticipated as improving South Africa's image internationally, and as ultimately leading to an increased number of visits to the country in the future.

Yuen (2008:30) asserts that the successful hosting of an event can result in increased city visibility, enhanced city image, increased visitation and tourism revenue, increased pride in the city by the host, and increased sport participation, as well as in the general growth of local sport. Other commentators (Cornelissen, 2007:241; Desai & Vahed, 2010:154; Walker, Kaplanidou, Gibson, Thapa, Geldenhuys & Coetzee, 2012:80) suggest that there are also other long-lasting tourism development benefits that can result from the hosting of a mega-event such as the FIFA World Cup™. Cornelissen (2007:248) assures that the infrastructural, economic and social planning for the event can last long after the event, and can assist in the further development of tourism in the destination. Additionally, the exposure before and during the event increases awareness of the destination to tourists, resulting in increased visitation (Walker *et al.,* 2012:82). Fourie and Santana-Gallego (2011:1364) also support the notion that mega-events have transformed existing world tourism patterns and trends by putting in the spotlight new tourism destinations, as well as drawing attention to those that are neglected, which ultimately results in lasting legacies for the host cities.

This study was designed to determine the visitors' perceptions of the 2010 FIFA World Cup™ in Nelson Mandela Bay / Port Elizabeth, South Africa. The study, in part, makes it possible to determine the intangible legacies that the event left behind for the host region. The study further allows for the evaluation of the cost against the benefits of the event to Nelson Mandela Bay / Port Elizabeth, while also serving as a framework for the assessment of the city as a tourism destination.

As one of the nine (9) host cities for the 2010 event, Nelson Mandela Bay / Port Elizabeth hosted a total of eight (8) games, including a quarter-final during the 2010 event. The region receives very few international tourist arrivals compared to other regions, such as those of KwaZulu-Natal, Gauteng and the Western Cape province (NMBT, 2011; South Africa. Eastern Cape Parks, 2011). The 2010 FIFA World Cup™

was therefore seen as a platform to expose the region to the international tourists in order to induce future visitation (NMBT, 2011). During the event, the region arguably drew its biggest international crowd ever, which would have afforded the visitors the opportunity to assess not only Nelson Mandela Bay / Port Elizabeth, but also the province in terms of being an alternative tourism destination to the above-mentioned provinces. The current study provides insight into the experiences and perceptions of the visitors. Additionally, the heavy investments in events of the magnitude of the FIFA World Cup™ require an analysis of the cost versus benefits of the event, hence the need to investigate the visitors' perceptions of such events, including their spending behaviour, their activities and attitudes towards the destination. Furthermore, a profile of such visitors is necessary in order to plan and manage similar events in the future.

1.2 Clarification of basic terms and concepts

The following terms and concepts that will be used in the study are defined below: tourism; sport tourism; visitor; mega-events; legacy; perceptions; and FIFA World Cup™.

1.2.1 Tourism

The World Tourism Organisation (WTO) (2003:1) defines tourism as the activities of persons travelling to and outside their usual environments for not more than one consecutive year for leisure, business and other purposes that are not related to the exercise of an activity remunerated from within the place visited. Keyser (2009:19) expands the definition by suggesting that not only is tourism the temporary short-term movement of people to destinations outside the place where they normally live and work, as well as the activities during their stay at such destinations, but also incorporates the facilities and services that are created to cater for the needs of such people/tourists.

1.2.2 Sport

Hinch and Higham (2004:17) refer to sport as a goal-oriented, competitive and contest-based activity. Rowe, Adams and Beasley (2004:7) define sport as all forms of physical activity that, through casual participation, aim at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels.

1.2.3 Sport tourism

Standeven and De Knop (1999:12) define sport tourism as "all forms of active and passive involvement in sporting activity, participated in casually or in an organised way for non-commercial or business/commercial reasons, which necessitate travel away from home and the work locality". Gibson (1998a), in contrast, defines it as any leisure-based travel that takes individuals temporarily outside their home community to participate in physical activities, or to watch physical activities.

1.2.4 Visitor

According to the WTO (2003:2), a visitor is any person visiting a country or city other than that in which he/she has his/her usual place of residence, for any other reason than that of pursuing an occupation-related activity from within the country visited.

1.2.5 Mega-events

Mega-events, according to Roche (2000:99), are large-scale cultural events, which have a dramatic character, mass popular appeal and international significance. Horne and Manzenreiter (2006:2) state that such events take place once every few years and are associated with accrued benefits to the host destination. They state that mega-events gain global publicity and are associated with large-scale impacts, with examples of such events including the Olympic Games and the FIFA World Cup™.

1.2.6 Legacy

Gratton and Preuss (2011:1923) define legacy as the planned and unplanned, positive and negative, intangible and tangible structures created through a sport event that remain after the event. Sport mega-event legacies ensure that many long-term benefits are generated for the host city, region and nation well before, during and long after the event (Mann, 2008:2). According to FIFA (1994:2), mega-event legacies are the sustainable benefits generated for the host member association and country – well before, during and long after the event.

1.2.7 Perceptions

George (2001:172) writes that perceptions comprise the process of organising and interpreting information inputs by individuals in order to create a meaningful picture of

the world. Wood (2006) states that perceptions are an active process of selecting, organising, and interpreting people, objects, events, situations and activities.

1.2.8 FIFA World Cup™

The FIFA World Cup™ is the most important competition in international football. It is a tournament organised by football's governing body, FIFA, and the tournament is the most widely-viewed and followed sporting event in the world. It is held every four years. However, the competition, including the qualifying rounds, takes place over a two-year period. The final tournament itself consists of 32 national teams competing over a four-week period in (a) previously chosen host nation(s) (Arlitt & Jin, 2000).

1.3 Problem statement

Despite the fact that South Africa has successfully hosted numerous major events in the past, such as the 1995 Rugby World Cup, the 1996 Confederation of African Football (CAF) Africa Cup of Nations, the 2003 Cricket World Cup and the 2009 FIFA Confederations Cup™, there were many negative perceptions in the build-up to the event regarding the country's ability to successfully host the 2010 FIFA World Cup™. The exposure to be gained before and during the 2010 event was seen as an ideal opportunity for mitigating such opinions and increasing awareness of the country as a tourism destination, among other things (South Africa. DEAT, 2005; Kruys, 2007:1). It is against this backdrop that the current study seeks to gauge the visitors' perceptions of the 2010 FIFA World Cup™ in Nelson Mandela Bay / Port Elizabeth, Eastern Cape province. A study of this nature partially makes it possible to gain an understanding of whether the investment made in infrastructure, as well as the economic and social planning that was given emphasis by the South African government, was justified. The study also makes it possible to assess perceptions and experiences of the visitors, thereby informing the intangible legacy left by the event in the region. This, as has been mentioned previously, is significant for Nelson Mandela Bay / Port Elizabeth as it was the only host city in the province, and any resulting perceptions of the ability of the province would have been based on the impact made by the particular host city on visitors. More so, investing billions of rands in such an event warrants empirical research to aid in the strategic planning of future events to ensure long-term benefits in the form of legacies for the host cities.

1.4   Research questions

The research questions that guided the current study were:

- What is the profile of visitors who travelled to the 2010 FIFA World Cup™ in Nelson Mandela Bay / Port Elizabeth?
- What was the travel behaviour of visitors to the 2010 FIFA World Cup™ in Nelson Mandela Bay / Port Elizabeth?
- What are the perceptions of, and the attitudes towards, South Africa's hosting of the 2010 FIFA World Cup™ among the visitors to Nelson Mandela Bay / Port Elizabeth?
- Do visitors to the 2010 FIFA World Cup™ in Nelson Mandela Bay / Port Elizabeth intend visiting South Africa in future?

1.5   Research objectives

The specific research objectives of the current study were:

- To determine the profile of visitors who travelled to the 2010 FIFA World Cup™ in Nelson Mandela Bay / Port Elizabeth;
- To determine the travel behaviour of visitors to the 2010 FIFA World Cup™ and to establish whether they intended to visit South Africa in future; and
- To ascertain the perceptions and attitudes regarding South Africa's hosting of the 2010 FIFA World Cup™ among the visitors to Nelson Mandela Bay / Port Elizabeth;
- To make recommendations to the authorities based on the key findings of the research that could provide the basis for the hosting of future events in South Africa, and in Nelson Mandela Bay / Port Elizabeth in particular.

1.6   Significance of the study

Nelson Mandela Bay / Port Elizabeth was the only host city in the Eastern Cape province of South Africa that served as a venue for the 2010 event. The province is one of the poorest in the country, receiving few international visitors in comparison to other provinces (South Africa. Eastern Cape Parks, 2011). The hosting of the 2010 FIFA World Cup™ was, thus, deemed to be important in promoting the socio-economic development of the region. This is because mega-events are known to bring about a range of positive impacts, such as assisting in: the redefining of the global status and the sociopolitical composition of a country; improving the infrastructure and superstructure; employment creation; increasing a sense of pride

among the host community; and increasing tourist arrivals to the hosting destination, among others (Cornelissen, 2007:242; Yuen, 2008:30; Bob & Swart, 2010:74; Desai & Vahed, 2010:154; Walker *et al.,* 2012:82). They have also attracted pessimistic views, however, for their negative impacts on the host destination, such as their financial requirements of substantial initial investment from the host; the creation of unsustainable, temporal employment opportunities; traffic congestion and tourist displacement; the disruption of community life; increased crime levels; and negative environmental impacts (Baade & Matheson, 2004:343; Kruys, 2007:1; Bohlmann & Van Heerden, 2008:384; Gaffney, 2010:7; Tomlinson, 2011:37). Despite this, many countries, including those in the developing context, are now involved in the pursuit of the hosting of such events, due to the aforementioned positive reasons.

It is noted, however, that the majority of mega-events have only been hosted in the developed context, likewise, numerous studies on the perceptions and impacts of such events (Deccio & Baloglu, 2002; Baade & Matheson, 2004; Lee & Taylor, 2005; Chappelet & Junod, 2006; Gursoy & Kendall, 2006). The hosting of the 2010 event in South Africa is of major significance in this regard. The event provided a unique opportunity to interrogate visitors' perceptions and experiences of mega-events and their hosting in the developing world. Key findings from the study should, therefore, serve to enhance the body of knowledge on mega-events in developing countries, in addition to providing guidance and direction for the successful hosting of such events in these countries. The findings will be shared with relevant stakeholders, who can utilise the information for the planning and management of future events in South Africa generally, and the Eastern Cape province in particular, starting with the looming 2013 Africa Cup of Nations (AFCON) to be held in South Africa. The research unearths the perceptions and trends to develop as a result of the impressions created by the event, and should provide insight into the potential tourist markets that emerged during the event, thereby assisting in identifying the available legacy opportunities for the province.

1.7   Methodology
1.7.1 Research design
According to Cooper and Schindler (1998:130), research design is a plan for selecting the sources and types of information used to answer the research question, and it serves as a framework for specifying the relationships among the study

variables. The choice of a certain design depends largely on the nature and the extent of the research being collected (Burns & Burns, 2008:17). The current study makes use of both qualitative and quantitative data collection methods. According to Veal (2006:99), qualitative research is a type of method that involves gathering highly detailed information about a few cases, whereas quantitative research gathers relatively small amounts of data about a large number of cases. Burns and Burns (2008:19) further add that qualitative data capture expressive information not conveyed in quantitative data about perceptions, values, needs, feelings, and motivations that cause behaviours at an individual level.

1.7.2 Study area

The current research was conducted in Nelson Mandela Bay / Port Elizabeth. There were two designated areas for the collection of data, the Nelson Mandela Bay Stadium and its precinct, as well as the official FIFA fan park at St George's Cricket Stadium.

1.7.3 Survey population

Cooper and Schindler (1998) refer to a population as the total collection of the elements about which research is being done. Clark, Riley, Wilkie and Wood (1998) concur that a population is the set from which a sample for a study can be drawn. The survey population for the current study included visitors who participated during the duration of the hosting of the 2010 FIFA World Cup™ in Nelson Mandela Bay / Port Elizabeth. The visitors included those from other South African provinces, as well as international visitors. The population of the study was intercepted by fieldworkers at specific locations in Nelson Mandela Bay / Port Elizabeth, as mentioned above, during the course of the event.

1.7.4 Methods and tools of data collection
1.7.4.1   Secondary data sources

Studies that have been undertaken by other researchers for their own purposes are considered secondary data sources to the researcher (Cooper & Schindler, 1998). Burns and Burns (2008) add that such data are consulted before any research design is considered, as it is these data that inform on issues surrounding the research topic, the relevant methodologies and the existing knowledge.

The secondary data for the current study included books that cover the relevant issues on tourism, sport tourism, mega-events, tourism marketing and tourism development; relevant journals on the above topics; regional newspapers, such as the *Daily Dispatch*; government publications; internet sources, such as those of Eastern Cape Tourism (www.ectourism.co.za), South African Tourism (SAT) (www.tourism.gov.za), and FIFA (www.fifa.com), among others; as well as relevant reports and theses.

1.7.4.2   Primary data sources

Primary data are those that are collected by the researcher for analysis purposes (Burns & Burns, 2008). Cooper and Schindler (1998:256) ascertain that primary data can also be collected by the researcher and by agents known to the researcher, in order to answer the research question. The primary data for the current study were collected using questionnaires that were administered face-to-face.

1.8   Sampling method

For the purpose of the research, face-to-face interviews were conducted in the stadium precinct, as well as in the fan park. The research was conducted making use of the spatially-based systematic sampling technique. De Vos, Strydom, Fouche and Delport (2005:203) state that a spatial sample is that which is used in cases of highly temporary populations, such as sporting events. According to De Vos *et al.* (2005:204), the researcher should decide beforehand how the population will be approached in order to obtain relatively representative views from respondents. A systematic method, in contrast, is considered a periodic process that involves selecting every n^{th} member of the targeted population (Altinay & Paraskevas, 2008). This sampling method is carried out by selecting the first subject on a random basis and then choosing every n^{th} subject thereafter, where n is predetermined (Pellissier, 2007).

Fieldworkers were placed at specific locations in the designated areas (the Nelson Mandela Bay Stadium, the stadium precinct and the fan park) and the first respondent was randomly selected. Thereafter, the fieldworkers interviewed every twentieth (20th) respondent who passed by. A total of 2225 questionnaires were administered to respondents.

1.9   Method of data analysis

According to Cooper and Schindler (1998:78) data analysis involves reducing the amount of accumulated data to a manageable size in order to develop summaries, to determine patterns and to apply statistical techniques. For the purpose of this study, the quantitative data were analysed using the Statistical Package for Social Sciences (SPSS) software, version 20. The use of such software allows for the conducting of statistical tests to generate tables, bar and pie charts, and cross-tabulations, where necessary. The qualitative data, however, were analysed into conceptual categories using the constant comparative method.

1.10   Delineation of the study

The study was limited to investigating visitors' perceptions of the 2010 FIFA World Cup™ in Nelson Mandela Bay / Port Elizabeth. Due to the inability to cover the whole study area (Nelson Mandela Bay / Port Elizabeth), and the fact that the majority of visitors for the event were mainly based around the stadium precinct and the official FIFA fan park in St George's Cricket Stadium, respondents were targeted in and around such areas. It is also noted that, due to the nature of the event, it was difficult to determine a representative sample size, due to the inability to monitor the movement of visitors to the event around the country and the inability to anticipate exact visitor numbers in advance.

1.11   Structure of the study

The current study is structured in accordance with the following subsections:

1.11.1 Chapter One

The first chapter provides a background to the research problem. This also includes an overview of tourism and mega-events, with emphasis on South Africa's hosting of the 2010 FIFA World Cup™. The aim of the study, the objectives, the research approach and the methods that were employed to collect and analyse both the primary and secondary data are highlighted in this chapter.

1.11.2 Chapter Two

The second chapter of the study consists of a literature review that gives a theoretical framework of the current study. This chapter provides a discussion of the concepts on which the study is based; the fan identification and profiling, as well as fan

expectations and experiences in relation to sport tourism events, and mega-events in particular.

1.11.3 Chapter Three

Chapter Three of the study provides a brief background to South Africa's hosting of the 2010 FIFA World Cup™. The chapter also provides a discussion of the necessary requirements for, and the planning of, mega-events of the nature of the FIFA World Cup™, in relation to mega-event legacies. The final section of the chapter is made up of a brief background of the host city, Nelson Mandela Bay / Port Elizabeth, as a tourism destination.

1.11.4 Chapter Four

Chapter Four of the current study contains an overview of sport tourism and mega-events, highlighting the impacts of such events in relation to South Africa's hosting of the 2010 FIFA World Cup™.

1.11.5 Chapter Five

Chapter Five of the study is a discussion of the research methodology that was employed for the study, including issues such as the research instrument, the design of the research instrument, and the sample selection, as well as the sample size and survey population.

1.11.6 Chapter Six

Chapter Six is a presentation of the findings from the questionnaire in relation to the theoretical overview of the study. The analysis and contextualisation of the study is, therefore, covered in Chapter Six.

1.11.7 Chapter Seven

The final chapter of the study provides conclusions, the limitations of the current study, and the future research direction. The necessary recommendations regarding the findings of the study are also provided in this chapter.

CHAPTER TWO
A THEORETICAL FRAMEWORK FOR FOOTBALL FAN IDENTIFICATION, PROFILING AND MOTIVES FOR ATTENDING MEGA-EVENTS

2.1   Introduction

The previous chapter of the study provided a detailed introduction to, and background of, the current study. The main aims of the research, as well as the questions that were identified for addressing the identified problem, were also highlighted in the previous chapter. The chapter also provided an overview of the methods that were employed for both the collection and the analysis of the data. The delineation of the study, as well as the significance of the study, was also briefly discussed in Chapter One.

The aim of the current chapter is to provide some of the key concepts and theories that underpin the development upon which the study is based. Such concepts serve as the conceptual framework for the research endeavour. According to Johnson (2010:137), a conceptual framework is a skeletal structure of justification, rather than that of explanation. For this study, three such concepts were identified, namely: fan identification, fan travel motives, and lastly, fan expectations and experiences. In order to launch a comprehensive discussion, the section below provides a background to the definition and categories of sport tourism.

2.2   Overview of sport tourism

Sport tourism, in many countries, has grown to serve as a central platform for development, rather than as a complementary concept to the existing development structure (Rein & Shields, 2007:73). In recent times, the hosting of mega sporting events has been used as a strategy by both First and Third World countries, in an attempt to move towards event-driven economies (Nauright, 2004:1325; Bob & Swart, 2010:73). The authors contend that cities have given sport tourism attention in recent years, due to the recognition given to the role of mega-events in shaping the national and local tourism products, and the way in which sport has been utilised as part of tourism's role in urban regeneration. According to Yuen (2008:29), the successful hosting of an event can result in increased visitation and tourism revenue, increased pride in the city by the hosts, as well as increased sport participation and the general growth of local sport. More significantly, the successful hosting of a

mega-event can result in increased city visibility and enhanced city image (Higham, 2005:12; Yuen, 2008:31). Higham (2005:12) ascertains that the successful hosting of an event will further improve the attractiveness of the host destination.

Sport tourism has continuously been incorporated by emerging and negatively viewed destinations as part of the branding activities of the regions (Rein & Shields, 2007:75). This, according to the authors, is due to the fact that sport receives widespread free media coverage that generates visibility and which, in turn, serves to attract visitors and investors. In addition, sport has been used by many destinations to reshape perceptions. Burbank, Andranovich and Heying (2002:179) emphasise that mega-events are intended to attract tourist revenues and, more significantly, national and international media recognition for the host city.

The negative side to hosting events and assuming that an event will serve as a panacea to developmental issues, however, is that destinations that are not adequately prepared for the attention that is associated with events, particularly such large-scale events as the FIFA World Cup™, are often exposed and their internal problems revealed (Rein & Shields, 2007:75).

2.2.1   An overview of the concepts of sport and tourism

The following section of the study provides a discussion of the key concepts of this chapter. The discussion provides insight into how two separate spheres of investigation, sport and tourism, interlink, thereby forming the sport tourism phenomenon.

2.2.1.1   Sport and tourism

The relationship between the disciplines of tourism and sport has continued to gain impetus, in terms of general industry growth, as a point of discussion and further research in the academic spheres (Gammon & Robinson, 2004:221). The rapid growth of sport-based travel over the past two decades has resulted in the disciplines being the centre of much research by academics (Gibson, 1998a:155; Hinch & Higham, 2003:18). The increased emphasis placed on health and fitness, accompanied by the increased use by cities of sport events as tourist attractions, has led to a growth in sport tourism (Gibson, 1998b:45; Kurtzman, 2005:17). There is a general consensus among many researchers (Ritchie & Adair, 2004; Weed & Bull,

2004; Kurtzman, 2005; Horne & Manzenreiter, 2006) that the increase in discretionary income, as well as more leisure time, upgrades in the transport network, changes in attitude, as well as globalisation and rapid development in the mass media, are some of the reasons that have led to the significant growth of sport tourism. More recently, Fourie and Santana-Gallego (2011:1364) have associated the rapid growth of sport tourism with mega-events in particular. Kurtzman (2005:18), as well as Weed and Bull (2004:260), hold the view that the development of sport mega-events has had a big role to play in the growth of sport tourism.

Standeven and De Knop (1999:12) assert that there is a symbiotic relationship between the disciplines of sport and tourism. They contend that, because sport has become an international affair, attracting large amounts of media attention, money, participants, and political interest, and because of the fact that tourism still remains the world's largest industry, growing at a high rate and generating significant amounts of revenue annually, such a symbiotic relationship should be noted and thoroughly investigated.

It is increasingly clear that the scale, complexity and potential of sport tourism, as well as expanding mutual interests of sport tourism industries have developed (Hinch & Higham, 2011:3). Sport tourism is seen as an important form of tourism, because of its contribution economically and because of its perceived impact on community well-being (Deery *et al.,* 2004:23). However, the authors argue that it is difficult to conceptualise the concepts of sport and tourism, due to existing debates on establishing one standard definition of sport tourism. They suggest that the concept be interchangeably used with event tourism, because it concerns more or less the same issues that affect events and event management. In order to provide a suitable definition of sport tourism, sport and tourism are discussed as two separate spheres of activity in the subsections that follow below.

2.2.1.2 Defining sport and tourism in context

Hinch and Higham (2004:17) define sport as a goal-oriented activity that is characterised by a competitive and contest-based nature. Rowe *et al.* (2004) add that sport can be regarded as consisting of all the physical activities that are participated in casually, and that are aimed at expressing or improving the state of physical fitness and mental well-being, which forms social relationships or which obtains

results in competition at all levels. Standeven and De Knop (1999:13), in contrast, explain sport as consisting of the whole range of competitive and non-competitive quests that involve skill, strategy, and/or chance, in which people engage at their own level, with the intention of enjoyment or training, or to raise their performance to levels of publicly acclaimed excellence as a means of providing a comprehensive definition of sport.

With regard to tourism, Smith (1988:179) suggests that tourism researchers, the government, and tourism associations, as well as individual businesses, have all offered different definitions of the tourism phenomenon that reflect their own perceptions, and specifically their own interests. George (2008:20) argues that, despite the fact that tourism is a global concept that is widely used, it is also a very misunderstood term. There is no single definition of tourism. The WTO (2003:2), for example, defines tourism as the activities of persons travelling to and outside their usual environments for not more than one consecutive year for leisure, business or other purposes that are not related to the exercise of an activity remunerated from within the place visited. Keyser (2009:19) adds to the said definition that tourism incorporates the facilities and services created to cater for tourists' needs in and above the aspect of travelling from one point to the other for a certain length of time. Bennett (1995:26) characterises tourism as all activities that are concerned with the temporary, short-term movement of individuals to destinations that are outside the places where they normally live and work, and the activities during their stay at these destinations, thereby merging the two definitions given above.

2.2.2 Defining sport tourism

Sport tourism, according to Chalip and McGuirty (2004:268), has the ability to encourage planning and to improve facilities and activities in the host regions. Barghchi, Omar and Aman (2009:187) suggest that there has been a global sport facilities construction trend and vigorous competing to host sport mega-events by regions, in an effort to enhance destination image and to stimulate their respective economies. This is because sport events provide unique opportunities to harvest the benefits of international tourism both in the short-term and in the long-term (UNWTO, 2009). Swart and Bob (2004:1312) add that such events have become trademark properties, with a unique ability to showcase the sport itself, as well as the city, region or country, and various sponsors associated with the event.

Delpy (1998:24) defines sport tourism as any travel away from home to play sport, to watch sport, or to visit a sport attraction, including competitive and non-competitive activities. Gibson (1998a:154) mentions that sport tourism is leisure-based travel that usually takes individuals outside their home community for a temporal period, to participate in physical activities or to watch such physical activities. Zauhar (2004:6), in contrast, refers to different sports that, throughout history, have been the source of, and/or the principal reason for, travel as sport tourism. According to Standeven and De Knop (1999:12), the relationship between sport and tourism is symbiotic, in that tourism aids sport, and sport, through a range of visitor experiences, helps further tourism. Having defined sport tourism, the following section of the study seeks to provide the different categories of sport tourism.

2.3   Categories of sport tourism

Gibson (2002) posits that there are three different categories of sport tourism. Firstly, she identifies sport tourism as involving active participation in a physical activity; secondly, she regards such tourism as being linked to spectating or event tourism; and thirdly, she treats it as being linked to visitation for nostalgic reasons. Active sport tourism involves active participation in a physical activity (Standeven & De Knop, 1999:13). However, a large percentage of sport tourists are spectators of sport, as opposed to those who actively participate in it (Kurtzman & Zauhar, 2003:37). Walmsley (2008:2) further classifies sport fans according to four distinct sport tourism types, as are illustrated in Table 2.1 on the next page.

Table 2.1: Types of sport tourism

Incidental sport tourism	Nostalgia sport tourism	Spectator sport tourism	Participation sport tourism

Source: Walmsley (2008:2).

According to Walmsley (2008:2), spectator sport tourism is the highest profile of the four types, due to the media coverage its top tier properties attract. Kurtzman and Zauhar (2003:37) also assert that most sport tourists are spectators rather than active participants in sport. Numerically, though, participation sport tourism forms the largest market segment and is also the most varied in its composition (Kurtzman & Zauhar, 2003:38; Walmsley, 2008:2). Walmsley (2008:3) argues that participation is seen as the bread and butter of sport tourism and that a participation strategy is considered easier to maintain than a spectator one. The two other types, according to Walmsley (2008:3), are less significant than the above-mentioned two, but yet can have significant indirect economic impacts, particularly in the case of incidental sport tourism, where participation or spectating is not the main purpose of the trip. The author suggests that the two types (incidental and nostalgia sport tourism) add value to the overall destination package, despite their low direct economic impact. Walmsley (2008:3) further posits that nostalgia has a big market in the domestic tourism day-trip market and, as such, has many indirect benefits, including brand building and the raising of facility utilisation rates.

2.3.1 Sport fan classification

Sport fans are defined as enthusiastic devotees of some particular sport consumptive object (Hunt, Bristol & Bashaw, 1999:439; Smith & Stewart, 2007:156). Sport fans are very important to sport and its popularity, because they are involved in a host of activities that promote sport, such as watching TV, listening to radio commentary, reading sport sections in magazines and newspapers, calling into sport programmes and buying sport merchandise, but, more significantly, travelling to attend sporting events (Horne, 2007:82; Smith & Stewart, 2007:155). Therefore, sport fans invest much time and other resources in sport, engaging in frequent and distant travel in order to participate in events (Smith & Stewart, 2007:156).

Hunt *et al.* (1999:439) posit that there are specifically five different categories of sport fans: temporary fans; local fans; devoted fans; fanatical fans; and dysfunctional fans. This classification stems from the source of motivation and the behaviour exhibited by the different types of sport fans (Hunt *et al.*, 1999:440). The authors suggest, for example, that fanatic or avid fans are bound to their teams and sport in general by 'emotional glue', which ensures that they remain faithful to their teams, even when they are not performing well. In addition, fans' identification with players or a certain sport can lead to their identification with a team, and ultimately lead to subsequent actions, such as attendance, game behaviour, and the purchase of licensed team products (Hunt *et al.,* 1999:440). However, there are those who have a rather casual relationship with sport and teams, where interest and travel patterns are highly influenced by certain factors, such as the win/lose ratio of a team, the location of the venue, the appearance of star players, and weather conditions (Gibson, 2002; Smith & Stewart, 2007).

Spectators who have a passive relationship with a sport or team are considered to be rather low on involvement, and are, thus, attracted to the sport for its perceived entertainment value, social interaction opportunities, and the perceived stress-relieving qualities associated with sport (Gwinner & Swanson, 2003:276). According to these authors, those fans who are highly involved in sport and teams, in contrast, can be very loyal and are likely to hold a particular team as central to their personal identity, with the team's success and failure being seen and interpreted as personal success and failure. Therefore, a table for fan classification is proposed, based on the above-mentioned discussion, on the next page.

Table 2.2: Categories of sport fans

TYPE OF FAN		DESCRIPTION
PASSIVE PARTICIPATION IN SPORT	**Temporary fan**	- The temporary fan's interest in the phenomenon of sport is time-limited. - The temporary fan is a fan for a specific, time-bound event. - The time boundary may be as short as a few hours, or as long as a few years, with the sport fan becoming a non-fan once the time period has expired.
	Local fan	- The local fan is not bound by time constraints, as is the temporary fan. - This fan is bound by geographic limitations. - They exhibit fanlike behaviour, due to their identification with a geographic area (where they were born or where they live). - Movement from the locality of the fan results in diminishing devotion to the team/player/sport remaining in the previous locality.
ACTIVE PARTICIPATION IN SPORT	**Devoted fan**	- The devoted fan probably starts off as a local or temporary fan. - They become devoted fans due to an increase in attachment, thereby breaking the boundaries of time and location. - They become loyal to the team/player, even if the specific short-term event that initially attracted their temporary attention has come to an end, or if they move from the context of the original geographical location. - This fan also remains fanatical, even if the team does not experience a winning record.
	Fanatical fan	- The fanatical fan is very similar to the devoted fan. - Their attachment is not bound by time or distance. - The fanatical fan uses being a fan as a very important part of self-identification, although at least one aspect of their lives, such as work or family, exerts a stronger influence on them than being a fan. - They engage in behaviour beyond that of the normal devoted fan, but which is yet acceptable to the majority of people, because it is deemed supportive of the target (sport/team/player).
	Dysfunctional fan	- The dysfunctional fan uses being a fan as the primary method of self-identification. - Instead of supportive behaviour, the dysfunctional fan engages in disruptive behaviour, disrupting social exchanges surrounding the event. - They are ready to engage in violent behaviour under the illusion that it is justified by virtue of being a fan (i.e. they can act as hooligans). - Such a fan identifies self so strongly with being a fan that doing so interferes with their ability to perform any normal human role other than being a fan.

Source: Adapted from Hunt *et al.* (1999:443).

2.3.2 FIFA World Cup™ fans

Studies have sought to determine the existence of sport fans based on sporting disciplines or sporting events. For this study, a framework of the typology of FIFA World Cup™ fans is presented within the context of mega-events.

According to Florek, Breitbarth and Conejo (2008:199), high-value supporters exist who are not interested in certain teams or players alone, but who are rather attracted to the game of football as a whole. Such fans can be capitalised on, and are likely to become fairly profitable sources of income. Walmsley (2008:3) argues that such fans look for certain elements that they deem important to their experience at a sport tourism destination, and they consider such elements to deeply influence their decision to travel for sporting events. According to Walmsley (2008:4), the five (5) core elements for sport tourists are: access; climate; prestige; diversity; and authenticity, which can be contextualised in a mega-event setting, such as the 2010 FIFA World Cup™ in South Africa.

In terms of access, Walmsley (2008:4) argues that sport mega-event destinations need to be highly accessible to their key source markets, due to the existing competition coming from the dominance of the short-haul market. Over and above this, the author contends that, within the destination itself, the facilities for the participants, as well as other amenities, including the event tickets, should be highly accessible to the spectators. He notes that weather patterns (i.e. climate) are also important elements to fans who attend sporting events, in that they can be key determinants of the quality of the experience for the sport fan.

Mega-events have a particular prestige that is attached to their being, which has a major influence on their ability to attract sport tourists. Walmsley (2008:4) postulates that mega-events are historic in nature, and therefore, as a result, generate the greatest visitor inflow. In addition to the event, the host destination itself can be associated with a certain iconic or cult status, which results in it having an added appeal for event tourists. In this light, the 2010 FIFA World Cup™ hosted by South Africa could be said to have provided fans with the opportunity to attend a prestigious event, but more importantly, South Africa, as the host destination, had the added appeal of being the first African host of such an event. Moreover, the case study area, Nelson Mandela Bay / Port Elizabeth, is highly linked to an international

figure/icon, Nelson Mandela, who is seen as having heightened the international marketability of the region (Baines, 2010:5).

The remaining elements, diversity and authenticity, are closely related, and are equally important as those that were discussed above in the mega-event context. In terms of diversity, Walmsley (2008:4) argues that the vast majority of sport tourists, especially mega-event tourists, focus not only on the event when at the host destination, but also seek a wider mix of support tourism facilities and attractions. Because such events are normally hosted in urban areas that are well-developed in terms of tourism and leisure facilities, the event tourists usually engage in those activities. In the same light, Kim and Chalip (2004:696) note that, despite the fact that the FIFA World Cup™ was the main motive for travel, the attractiveness of the host destination still played a key role in the decision to travel.

According to Swart, Daniels, Donaldson and Cornelissen (2008:12), generally three (3) types of FIFA World Cup™ fans exist. The first kind consists of those who are normally not interested in football. According to Swart *et al.* (2008:12), such fans only start taking an interest in the game when the FIFA World Cup™ starts, and are most likely to watch fewer than ten matches during the duration of the World Cup. In addition, they watch the matches only when it is convenient for them to do so, and their interest in the event stems from reasons other than the actual football played. Fans such as these also have a low media orientation, opting to use some internet and TV sources alone, and not other forms of media, such as radio, short message service (SMS) or wireless application protocol (WAP) (Swart *et al.,* 2008:12). The second kind of FIFA World Cup™ fan is the one who is viewed as having an average football interest (Swart *et al.,* 2008:12). This type starts to show interest in the event during the qualifying stages, and they are likely to watch fewer than 20 games. The authors state that such fans are likely to watch non-live broadcasts of the games, too, while also having an interest in games that are played by national teams other than their own. They enjoy football both for the game, as well as for social reasons, due to their enjoyment of seeing the world's best football players play together in a single tournament. Lastly, this type of fan typically has a strong media orientation, using newspapers, the TV, and new media and radio sources to keep updated about the tournament activity.

The third kind of FIFA World Cup™ fans consists of those who are deemed to be true football fans (Swart *et al.,* 2008:12). They show an interest in the FIFA World Cup™ during the qualifying stage too, and make sure that they watch more than 20 matches during the duration of the tournament. They tend to watch the tournament even during unconventional times, as well as to watch national teams other than their own. What sets them apart is that they watch the event purely for football purposes, both to see the finest football being played, as well as to watch the best football stars at play (Swart *et al.,* 2008:12). These fans make use of traditional media sources, such as the TV and newspapers, to keep abreast of the activities of the tournament. They refrain from using the internet, SMS or WAP (Swart *et al.,* 2008:12).

2.4   Profiling football tourists

Florek *et al.* (2008:200) have emphasised the fact that a possible way in which to profit from fans is to understand them in a tourism and sport perspective, thereby developing an ability to classify them and to mould attractions to the different segments. Achieving this should result in sport being the starting point (i.e. the primary motive for travel) for broader tourism-related activities that can add to the fans' overall experience. A few studies have specifically sought to provide a profile of mega-event attendees, despite the fact that the sociocultural profile of the attendees has a big role to play in how they perceive issues surrounding the destination and the mega-event itself. Tichaawa and Swart (2010:174) note, for example, that existing studies of the phenomenon (Gibson, 1998b; Getz, 2003; Rubin, 2009) have found that a notable majority of attendees are men, with an average age of 45 and in full-time employment. These factors are seen to have an influencing role on how the attendees concerned will perceive mega-events.

According to Jones (2008:163), the attendees at sport events consist of a blend of local community, casual attendees, whose primary purpose in travel is not necessarily the sporting event, and, lastly, fans who travel specifically to watch the event. Smith and Stewart (2007:157) postulate that sport has a strong social dimension, being able to serve as a moment for people to be attracted as family units, as supporters, and as state and national cheer-squads. According to Wann, Brewer and Royalty (1999:9), because sport events serve as points of convergence for travellers sharing activities, either individuals or groups can travel to such events with a common social goal that extends well beyond the sport activity itself. With

regard to families, the sport events provide a chance for families to spend quality time together, thereby servicing the needs of the family in pretty much the same way that a holiday/vacation does (Smith & Stewart, 2007:156). The family aspect of sport is, thus, driven towards group affiliation. The authors stress that not all sport fans are equally motivated by the same factors to attend sport events, and, thus, there is a need to profile fans in order to measure the differences in relation to age, education, income, gender and race, among other aspects. Smith and Stewart (2007:157), for example, suggest that there tends to be a more strong affiliation with sport among the younger fans as opposed to among the older fans, who have a weaker affiliation.

Gender within the sport phenomenon has received much attention, with pundits affirming that more men tend to follow sport than do women, based on the fact that its values are based around aggression, mental toughness, externally based discipline and character-building, which are all aspects that are associated with traditional male identity (James & Ridinger, 2002:261; Smith & Stewart, 2007:158). There has, however, been notable growth in interest from the female fans of sport, particularly football (Donaldson & Ferreira, 2008; Rubin, 2009; Tichaawa, 2009; Chen, 2010; Nyikana, 2010; Tichaawa & Swart, 2010).

According to Chen (2010:277), more attention has been paid to behavioural differences in male and female sport fans, despite the fact that their sport event-specific behaviour and attitudes have been neglected in the existing literature. Due to the motives to travel to a sport event differing among male and female fans, it has become necessary to profile the fans, in order to pick up on such differences or similarities where necessary, and to modify event packages accordingly (Smith & Stewart, 2007:159; Chen, 2010:277). While women, on the one hand, are likely to travel for purposes of cultural experiences, family and a certain prestige motivation, men tend to travel for sport and adventure, on the other hand (Chen, 2010:278). The different motives and behaviour of sport fans will be discussed in the section that follows.

2.5   Reasons why sport fans travel

Hunt *et al.* (1999:439) state that the prediction of sport fans' motives, as well as their behaviour regarding a sport event, is a critical component of sport tourism marketing. According to Hagen (2008:15), numerous key motivations have been identified for

sport fans to attend, as well as for their behaviour at, sporting events. The first motivation is known as group affiliation, which is linked to the ability of mega-events to provide opportunities to fans to socialise. The second is the family motivating factor, in terms of which the event provides more opportunities to spend time with family members. Instances of aesthetic motivation have also been noted; where the visiting fan wishes just to enjoy the physical elegance, skill and ability of the athletes on show. Hagen (2008:15) also mentions the self-esteem motivation factor, which is associated with the provision of opportunities to feel good about oneself. There is also the eustress motivation factor that relates to the enjoyment or excitement that is felt while watching events. The last two factors are the escape motivation factor, which implies the provision of an escape or diversion from everyday life, as well as the motivation factor of entertainment, in terms of which sport is viewed as an enjoyable pastime (Hagen, 2008:15).

Smith and Stewart (2007:158) posit that there are generally three key dimensions to sport consumption, with each dimension consisting of certain motives for travel to the sport event, as can be seen in Table 2.3 below.

Table 2.3: Main dimensions of, and motives for, sport consumption behaviour

DIMENSION	MOTIVE
Psychological	Eustress
	Escape
	Aesthic pleasure
	Drama and entertainment
Sociocultural	Family and social interaction
	Cultural connections
Social belonging	Tribal connections
	Vicarious achievement

Source: Smith and Stewart (2007:158).

Certain factors affect sport consumption, as well as the decision to travel long distances in order to secure special experiences and to partake in special sport events (Smith & Stewart, 2007:159). Some of the factors include appreciation of the athletes' skills, social and family interaction, and knowledge acquisition (Smith & Stewart, 2007:159). According to Kaplanidou and Vogt (2007:184), when sport

tourists, particularly active ones, decide to visit or to revisit a destination because of exposure to an event, several factors are involved in the decision. Among other factors, perceptions of the destination as a whole, as well as of the specific event, play a part (Kaplanidou & Vogt, 2007:184). In addition, past experiences and behaviours with an event, which, in the case of the 2010 FIFA World Cup™ would be experiences from other FIFA World Cups, come to play a role in deciding whether to revisit the area concerned.

According to Kaplanidou and Vogt (2007:185), visitors expect satisfaction from travelling to a sport tourism event. Mega-events offer the host country an opportunity to communicate its tourism assets to sport fans, who are potential future tourists (Florek *et al.*, 2008:200). Even though the sport event is the primary attraction to football fans, the destination's attractiveness still plays a role in their decision-making regarding the event. Therefore, positive influences on their experiences result in increased intention to revisit the destination as a tourism destination, and to participate in future sport tourism activities.

2.6   Fan experiences and expectations

Spectator sports can create a sense of community by involving people jointly with a common purpose (Gwinner & Swanson, 2003:276). Kim and Chalip (2004:696) posit that, for many event attendees, attending an event is not a once-off phenomenon, but, rather, seeing as attendance is a reflection of their interests and motives, with those who have previously attended an event being more likely to attend follow-on events than are those who have never attended an event of the same nature before. Past attendance and experiences at similar events are, thus, important considerations for examining issues around event attendance.

According to Taks, Chalip, Green, Kesenne and Martyn (2009:121), there are differences between first time and repeat visitors to an event destination. Whereas first-timers seek advice and information about the destination, accommodation and activities within the destination from external sources, repeat visitors tend to rely heavily on their previous visits and on their experiences of that destination.

In their study of the 2005 Pan American Junior Championships hosted in Canada, Taks *et al.* (2009:138) found that participants and spectators who participated in

tourism activities during the event had obtained information about the tourism activities prior to coming to the event, and, as such, were likely to return to the host destination, and were strongly inclined to recommend the destination to friends and relatives. Therefore, the authors proposed the following conceptual framework for the visualisation of successful sustainable outcomes from a one-time sport event:
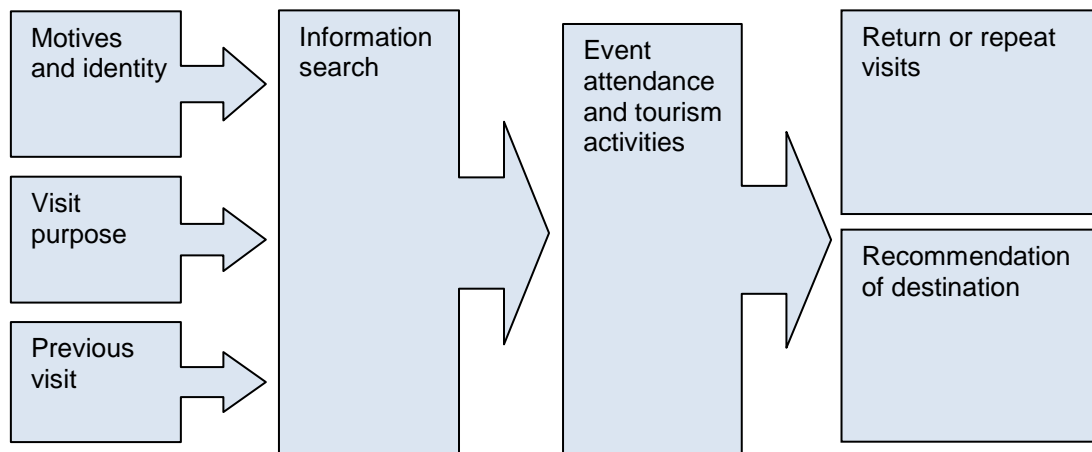
Figure 2.1: Conceptual framework

Adapted from: Taks *et al.* (2009:126).

As suggested by Figure 2.1 above, it is critical to determine the motives for sport fans to attend events. Equally important is the identification of such travellers in informing their purpose of visit, as well as whether they had previously visited the hosting destination, with that information ultimately informing the source of information for the traveller about the destination (Taks *et al.,* 2009:126). The information that is gathered from the three sets of enquiries then assists in amalgamating tourism activities that will satisfy the attendees during the event, helping to ensure that they leave with a positive perception of not only the event, but also of the hosting destination in terms of its competitiveness in tourism activities. The result should be positive word-of-mouth communication about the destination, and therefore positive recommendation of the venue as a potential tourism destination for colleagues, friends and relatives (Taks *et al.,* 2009:126).

2.7   Summary

This chapter has provided insights into the underlying concepts and theories upon which the study is based. The multidimensional concepts stress the importance of identifying fans and their motivations in travelling to such events as the FIFA World Cup™. This information is critical for the current study, as South Africa played host to

an estimated 309 554 international visitors during the period of the 2010 FIFA World Cup™ (South Africa. SAT, 2011b). The visitors concerned will have had an opportunity to sample the tourism activities in the different host cities during the 2010 event.

The next chapter of the study provides a background on South Africa's hosting of the 2010 FIFA World Cup™. A brief overview of the case study area, Nelson Mandela Bay / Port Elizabeth is also provided in Chapter Three of the dissertation.

CHAPTER THREE

A BACKGROUND TO SOUTH AFRICA'S HOSTING OF THE 2010 FIFA WORLD CUP™

3.1   Introduction

The previous chapters of the study provided an introduction to, and a conceptual framework of, the current research endeavour. The purpose of this chapter is to provide a background to South Africa's hosting of the 2010 event, in relation to the anticipated impacts of the event on the country, as well as on the expectations of the governing body (FIFA). The chapter will also provide some background information on the case study area, Nelson Mandela Bay / Port Elizabeth, as a tourism destination.

3.2   South Africa's hosting of the 2010 FIFA World Cup™

As has been discussed in previous chapters, mega-events have become highly sought-after commodities in many countries (Bob & Swart, 2010:72). According to Rogerson (2009:337), mega-events can serve as a catalyst for long-term outcomes for their localities. This is mainly because mega-events have major social, cultural, economic and political implications (Close, Askew & Xin, 2007:28; Cornelissen, Bob & Swart, 2011:307). Thomson, Leopkey, Schlekler and Schulenkorf (2010) assert that governments around the world have been investing heavily in the bidding for, and staging of, mega-events. This is because the mega-event legacies, which will be unpacked later on in the chapter, have developed to such an extent that they are now considered a crucial part of the bid phase, with long-term emphasis being placed upon the benefits that will result from hosting the event. Chalip and McGuirty (2004:268) argue, however, that the proclaiming of such legacies is often a public relations exercise by authorities in order to gain public sector support. According to Tichaawa (2009:47) governing authorities often overstate the economic benefits of mega-events as a strategy for justifying their exorbitant spending on the hosting of events, and as a way in which to garner support from other stakeholders to host such events.

Researchers such as Higham (1999) as well as Cornelissen (2004; 2007) argue that the bidding process for such mega-events draws away the economic benefits from the host region to the corporate sponsors, to the organising bodies and to the

individuals within said organisations. The biggest winners of the Beijing Olympic Games, for example, were the political regimes that ran the city, as they were the ones who reshaped the city's desired image (Close *et al.,* 2007:15). Bids are often made using considerable amounts of public funds, despite the fact that such public expenditure often is not subjected to public scrutiny and accountability (Jones, 2001).

Research on mega-events in developing nations has produced distinctive themes, such as those relating to economic concerns, social development, identity-building and politics (Rogerson, 2009). According to Cornelissen and Swart (2006:109), because the governments in developing countries are circumscribed by the unequal global competitive arena in terms of the hosting of mega-events, they often use such events to support nation-building projects, to meet specific political or foreign policy goals, for image enhancement, or as a way of signalling particular messages to the international community. For example, Bob and Swart (2010:82) posit that the planning of large-scale events like the 1995 Rugby World Cup, the 2003 International Cricket Council (ICC) World Cup and the 2010 FIFA World Cup™ by South Africa is part of a political process that requires event management skills and the ability of the various tiers of government to work together. The successful hosting of such events has sent a message to the global community about the ability of the country to stage such events.

Cornelissen (2004; 2007) notes that, in recent times, African countries have displayed a willingness to invest in the resources required for the hosting of mega-events. According to Emery (2002:317), such resources are required from the beginning of the bidding stage of events right through to the hosting, thereby raising the argument that the risk in bidding might be too high for developing nations and the commitment to bear such risks by African countries has been admirable. South Africa has been the one country to have emerged from the continent as a strong campaigner for hosting events.

South Africa has the experience of bidding for and hosting major events, having hosted numerous events in the past, and having made a failed bid for the Olympic Games (Cornelissen, 2004:1294; Van der Merwe, 2009:29). However, securing the rights for the 2010 FIFA World Cup™ was a complicated affair, considering the politicking surrounding the event. For example, despite the fact that South Africa's bid

for the 2006 FIFA World Cup™ was of equal stature with that of Germany, being rated superior to those of Brazil, Morocco and England, Germany was awarded the rights to host the tournament, much to the dismay of the South African Bid Committee and the South African public at large (Alegi, 2001:2). Cornelissen (2004:1295) notes, however, that the refusal to compromise both African candidates (South Africa and Morocco) played a role in the decision, because the CAF refused to endorse either bid in favour of the other, resulting in internal tensions within CAF. Additionally, such refusal by the candidates led to CAF not revealing for whom they had voted until the day of the award.

The awarding of the 2006 tournament to Germany created a negative reaction from African countries, especially South Africa, as they regarded the decision as indicating a patronising position towards the continent as a whole (Alegi, 2001:3). Cornelissen (2004:1296) notes, however, that, after this, FIFA adopted a rotation system in awarding the hosting of the tournament, in what was viewed as acknowledgement of the inequality between developing and developed countries where staging mega-events was concerned. The system that commenced with the 2010 event will ensure that the rights to host the tournament will be granted in rotation to the six football confederations, resulting in the 2010 event being given to an African nation and the 2014 event being awarded to a South American nation (Brazil) (Van der Merwe, 2009:29).

Three main objectives were identified for the World Cup in South Africa. The first objective was to increase South Africa's international visibility, which would help to ensure extensive tourism benefits for the country (Tichaawa, 2009:33; Van der Merwe, 2009:29). The second objective was to bring about national pride and unity, which would ensure continuity in terms of the concept of the 'Rainbow Nation', which emerged from the hosting and winning of the 1995 Rugby World Cup (Cornelissen, 2004:146). The World Cup was envisaged as helping to overcome the country's political legacy of racial discrimination and segregation resulting from past apartheid policies (Alegi, 2001:2). The bid, according to Alegi (2001:2), highlighted the importance of black economic empowerment (BEE) and the hosting of the event, in providing an arena in which black youth might be able to redress any feelings of marginality and their own importance as part of a global force (Alegi, 2001:2). The third and last primary objective of the World Cup, according to Alegi (2001:2) and

Van der Merwe (2009:27), was to offer local powerbrokers the opportunity to strengthen their positions within the power structures of South African sport and society. This, according to Alegi (2001:3), was made evident by the election of Danny Jordaan, a former university lecturer and activist from Port Elizabeth, who had spent seven years on Robben Island, as the bid's leading personality.

South Africa presented itself to FIFA and the rest of the world as the logical flag-bearer for the African continent (Alegi, 2001:3). In promoting the South African bid for the 2006 FIFA World Cup™, the use of a pan-African slogan, "It's Africa's turn!", was adopted. Alegi (2001:3) notes that South Africa constantly manipulated the fact that Europe had hosted the tournament nine times, the Americas seven times and Asia once, in order to garner support for its African bid.

However, Morocco, having failed twice in their bid to host the tournament (in 1994 and 1998), provided a stiff challenge to South Africa, by using the same angle of 'with Africa' as a cornerstone of their bid for the same event (Alegi, 2001:4). According to Cornelissen (2006:143), both countries hoped to use in their bids the fact that Africa had been marginalised, as a means of gathering support from other African nations. Cornelissen (2006:143), however, notes that Morocco's delicate geographic and political position on the continent contradicted its use of 'Africa', since many of the sub-Saharan African countries questioned Morocco's claim to be 'African'. This, again, brought to the fore the long-existing split between the North and sub-Saharan African nations, over which could truly claim to be African (Cornelissen, 2006:144).

For the 2010 event, both South Africa and Morocco submitted strong bids (Cornelissen, 2007:244). Both countries made some changes in their respective bids, with Morocco positioning their bid around a developmental strategy known as 'Vision 2010', which would ensure the implementation of an economic stimulus programme for the country. South Africa, in contrast, painted the 2010 FIFA World Cup™ as an 'African World Cup', which would spread the benefits of the event throughout the African continent and which would bring about a sense of confidence and prosperity throughout Africa (Cornelissen, 2007:245; Tichaawa, 2009:37). The bid for the event was linked to then President Thabo Mbeki's vision of rejuvenating Africa socially and economically through the African Renaissance (Tichaawa, 2009:37; Van der Merwe, 2009:28).

The efforts of the Bid Committee showed that numerous lessons had been learnt from the bid for the 2006 tournament (Pillay & Bass, 2008:340). In the bidding phase for the 2010 FIFA World Cup™, South Africa competed with Morocco, Egypt, Libya and Tunisia to host the global showpiece. In this regard, South Africa had the advantage of having experience in hosting major sport events and of having more of the required infrastructure than the other countries (Alegi, 2001:4; Cornelissen, 2004:1294).The delegation that travelled to the final voting rounds in Zurich also played a role as it consisted of the Bid Committee, the South African president, the deputy president, and three former presidents and Noble Peace Prize winners, Nelson Mandela, Frederik de Klerk and Archbishop Desmond Tutu. These factors resulted in the 2010 FIFA World Cup™ being awarded to South Africa on 15 May 2004 (Pillay & Bass, 2008:339). Cornelissen (2004:1303) argues that, above this, the event was given to South Africa partially because of the country's high-profile involvement in the New Partnership for Africa's Development (NEPAD) initiative and its various attempts to project itself as leader of the African continent.

Having provided a background to South Africa's hosting of the 2010 event, the following section of the current chapter seeks to clarify the aspect of mega-event legacy in the context of the FIFA World Cup™.

3.3   Mega-event legacy

Preuss (2007:5) defines legacy as "...all planned and unplanned, positive and negative, tangible and intangible structures created for and by a sport event that remain longer than the event itself, irrespective of the time of production and space...". Mann (2008:2) adds that mega-events should ensure that many long-term benefits are generated for the host destination well before, during and long after the event has passed.

Much of the existing research on mega-event legacies has mainly focused on the economic and tourism legacies involved (Preuss, 2007:6). The author cautions that mega-events can result in huge cost overruns, and that not all legacies are positive, or can be entirely planned for. For example, the hosting of such mega-events as the Olympic Games and the FIFA World Cup™ requires substantial investment in the development of new infrastructure, despite the fact that such infrastructure is often not sufficiently used post-event. In an effort to provide a framework for the definition,

as well as for the evaluation, of mega-event legacies, Preuss (2007:6) provides a "legacy cube" that stresses the different aspects of legacies, as can be seen in Figure 3.1 below.
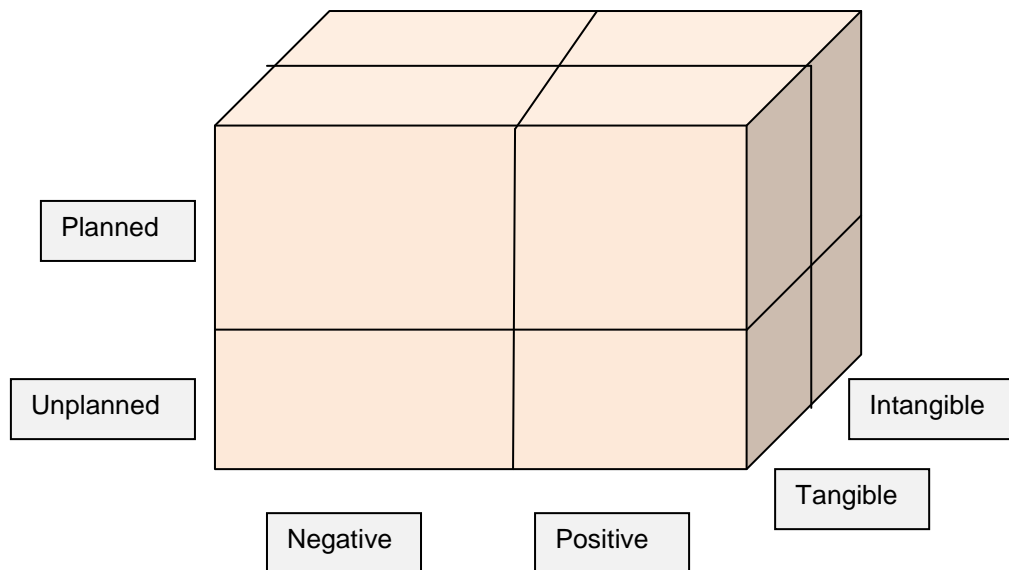
Figure 3.1: Legacy cube
Source: Preuss (2007:5).

Preuss (2007:5) argues that mega-event legacy measurements should take into consideration all the changes caused by a mega-event over time. The author posits that the economic impacts of events are the main subjects of research and measurement, perhaps due to the fact that they are more tangible and are required for the political justification of investing public resources in their hosting. Bob and Swart (2010:77) argue, however, that the purported economic benefits are usually based on *ex-ante* studies and reports that have a tendency to overstate the expected benefits.

Public policy planners and event organisers often justify the hosting of mega-events by using the likelihood of the events to generate both immediate (short-term) and long-term impacts, particularly economic benefits (Bob & Swart, 2010:77; Thomson *et al.*, 2010:1, Cornelissen *et al.*, 2011:307). However, the central argument regarding mega-event legacies, as has been mentioned above, is that often such legacies in numerous sport events have not been realised (Preuss, 2007:4), particularly the primary motive for hosting the event (economic legacy), resulting in massive debts for the host countries (Bob & Swart, 2010:77). Bob and Swart (2010:78) affirm that the existing concerns over the reality of legacies are justified

when taking into consideration the massive initial investments, particularly in relation to developing nations.

Chappelet and Junod (2006:83) claim that there are five types of legacies that are associated with hosting mega-events: economic legacy; sporting legacy; urban legacy; infrastructural legacy; and social legacy. Bob and Swart (2010:10), however, add that there are two other legacies that can result from the hosting of a mega-event: environmental legacy and political legacy.

In the context of the 2010 FIFA World Cup™, one of the overall objectives of the event was to maximise tourism value and to ensure the highest benefits from the opportunity of branding South Africa as a powerful tourism destination (South Africa. DEAT, 2005:1; Kruys, 2007:2; Donaldson & Ferreira, 2008:5; Pillay & Bass, 2008:330). The 2010 FIFA World Cup™ was envisaged as an opportunity to create a meaningful legacy in reversing the image of South Africa to other countries, particularly regarding safety and security concerns (Nyikana & Tichaawa, 2010:1). Moreover, the event was aimed at enabling other African countries to benefit through the African Legacy Programme (ALP), while fast-tracking and ensuring the development of the social and economic infrastructure in the country (South Africa. DEAT, 2005:1; Kruys, 2007:2; Pillay & Bass, 2008:330). The monitoring of the legacies envisaged by South Africa in hosting the 2010 event will be vital moving forward in order to see out government intentions in the implementation of the legacies. The following section of the chapter provides an overview of the case study area, Nelson Mandela Bay / Port Elizabeth as a tourism destination.

3.4   Overview of the host city, Nelson Mandela Bay / Port Elizabeth

In Chapter One of the study, it was mentioned that the Eastern Cape province receives far fewer (5%) international visitors than other provinces, such as the likes of Gauteng, KwaZulu-Natal and the Western Cape province, do (NMBT, 2011:1; South Africa. Eastern Cape Parks, 2011:1). According to statistics from NMBT (2011:1), of the international visitors who visit the Eastern Cape province, only 1% are from the African continent. In addition, there are no current secondary data available on the number of foreign tourists visiting cities in the Eastern Cape province of South Africa, mainly because SAT discontinued providing information on the distribution of foreign tourists to major cities in each province in their quarterly report (NMBT, 2011:1).

However, the NMBT (2011:2) estimates, based on the SAT Quarterly Reports of 2003 and 2004, that approximately 70% of all foreign tourists to the Eastern Cape province visit Port Elizabeth, with 25% and 5% visiting East London and Mthatha, respectively. The estimates position Nelson Mandela Bay / Port Elizabeth as the foremost tourist destination in the province.

The NMBT (2011:2) suggests that the region is an iconic visitor destination, by virtue of its links with such key source markets as the United Kingdom (UK), Germany, the Netherlands and Portugal. Tourism in this region has been earmarked for use as a catalyst for economic growth (Baines, 2010:2). According to the South African government (South Africa, 2010), the city's tourism is greatly assisted by the fact that it is positioned at the end of the popular Garden Route, while it is also the start of the Sunshine Coast. In addition, the city is in close proximity of world-renowned game reserves, the Shamwari Game Reserve and the Addo Elephant National Park. Figures show that the Nelson Mandela Bay region's tourism potential was in the range of 1.4 million domestic tourism trips, and in excess of 350 000 foreign tourist arrivals, by 2011, when considering the numbers that were experienced during the 2010, as are detailed in Table 3.1 below (NMBT, 2011:6).

Table 3.1: Tourism figures for the Nelson Mandela Bay region

Visitor type	2009	2010	2011
Foreign visitors	299 250	329 175	362 093
Domestic tourism trips	1 350 000	1 417 500	1 488 375

Source: NMBT (2011).

As depicted in Table 3.1 above, tourism in the region of Nelson Mandela Bay is on the rise. The 2010 FIFA World Cup™ boosted tourism in the area and increased occupancy in accommodation outlets, due to the increase in foreign arrivals. In addition, the fact that, for the duration of the event, there was an extended school holiday means that families might have decided to take advantage of a combined vacation to attend World Cup matches that would have provided a boost to domestic tourism (NMBT, 2011). Some of the visitors to Nelson Mandela Bay / Port Elizabeth had been exposed to the city's prior successful hosting of previous sporting events, as the amount of sport tourism has grown considerably in the region and has received special attention from the authorities (South Africa, 2010).

3.5 Summary

In this chapter, the background to the historical hosting of Africa's first mega-event, the FIFA World Cup™, by South Africa was provided. The discussion included coverage of the process that emanated from South Africa's first bid to host the event, until the awarding of the event in 2004. The chapter also presented a discussion of legacy and the legacy implications for South Africa in hosting the 2010 FIFA World Cup™. An overview of tourism in Nelson Mandela Bay / Port Elizabeth was provided in Chapter Three. The next chapter of the study provides a comprehensive literature review of sport mega-events, and the role and impacts of such events in relation to the historical hosting of the 2010 FIFA World Cup™ in South Africa. The following chapter of the study provides an in-depth discussion of sport tourism and mega-events, with the intention of shedding light on the growth and significance of this tourism niche worldwide. The chapter will also look to highlight the impacts of mega-events on their respective host countries.

CHAPTER FOUR
AN OVERVIEW OF SPORT TOURISM AND THE SIGNIFICANCE OF MEGA-EVENTS IN RELATION TO THE 2010 FIFA WORLD CUP™ IN SOUTH AFRICA

4.1   Introduction

The previous chapter of the study presented an overview of the process of South Africa winning the bid to host the 2010 FIFA World Cup™ and also provided a discussion on the legacy implications of the historical hosting of Africa's first mega-event. Nelson Mandela Bay / Port Elizabeth as a tourism destination was also highlighted in the chapter. The aim of this current chapter is to provide a comprehensive literature review of the material covering the subject matter of the study. The review provides an overview of tourism in South Africa as well as the significance of mega-events and their associated impacts on host destinations in relation to the 2010 FIFA World Cup™.

4.2   Overview of tourism in South Africa

According to the World Economic Forum (WEF) (2011:1), tourism is among the largest employers in most countries and is a fast-lane vehicle into the workforce for young people and women. Tourism strengthens two-way trade and promotes export income (WEF, 2011:1). In South Africa, the industry is growing at a rate that is three times the world average (South Africa, 2011:1). According to the Department of Tourism (South Africa. Department of Tourism, 2010:2), South African tourism is ranked 61st out of 133 countries globally, by the World Economic Forum. Additionally, South Africa is ranked 30th tourist destination in the world in terms of global convention ratings, and is among the top 10 in global incentive travel destinations (South Africa. Department of Trade and Industry [DTI], 2011:1).

South Africa has emerged as a popular tourism destination internationally and is the leading destination in Africa, capturing 20% of the continent's tourist market (UNWTO, 2008:3). Despite the fact that the high levels of violent crimes in South Africa have led to the country being viewed by some as an unsafe destination, such incidents as the September 11, 2001 terrorist attacks in the United States of America (USA), as well as the avian flu outbreak in Asia in 2003, and numerous natural disasters thereafter, have led to the country being viewed as a safer destination than others that are perceived to be particularly high-risk regions (Binns & Nel, 2002:236;

WTTC, 2002:3). Moreover, the country is perceived as being one of the world's most affordable destinations, offering unique experiences, as well as good value for money (South Africa. International Marketing Council of South Africa, 2008:1).

South Africa is highly diverse in climate, culture, tourist activities and infrastructure, catering for a range of tourism niches, including eco and cultural, through to adventure and sport tourism. According to the WTTC (2002:4), South Africa has a variety of good sporting facilities, and is the leading sporting destination on the African continent. The profile of the country has been boosted by its successful hosting of numerous major events, including the 1995 Rugby World Cup, the 1996 CAF Africa Cup of Nations, the 2003 Cricket World Cup, the 2009 FIFA Confederations Cup™ and the 2010 FIFA World Cup™ (Van der Merwe, 2006:1; Donaldson & Ferreira, 2008:1; Tichaawa & Swart, 2010:173). According to the South African government (South Africa, 2011:1), the country experienced a 15% increase in arrivals in 2010 all year round. Because of the focus on job creation by the event in the build-up to the hosting of the World Cup, the increase in arrivals is believed to have created more than 400 000 jobs in South Africa in 2010 (South Africa. SAT, 2011a:1). SAT (2011a:1) further estimates that the economic boost obtained from the successful hosting of the 2010 event is likely to support the provision of more than 120 000 jobs on an annual basis moving forward. More significantly, the event left behind a spirit of self-empowerment for the locals, and many small, medium and micro-enterprises (SMMEs) were able to take advantage of business opportunities that were created by the ripples of the event (South Africa. SAT, 2011a:1). The WTTC (2012:2) estimated that travel and tourism in South Africa would directly support 595 000 jobs in 2011, with a 2.9% per annum increase thereafter.

The South African tourism industry has not been without its challenges however (South Africa. SAT, 2013:1). The country is negatively profiled internationally to be crime-ridden, and has a lot of labour and community unrest, which results in the safety of visitors being compromised (Nyikana & Tichaawa, 2010:1; South Africa. SAT, 2013:1). Other major threats to the industry include the global economic uncertainty/ongoing recession risk, among others. Morever, the performance of businesess in the tourism industry has been stretched owing to increases in rates, electricity and fuel in recent times (South Africa. SAT, 2013:1).

4.2.1 Sport and tourism in South Africa

Sport tourism in South Africa has not always performed to its true potential and has not yet been fully maximised, owing to the sanctions that were placed on the country as a result of apartheid (Swart, 2005:38). However, with the demise of apartheid, sport has played an important role in the fight against the cruel legacies of the apartheid system in South Africa (Keim, 2006:1). Van der Merwe (2006:2) states that sport has been used to unite a much-divided society, as was witnessed in many of the previous events hosted by the country, and also to provide a focus for national identity. Moreover, sport has been used as a tool to assist in the national agenda of racial reconciliation and in the consolidation of the country's young democracy.

Sport, according to Bohlmann and Van Heerden (2008:383), has always been an important part of the South African culture and economy. Keim (2006:2) notes that there is still a lack of support for sport and recreation programmes in the country, as well as resource differentials among different sports codes. Apart from the lack of support, there are numerous other inequalities that are present in the country contributing to conflicts over many issues, including unemployment, housing, and the lack of service delivery and facilities. Sport has, thus, been identified as one of the tools that can have an important role to play in community development and peace-building in the country (Keim, 2006:2; Bohlmann & Van Heerden, 2008:384).

South Africa is a draw card for sports fans because of its world-class sporting venues, good support infrastructure, its international events, as well as its sport-loving people (South Africa. SAT, 2008:1). According to Sport and Recreation South Africa (SRSA) (2010:2), sport in South Africa contributes more than 2% to the GDP of the country. According to SAT (2008:2), approximately 10% of foreign visitors to South Africa come to the country to participate in sport in some way.

According to Van der Merwe (2006:4), South Africa has emerged as an accurate example of a developing nation that is actively seeking to host mega-events, in the hope of benefiting from the events. As has been previously mentioned, the number of major events that the country has hosted bodes well for the future of sport tourism in South Africa. This is intensified by the successful hosting of a mega-event with the prestige of the FIFA World Cup™. The following section of the current study provides an overview of mega-events.

4.3   Overview of mega-events

Mega-events can result in extraordinarily high levels of tourism media coverage, prestige, as well as economic impacts for the host (Getz, 1997). Apart from the tourism and image benefits associated with them, mega-events can serve as catalysts for urban renewal, as well as for the development of new infrastructure (Hall, 1992; Bob & Swart, 2010). Hiller (1998:47) defines mega-events as short-term events of fixed duration. Roche (2000:99) states that such events have a dramatic character, mass popular appeal and international significance.

Mega-events, according to Horne and Manzenreiter (2006:2), are large-scale events that take place once every few years. Bohlmann and Van Heerden (2005) ascertain that the hosting of sport mega-events has largely been reserved for developing nations in the past. Additionally, most studies on mega-events and their impacts on host nations or regions have largely been based on developed nations. However, developing nations have argued for sport mega-events to be awarded to them rather than to developed nations, in the light of developing nations needing the economic stimulus provided by hosting the events more than the developed countries do (Humphreys & Prokopowicz, 2007:496). This notion will be elaborated upon in the next section of the study, with the South African experience being used as a basis for the argument.

Many neglected destinations argue that sport events, particularly mega-events, present a shortcut by which they can gain the global recognition that well-developed nations already have (Hede, 2005:187; Humphreys & Prokopowicz, 2007:496). Such arguments are based on the perception that the mega-events are associated with accrued benefits for the host destination and that they gain widespread global coverage, and are associated with large-scale impacts (Horne & Manzenreiter, 2006:2; Humphreys & Prokopowicz, 2007:498). Florek *et al.* (2008:200) contend that such mega sporting events provide the organisers involved with an opportunity to amend the international image of the host destination. The authors add that it is in relation to such events that countries will attempt to communicate assets that can be attractive to the visitors, in order to increase awareness of the destination and to gain a positive word-of-mouth reputation. According to Malfas, Theodoraki and Houlihan (2004:209), many cities use mega-events to express their personality, to enhance

their national and international status, and to advertise their position on the global stage.

Mega sporting events have become highly sought-after affairs by both developed and developing nations, in an effort to move towards event-driven economies (Bob & Swart, 2010:72). The events, according to the authors, have received much attention from cities, due to their ability to shape national and local tourism products and have been used as tools in tourism's role in urban regeneration. Emery (2002:316) writes that many countries use the hosting of such high-profile events as a growth strategy that is aimed at expediting development, as well as as a means of achieving corporate objectives.

4.4   Impacts of hosting mega-events

According to existing research, mega-events are associated with significant social, economic and environmental impacts for the host destinations (Hiller, 1998:48; Malfas *et al.,* 2004:210; Bohlmann & Van Heerden, 2005; Ohmann, Jones & Wilkes*,* 2006:129; Humphreys & Prokopowicz, 2007:498; Maennig & Du Plessis, 2007:579; Collins, Flynn, Munday & Roberts*,* 2007:1; Maennig & Porsche, 2008:9; Bob & Swart, 2010:72; Tichaawa & Swart, 2010:173). The above-mentioned authors have sought to measure the different impacts respectively. Despite the differing views on many aspects of the impacts of mega-events, general academic consensus exists regarding the fact that mega-events have both positive and negative impacts (Tichaawa, 2009:33). Tichaawa (2009:33) ascertains that the envisaged economic impacts have emerged as the principal motive for destinations to host mega-events. The following subsection highlights the three major impacts that mega-events, and the hosting thereof, can have on destinations.

4.4.1 Economic impacts of mega-events

The hosting of such mega-events as the Olympic Games and the FIFA World Cup™, as has been previously mentioned, results in significant costs, as well as in substantial benefits (Baade & Matheson, 2004:345). The authors contend that hosting a mega-event like the FIFA World Cup™, which they suggest is the second largest sporting event in the world, can prove to be an expensive matter. Matheson (2006:21) claims that the host of a mega-event is required to fulfil certain criteria, as per the governing body's requirements. FIFA, for example, requires that a host

country of the FIFA World Cup™ provide a minimum of eight (8), but preferably ten (10), modern stadiums that are capable of seating between 40 000 to 60 000 spectators (Baade & Matheson, 2004:345). The authors note that such a requirement can be particularly difficult for developing nations to meet, as such infrastructure is not likely to be in place, and will require substantial investment to initiate and to sustain over time, as was the case with South Africa for the 2010 FIFA World Cup™.

According to Matheson (2006:4), the hosting of mega-events results in increased numbers of tourists visiting the host destination, as well as in increased spending by the visitors on the local businesses. Furthermore, Baade and Matheson (2004:344) ascertained that the South African bid for the 2006 FIFA World Cup™ was centred on the idea that the successful hosting of the event would strengthen the economy with a contribution of US$6bn and as many as 129 000 new jobs. Despite this, there is still concern over the aspect of employment creation, as it is usually temporal in nature and not sustainable, due to the short duration of a mega-event (Bohlmann & Van Heerden, 2008:383; Kruys, 2007:4). The subsection (4.4.1.1) below provides a discussion of the economic costs, as well as of the economic benefits, associated with the hosting of mega-events.

4.4.1.1   Economic costs

According to Van der Merwe (2007:67), the focus of mega-events hosting has been largely put on the economic benefits with which they are associated, and there has been negligence regarding the ability of such events to result in enormous financial losses for the host country. Bob and Swart (2010:75) state that the projections of the economic benefits are often based on *ex-ante* studies that usually exaggerate the anticipated impacts, thereby ignoring the long-term economic implications of such mega-events. This has resulted in the questioning of such economic impact studies (Lee & Taylor, 2005:595). Horne (2005:5) posits that existing research has suggested that there are notable gaps between the forecasted economic benefits and the actual outcomes. Consequently, Horne (2005:5) suggests that such mega-event structures as stadiums have in the past (in the cases of Montreal, Atlanta, Sydney and Athens) turned into 'white elephants' that end up costing much more than they are worth to maintain. According to Bohlmann and Van Heerden (2008:384), Japan and South Korea (co-hosts of the 2002 FIFA World Cup™) had to destroy some of the stadiums

that they had constructed specially for the event, due to the inability of the government to sustain the structures.

Another issue that is raised by Lee and Taylor (2005:596) in relation to the economic costs of mega-events is that the actual number of arrivals expected for such events is often not realised, as was the case with the Tokyo Summer Olympic Games, for which 130 000 arrivals were expected, but that only a meagre 70 000 visitors attended, which had a longer-term impact on the investment building an image in the tourists' mind. Allmers and Maennig (2009:514) contend that mega-events have a tendency to displace regular tourism from abroad and that of residents. According to Allmers and Maennig (2009:514), tourists who are not overly enthusiastic about the event are likely to postpone a planned trip to the host nation or to cancel it if an event is to be held during the duration of their stay. This is a result of the associated consequences of a mega-event, as noise and traffic congestion, inflated prices of goods, and a potential compromise in the security levels (Allmers & Maennig, 2009:514).

Lorde, Greenidge and Devonish (2010:349) ascertained that, for the 2007 ICC Cricket World Cup in Barbados, residents raised concerns over the purported trickle-down effects of the event, suggesting that too much money was spent on the event, which could have been put to better uses. Deccio and Baloglu (2002:47) claim that such events are likely to result in price inflation, due to the increased economic activity, which is primarily driven by the construction of the required facilities for the event. They further add that the mismanagement of public funds, particularly in developing nations, is also likely to increase negative perceptions about mega-event hosting. Furthermore, Saayman and Rossouw (2008:2) argue that the purported employment creation by the event is usually temporal in nature, because the event is once-off and takes place over a short duration of time, as mentioned in previous sections.

According to Desai and Vahed (2010:154), the pledge of R400bn investment by the South African government between 2006 and 2010 in all infrastructure development does not necessarily have long-term economic benefits in anticipation of the 2010 event. The authors argue that much of the infrastructure was specific to the event, and not intended for the sustainable development of the nation. This notion is

supported somewhat by Allmers and Maennig (2009:504), who suggest that the difficulty with the post-event usage of the stadiums is experienced by the country, as private clubs and other agencies cannot fully pay for the maintenance and operation costs of such stadia. This, they argue, has negative implications for taxpayers in the country, who might have to bear the costs in the long term.

Pomfret, Wilson and Lobmayr (2009:1) suggest that the bid for mega-events themselves can be costly affairs, and are made at taxpayers' expense, despite the fact that they are expensive to bid for, the bidding process is non-transparent, and rights to host are not guaranteed. Emery (2002:317) adds that bids for mega-event hosting necessitate immense resource usage and great risks. Emery (2002:317) further asserts that the bidding is particularly considered costly because there is no prize for second place, as it is a 'winner takes all' system. For example, Cornelissen and Swart (2006:110) suggest that opponents to South Africa's numerous events bid attempts argue that the resources used for the bidding process are resources that could be better used to combat other social and economic development challenges, and that such resources have been lost forever.

4.4.1.2   Economic benefits

Mega-events provide considerable economic benefits to the host region (Du Plessis & Venter, 2010:2). As has been previously mentioned, economic benefits have emerged as the principal motive for the hosting of mega-events (Tichaawa & Swart, 2010:173). According to Du Plessis and Venter (2010:2), there are three dimensions to the potential contribution of a mega-event to the local economy: (i) the benefits associated with the preparatory activity of the event including stadia construction; (ii) the event itself and the impact of large numbers of tourists; and (iii) the long-term impact of the tournament, due to a changed perception of the host economy and the potential for trade, investment and tourism.

The hosting of mega-events potentially boosts tourism beyond the event, in that the visitors who enjoyed the host destination during the event might return later, which will raise future tourist revenues for the area in concern (Gibson, 1998b; Matheson, 2006; Taks *et al.*, 2009; Bob & Swart, 2010). Matheson (2006:7) suggests that corporate visitors can potentially relocate their manufacturing facilities and company branches, and even their headquarters, to the cities. He further states that, through

viewership, the host destination gains an opportunity to market itself to the viewers, who might decide to take a trip to the host city at some time in the future, basing their decision on their perception of the image that it projected during the event. According to Maennig and Du Plessis (2007:580), the 2006 FIFA World Cup™ generated approximately US$1,9bn in profits for FIFA. In addition, Germany made an estimated US$206mn in ticket sales alone. For the 2010 FIFA World Cup™, Du Plessis and Venter (2010:19) estimated that 2,7 million tickets were sold at an average price of R500 per ticket. However, Du Plessis and Venter (2010:19) caution that ticket sales are to be subtracted from the economic benefits for the country, because the bulk (80%) of ticket sales was to South African citizens and the money for the sales accrues to FIFA anyway.

According to Du Plessis and Venter (2010:20), South Africa spent approximately R33,7bn on the 2010 FIFA World Cup™ preparations during the period 2005–2010. The amount includes the investment and consumption expenditure. Such an investment is seen to contribute considerably to the country's development and growth rate (Cornelissen & Swart, 2006:109). Besides, the 2010 event accelerated the upgrade of the national public transport system and added a number of purpose-built structures, such as stadia, and expanded private sector accommodation (Du Plessis & Venter, 2010:22). Additionally, the event provided an opportunity for the emergence of 'iconic' buildings (stadia) that could become as significant structures as the Sydney Opera House and the Guggenheim Museum in Bilbao, thereby ensuring a sustainable tourism industry (Du Plessis & Venter, 2010:20). It is also noted that, during the event, the hospitality and the related service sectors experienced heavy demand, which was a positive impact, because the tournament was hosted in a traditionally 'off-peak' tourism season in South Africa.

According to Matheson (2006:4), the hosting of mega-events results in increased numbers of tourists visiting the host destination, as well as in increased spending by the visitors on the local businesses. Du Plessis and Venter (2010:22) suggest that hotels enjoyed an enhanced price environment during the event, with some hotels increasing their room rates by as much as 185%, which would have had immediate benefits during the tournament but negative implications post-event as demand decreased.

Baade and Matheson (2004:343) ascertain that the South African bid for the 2006 FIFA World Cup™ was centred on the idea that the successful hosting of the event would strengthen the economy with a contribution of US$6bn and as many as 129 000 new jobs. Indeed, the eventual host of the 2006 event, Germany, recorded an increase in employment figures, with the event being heralded as "one of the greatest and economically important events to be held in the history of Germany". For the 2010 FIFA World Cup™, as has been previously mentioned, it was estimated that the economic gain would include R7,2bn from tax income, an additional R21,3bn for the economy, much of which was said to be expected from direct spending by spectators, as well as 159 000 new jobs and approximately R7bn in government revenue (Grant Thornton, 2007:1; Kruys, 2007:2). In reality however, the event created 66 000 jobs in the construction industry, albeit most of which were temporal in nature (Du Plessis & Venter, 2010:19). The authors further ascertain that the event made only a small (estimated at 0.1%) net contribution to the economy. In contrast, the police force was permanently expanded by 40 000 new officers.

4.4.2 Sociocultural impacts of mega-events

Mega-events are a major focus and generate considerable amounts of revenue for host destinations. And, as such, planners seek to maximise positive returns and to minimise the negative impacts that are associated with such events (Cave, 2003:4; Baade & Matheson, 2004:343; Barker, 2004:174; Matheson, 2006:1; Bob & Swart, 2010:72; Tichaawa & Swart, 2010:173). According to Matheson (2006:1), mega-events have the potential to bring tangible and intangible benefits to the communities that host them. The author cites the example of the 1995 Rugby World Cup hosted by South Africa that presented the country with the opportunity to announce its re-emergence as a united nation. Furthermore, other research on residents' perceptions of the 2010 FIFA World Cup™ in selected host communities reveals similar trends, with residents having mixed feelings about the socio-cultural impacts of the event. Many of the residents are noted to have positive perceptions regarding the hosting of the event by South Africa and its impacts, despite raising some concerns over the long-term beneficiaries from these impacts (Chain, 2009:iii; Swart & Jurd, 2012; Achu & Swart, 2012; Munien & Majola, 2012; Tichaawa & Bama, 2012).

Ohmann, Jones and Wilkes (2006:129) give examples of the negative social impacts of sport events, such as substance abuse, an increase in levels of crime and prostitution, bad behaviour, the dislocation of locals, and the loss of amenity. The authors suggest that some of the positive social impacts that an event can have

include boosting levels of community pride and motivating individuals to become involved in community activities. Hall (1992:82) adds a further positive social impact in the improvement of regional identity, which, according to Ohmann *et al.* (2006:129), is arguably closely related to urban renewal. Table 4.1 below gives a summary of social impacts that are associated with mega-events (Ohmann *et al.,* 2006:131).

Table 4.1: Social impacts associated with mega-events

Positive social impact	Negative social impact
- Shared experience - Revitalising of traditions - Building of community pride and identity - Validation of community pride - Improved regional identity - Increased community participation - Introduction of new and challenging ideas - Expanding of cultural perspectives - Increased community pride - Strengthening of traditions and values - Greater participation in sports, arts or other activities related to the event - Adaptation of new social patterns or cultural forms - Increased voluntarism, community group activity and intercultural interaction	- Community alienation - Manipulation of community - Negative community image - Bad behaviour - Substance abuse - Social dislocation - Loss of amenity - Traffic congestion - Theft - Noise - Prostitution - Disruption to community life - Loss of amenity, due to noise or crowds - Changes in social and leisure habits - Intergroup hostility - Displacement of tenants, due to increased housing prices - Reduction of quality of life for low-income groups, due to inflated goods and services - Prostitution - Increased crime - Demonstration effect - Substance abuse - Bad crowd behaviour

Source: Ohmann *et al.* (2006:131).

Both Hall (1992:82) and Yuen (2008:30) highlight the importance of local community involvement in the hosting of mega-events, stating that the sense of community pride that is instilled in the hosts ultimately leads to the improved identity of the region, or to urban renewal. However, Matheson (2006:3) argues that not all publicity associated with mega-events is always positive for the host, and that not all the impacts should be seen in a positive light. The author argues that hosting mega-events not only incurs extensive costs for the host in infrastructural development alone, but also as far as ensuring safety for the crowds associated with mega-events,

as well as the necessity to spend government funds on public safety, sanitation and public transportation. In order to shed light on the argument, the following subsection will provide a discussion of the sociocultural costs, versus the benefits, associated with mega-events.

4.4.2.1 Sociocultural costs

As has been previously mentioned, mega-events have both positive and negative impacts. Higham (1999:83) declares that mega-events are predominantly associated with negative social impacts such as prostitution, as well as with the disruption of the natural environment. Tomlinson (2011:36) suggests that there are no tangible benefits to hosting these events, and that the proclaimed intangible benefits are, at best, tenuous. Gaffney (2010:17) points to the debts to local communities left by such events. Gaffney (2010:18) suggests that mega-event hosting leaves communities with massive debts, a reduction in the amount of public space, and several other liabilities. The author bases his argument on the case of Rio de Janeiro, which built venues for the 2007 Pan American Games. He asserts that post the games, for example, only one of the installations built for the games was open for public use, with the rest of them being privatised. Additionally, the promised transport infrastructure was not realised, while the housing situation for the poor did not improve and environmental remediation was neglected (Gaffney, 2010:20). In the subsections to follow, some of the most common sociocultural costs associated with hosting mega-events are briefly discussed.

4.4.2.1.1 Health issues

FIFA has ensured in the past that they motivate for numerous legacies to be left behind by the hosting of the FIFA World Cup™ (Tomlinson, 2011:36). Tomlinson (2011:36), however, opposes the suggested legacy for health, due to the fact that the tournament, including this aspect specifically, is funded by junk food producers (McDonalds and Coke), by an alcohol company (Budweiser), and by a company that actively markets debts (Visa). He suggests that said triangle of sponsors is not only unethical on the part of FIFA, but is inappropriate for developing countries like South Africa, India and Brazil, which are experiencing a health transition, with simultaneous epidemics of diseases, as well as with high levels of morbidity and mortality that are associated with alcohol-related violence and car accidents.

Tomlinson (2011:37) notes the fact that South Africa's population has the largest number of HIV-positive people in the world, and that India suffers from approximately 1.8 million deaths of children under the age of 5 years each year, as well as having 52 million stunted children. He, therefore, questions the logic of spending millions on bidding for, or hosting, such events, given such social situations. Swinnen and Vandemoortele (2008:1) counter his argument, however, by suggesting that such events provide a world-class platform for addressing the issues by using the events to convey information and education about health issues, such as HIV/AIDS. Cornelissen (2004:1294) points to the major national, and, to an extent, continental, HIV/AIDS awareness campaign run prior to the 2010 FIFA World Cup™ under the slogan: "2010: love to be there".

The concern for the 2010 event in South Africa was based on the idea that the large number of tourists due to visit the country would increase the rate of prostitution and sex work (Augustin, 2010:1). Such a perception was formed from the experience of Germany 2006, which had to change its laws on sex work to accommodate the needs of the tourists. However, for the 2010 event, there are no known negative reports related to an increase in the rate of prostitution, despite pre-event arguments on the legalising of the industry to accommodate the event.

4.4.2.1.2 Security concerns

Collins, Flynn, Munday and Roberts (2007:828) assert that mega-events have often attracted criticism for the perceived negative impacts, such as an increase in crime levels, that are associated with their hosting. They suggest that the events provide opportunities for clashes between rival supporters (hooliganism), for potential terrorist-motivated crimes, and for opportunistic crimes against the residents and, more particularly, the tourists.

South Africa has long been viewed as an unsafe destination with an uncontrollable crime situation (Bloom, 1996:91; Kruys, 2007:3; Donaldson & Ferreira, 2008:1). These perceptions, according to Donaldson and Ferreira (2008:2), as well as Nyikana and Tichaawa (2010:1), are subject to negative reporting from local and international media, particularly prior to the 2010 event. There is academic consensus (Kruys, 2007:2; Donaldson & Ferreira, 2008:2; Tichaawa & Swart, 2010:175) that high levels of crime and the heightened reporting thereof, in the local

and international media, might have compromised attendance at the 2010 event. Indeed, Nyikana and Tichaawa (2010:1) assert that South Africa's hosting of the 2010 event raised questions of safety and security levels in the country in relation to their ability to successfully host a crime-free event. The topic was highly propagated by the local and international media. Nyikana and Tichaawa (2010:3), in a study of visitors' perceptions of crime and the 2010 FIFA World Cup™ in Nelson Mandela Bay / Port Elizabeth, revealed the negative impact of such media coverage. They note that international fans, in particular, indicated that they were particularly concerned about their safety prior to their arrival in the country. The findings indicate that the international visitors identified mass media as the principal propagator of high crime levels in the country. The authors, however, note that the perception had changed to a positive one by the end of their visit.

Kruys (2007:4) provides the assurance, however, that the necessary precautions with regards to the safety and security of tourists and fans were taken for the event. He suggests that an amount that was believed to be in the region of R666m was allocated to safety and security measures, and that 195 000 uniformed police officers were made available for the event. Additionally, 320 000 private security personnel were deployed for the event (Kruys, 2007:4). Support was also solicited from such foreign police forces as Interpol, which were familiar with the behaviour of certain international crowds, and which would, therefore, be able to address issues surrounding the control of large hordes of people (Kruys, 2007:5). Another notable initiative for the event was the dedication of a specific police station in every host city for the tournament, as well as the setting up of 56 dedicated courts in the host cities, to specifically deal with matters and cases related to the 2010 FIFA World Cup™ almost as soon as they arose (Nyikana & Tichaawa, 2010:3).

4.4.2.1.3   Overcrowding

Barker (2004:174) ascertains that mega-events include a large concentration of crowds in a relatively short period of time. This, according to Jones (2001:241), leads to overcrowding, congestion and the disruption of lifestyles. The overcrowding and congestion associated with a mega-event like the FIFA World Cup™ can cause the displacement of residents (Matheson, 2006:21; Ohmann *et al.,* 2006:130). According to Barclay (2009:63), residents become annoyed by the large concentration of crowds who are sometimes unruly, and avoid entering central business districts.

Higham (1999) concurs that the overcrowding associated with mega-events can lead to a disruption of the daily routine of the residents. Barclay (2009:63) states that the usual influx of tourists to the region can also be deterred by such congestion. The author argues that the tourists might opt for another destination, in an effort to avoid this effect.

4.4.2.2 Sociocultural benefits

Existing research on mega-events and their impacts shows that these events carry numerous benefits for the hosts, as was mentioned in the preceding text (Lee & Taylor, 2005; Matheson, 2006; Bob & Swart, 2010; Tichaawa & Swart, 2010). Matheson (2006:21) points out the intangible benefits of such events by citing the instance of the 1995 Rugby World Cup, which, he suggests, presented South Africa with the opportunity to re-emerge into the international sporting arena as a united nation. Ohmann *et al.* (2006:129) give the example of increased community pride as a positive benefit of mega-event hosting, while Lee and Taylor (2005:596) cite a boost in citizen morale and community pride as benefits. The examples that are provided in the following subsections are some of the positive sociocultural aspects that can emanate from the successful hosting of a mega-event with the prestige of the 2010 FIFA World Cup™.

4.4.2.2.1 National/Civic pride

According to Wood (2006:170), mega-events, when viewed by community members as enjoyable community-based events rather than as money-making tourist attractions, can result in sustained national pride. The author contends that these events will enhance community pride in the region as a whole. Lee and Taylor (2005:597) state that the hosting of the 2002 FIFA World Cup™ in Korea and Japan had a strong symbolic function that invoked a sense of community, excitement and emotion amongst the residents. They note the success of the South Korean football team as a cause of national pride and cohesiveness for the country.

Wood (2006:170) defines national pride as a sense of inclusiveness, particularly relating to issues of racial diversity and social unrest, which offers a single shared identity to a diverse population. The author postulates that events play a crucial role in the development of a sense of national pride, because they bring different people together, so that they learn with, and from, one another.

The 1995 Rugby World Cup was experienced as a key moment in nation-building for South Africa, with people of all racial backgrounds rallying behind one South African team. Such was the expectation for the 2010 FIFA World Cup™ (Black & Nauright, 1998, Black & Van der Westhuizen, 2004; Tichaawa, 2009). Cornelissen and Swart (2006:108) postulate that the trend for South Africa has been to use major sport events as an instrument of reconciliation. The expectation for the 2010 event was based on the success of the 2006 FIFA World Cup™ in Germany, in relation to which Allmers and Maennig (2009:514) note that the event resulted in civic pride and in a certain 'feel-good factor'. Frew and McGillivray (2008:181) suggest that the use of fan parks or public viewing areas for the 2006 event in Germany added to the sense of national pride by providing a welcoming environment for a variety of fan groups, and offering a peaceful and tolerant space in which to consume the World Cup experience. Such public viewing areas were successfully adopted for the 2010 event, with non-ticketed fans assembling to support their teams and to interact with different people (South Africa, 2010).

4.4.2.2.2   Cultural exchange

Sport mega-events, according to Tichaawa (2009), offer the spectators opportunities to escape from the oppression of the workplace. The author argues that the 2010 event was a platform for interaction between residents, sport fans and tourists, as well as international visitors. According to Johnson (2010:72), during a sport tourism event, participants and spectators make different degrees of contact with the host community, which leads to cultural exchange and integration. Besides such boosted social cohesiveness, Kim and Chalip (2004:696) claim that one of the key motivators for tourists to travel to sporting events is the enhancement of human relations, or, simply put, the opportunity to meet new people and to be encouraged to learn about the host country first hand. Both FIFA (2005) and Frew and McGillivray (2008) proclaim that tournament spaces, such as the fan parks, have come to be regarded as more than mere spill-over 'holding zones' for ticketless, hardcore fans, but have been heralded as 'the ultimate meeting point', where a 'superb festival of football' could be enjoyed, and where 'the best viewing opportunities and a great atmosphere' were guaranteed.

4.4.2.2.3 Urban regeneration

Rogerson (2009:337) alludes to the fact that mega-events have gained significance due to their perceived ability to generate long-term outcomes for the host locality through the enhancement and the regeneration of the host destination, as well as through the promotion and the reshaping of their image. Johnson (2010:73) maintains that mega-events often lead to extensive improvements in infrastructure and superstructure, which remains behind for the use of the local community well after the event. Johnson (2010:73) further notes that not only does this improve the quality of the host community's life, but also the international image of the destination. Chalkley and Essex (1999:369) suggest that mega-event hosting serves as a vehicle to fast track the aspect of urban regeneration for cities. They cite improvements in extra services, such as airport improvement and increase in airport capacity, and increased and improved accommodation, public transport, water and sewage systems, as well as urban landscaping. Greene (2003:163) concurs that the attention brought by mega-events to host cities usually urges municipalities to improve the appearance of the host city in preparation for the events, which ultimately results in the achievement of longer-term beautification objectives.

The 2010 FIFA World Cup™ provided South Africa with the opportunity to speed up growth and development while marketing the country and the continent to the world (South Africa, SAT, 2010). Bohlmann and Van Heerden (2005:1) ascertain that the 2010 event ensured improvement in infrastructure, particularly transport, which, they suggest, will lead to greater productivity and technological progress in the local economy. This infrastructural development will ensure smoother preparations for future events to be hosted by the country, ensuring that the high costs will not be repeated (Bohlmann & Van Heerden, 2005:2). According to Baines (2010:3), the 2010 event resulted in the significant development of communication and information technology, as well as of public transport, in the various host cities. Pillay and Bass (2008:329) agree that urban development was identified as a key imperative that gained momentum as a result of hosting the 2010 event. The host cities for the event were required to fulfil obligations by FIFA and the South African government of ensuring world-class stadia, good training grounds, supporting infrastructure, accommodation, safety and security, fan parks and city beautification (Tichaawa & Swart, 2010:180).

According to Malfas *et al.* (2004:209), cities have become increasingly concerned with local economic development, which typically involves restructuring the city, by means of physical restructuring, and repackaging the city's identity and image. Malfas *et al.* (2004:210) are convinced that cities use mega-events to express their personality and to improve their status, as well as to advertise their position on the global stage. Baines (2010:2), however, argues that the rapid urban development entered upon by cities is a form of window dressing that allows them to present their finest face to the outside world. Baines (2010:3) states that the dramatic changes to the urban environment are to the detriment of a city's under-classes, as communities of the urban poor are often forcibly removed from city centres and other areas to make way for such renewal programmes, which are often limited to the city centre. Whether the urban regeneration initiatives undertaken for the 2010 FIFA World Cup™ in South Africa will be sustained by the government still remains a question to be answered in the future.

4.4.2.2.4   Infrastructural benefits

Mega-events have been identified as having the ability to create opportunities for the construction of new facilities, as well as for the improvement of the physical environment at the host destination (Gaffney, 2010:7). The hosting of such sporting events as the Olympics Games and FIFA World Cup™ involves the building of sporting facilities and supporting facilities, or the restructuring of the existing ones, in order for the organisers to be able to satisfy the requirements of the ruling bodies (FIFA and the International Olympic Committee [IOC]) (Malfas *et al.,* 2004:212). Pellegrino and Hancock (2010:2) suggest that, if the infrastructural investments are well-managed, then they can have a positive impact on the community. According to Greene (2003:161), mega-events attract much attention, which results in both the local and national governments being forced to expedite the process of urban regeneration, often within a compressed timeframe, in order to meet the standards set for the events. Gaffney (2010:9), however, argues that the failure to effectively manage such investments results in the exclusion from the benefits of those who need them the most. He points to the failure of the construction in Rio de Janeiro to address the housing situation of the poor in the region, suggesting that only an elite few benefited. This brings to the fore again that such mega-events realistically benefit private developers and construction interests, while creating spaces of leisure for wealthy residents and the international tourist class (Gaffney, 2010:17). However, the

author is quick to point to the upcoming 2014 FIFA World Cup™, as well as to the 2016 Olympic Games to be hosted by Brazil, as an arena in which to improve on shortcomings by the authorities.

In some of the host destinations, the required infrastructure to host mega-events already exists in the development plan of the destination, and the hosting of an event will merely serve to fast-track an already existing infrastructural agenda (Malfas *et al.,* 2004:213). Spronk and Fourie (2010:3) identify South Africa as an example of a destination that has benefited by virtue of having hosted numerous sporting events in the past, thereby establishing a sound infrastructure. The numerous major events hosted by the country in the past ensured a reduced investment in infrastructure for the 2010 event, and will serve well in the bidding that is likely to be undertaken for future events.

4.4.2.2.5   Marketing opportunities

Sport events have been identified as having played an important role in the growth of the tourism and events industries, and have been effectively included in the economic development mix of host cities and regions (Chalip & McGuirty, 2004:272). Roche (1994:1) suggests that such events improve a city's position in the market. Higham and Hinch (2003) posit that sport events increase the aggregate number of visitors to a city, resulting in the decreased seasonality of visits to the region. Therefore, sport mega-events play a key role in destination marketing and play an assisting role in reducing seasonality for destinations (Pellegrino & Hancock, 2010:5). Rein and Shields (2007:75) ascertain that cities have identified the opportunities presented by sport mega-events in destination marketing, and have made such events fundamental platforms for development. Besides, the successful hosting of a sport mega-event has the benefit of increased city visibility and increased visitation, while ensuring an enhanced image of the host city (Higham, 2005; Yuen, 2008; Pellegrino & Hancock, 2010). Burbank *et al.* (2002:179) affirm that the key implication for hosting mega-events is to ensure significant tourist revenues and national and international media recognition for the host city. According to Rein and Shields (2007:75), these events are associated with widespread free media coverage that generates visibility and which, in turn, serves to attract both visitors and investors to the host destination.

Mega-events have the ability to bring attention to emerging and negatively viewed destinations through the associated media coverage, resulting in the opportunity for such destinations to position themselves in the global arena (Lee & Taylor, 2005:596; Rein & Shields, 2007:76; Pellegrino & Hancock, 2010:5). Brown, Chalip, Jago and Mules (2004:279) note that the images that will result from the event can be transferred to the destination, thus strengthening and enhancing the brand of the city.

Some observers (Lee & Taylor, 2005:597; Tomlinson, Bass & Pillay, 2009:76) have noted that such mega-events as the Olympic Games and the FIFA World Cup™ are the biggest sporting and media events in the world, and that they, as such, draw large numbers of visitors, while attracting television and sponsorship. It is this platform for marketing on which cities seek to maximise (Chalip & McGuirty, 2004:272). Baum and Lockstone (2007:29) suggest that the cities aim to raise their profile and to increase destination attractiveness, while differentiating themselves from their competitors. Yuen (2008:29) cites the example of Singapore, which was a typical city for business tourism, but which, subsequently, reshaped its focus on sport development and mega-events, in an effort to reinforce place promotion and to gain the necessary benefits from such events as tools of destination branding. Korea, in contrast, used the 2002 FIFA World Cup™ to spread information about the country through the use of TV and other mass media channels that resulted in the attainment of a changed image for the country as a tourism destination (Kim & Morrison, 2005). Florek *et al.* (2008:202) state that the host of the 2006 FIFA World Cup™, Germany, emerged as a less expensive, and a more friendly and multicultural, place in the view of many, as opposed to the pre-event perceptions of a mechanically precise, no-nonsense country that was not associated with warmth, hospitality or culture and fun (Florek *et al.,* 2008:202; Pellegrino & Hancock, 2010:4). Additionally, the atmosphere in Germany for the 2006 FIFA World Cup™ was described by the international media as "the biggest party in Germany since the Wall fell" (Florek *et al.,* 2008:205).

The 2010 FIFA World Cup™, as well as other events that South Africa has hosted in the past, has underlined the country's positive post-apartheid transition globally, and has served to unify and strengthen a South African identity among its citizens (Bob & Swart, 2010:74). The period prior to the event, however, was dominated by media discussions as to whether South Africa would be able to host the event, taking into consideration the concerns of high crime levels in the country (Bob & Swart, 2010:73;

Nyikana & Tichaawa, 2010:1). Bob and Swart (2010:77) suggested that the successful hosting of the event by South Africa changed perceptions of South Africa internationally and locally. Fan parks and public viewing areas, for example, emerged as important spaces for celebration and interaction between the visitors and host community during the 2010 event, which bodes well for the image of the country (Bob & Swart, 2010).

Much as in the case of Singapore mentioned above, the stadium in Nelson Mandela Bay / Port Elizabeth was named after the international icon and former South African President Nelson Mandela, in an effort to maximise the benefits to be obtained from the marketability of the name (Baines, 2010:5). Baines (2010:4) further suggests that Port Elizabeth has, in the past, been marketed as a superior city in which to do business, and the 2010 event provided an opportunity to show off the city as a leisure and sports destination.

4.4.2.2.6 Increased sport participation

Lamberti, Noci, Guo and Zhu (2011:1474) write that, due to the wide scope of mega-events, and to the key role that large groups of stakeholders play in their success, they represent a driver for community participation and involvement, particularly in developing countries. According to Bob and Swart (2010:72), mega-events have been used to enhance a sense of social cohesion and to promote healthy lifestyles. Malfas *et al.* (2004:209) suggest that mega-events play an important role in the construction of new sporting and recreational facilities in previously underprovided areas and provide a platform for increased sport participation in such communities. Mega-events, because of their appeal and prestige, increase the level of local interest and participation in sporting activities (Malfas *et al.,* 2004:209). They argue that an increase in participation has a key contribution to make to the quality of life of individuals and the community at large, while it also ensures a sense of well-being through fun and enjoyment.

Gursoy and Kendall (2006:603) posit that residents tend to support mega-events if they believe that the event will improve their recreational facilities, and if the facilities created by the event will be usable by the residents after the event. The 2010 event was used by the South African government to build on existing programmes involving South Africans in healthy physical and recreational activities, and to build up

communities and skills through sport (South Africa. SAT, 2010:1). According to Bob and Swart (2010:72), the 2010 FIFA World Cup™ in South Africa was associated with numerous sport-related development projects, including the African Legacy Programme (ALP) that was established in 2006, which was aimed at supporting such African Renaissance efforts as football development projects on the continent. Another project promoted for the event was that of Football for Hope, which is a programme aimed at promoting social development and increasing participation from youth in particular, across the continent (South Africa. SAT, 2010:1). This was done through the construction of 20 centres across Africa, with each centre having a mini-pitch, a classroom and health facilities.

4.4.3 Environmental impacts of a mega-event

Collins, Jones and Munday (2009:828) suggest that public and private agencies have come to recognise the importance of sustainable development, and that the environmental impacts of mega sporting events are commanding increased attention. The increased attention and emphasis on environmental sustainability has resulted in the need to recognise key areas where such events can impact on climate change and to proactively develop and implement appropriate management guidelines and processes that will consider climate change factors (Otto & Heath, 2009:169). Weed and Bull (2004) suggest that the environmental considerations have been neglected, due to the over-reliance and emphasis put on sport tourism as an economic activity. Event sponsors emphasise the importance of the environmental and socio-economic legacies of events, but the environmental impacts of such events are difficult to assess, because of their complexity, as they often occur over extended periods (Collins *et al.*, 2009:828). Gössling, Hannson, Horstmeier and Saggel (2002:199) argue that transport is generally responsible for the majority of environmental impacts connected to long-distance tourism and mega-events. The authors argue that such studies as environmental impact assessments (EIAs) are less able to provide useful information about the resource implications of different travel patterns.

Sport institutions, teams and sponsoring organisations, according to Collins *et al.* (2009:829), have recognised the need to better understand the impacts of the respective activities that they sponsor, host and/or regulate. The authors contend that events have an impact on local ecosystems, by way of utilising irreplaceable natural capital and contributing to carbon emissions that are related to climate change.

However, mega-events are associated with environmental externalities that can have both positive and negative aspects (Fine, 1992:58; Tilley, 2006:1; Collins *et al.,* 2009:829). The developments and planning that surround such events can afford a host the opportunity to practise, and, ultimately, to pilot sustainable procedures and actions, in order to prepare for the implementation of said procedures (Hiller, 1998:55; Baade & Matheson, 2004:344; Pillay & Bass, 2008:330; Collins *et al.,* 2009:829). On the contrary, mega-events can attract criticism for their perceived negative impacts, such as for their major contribution to climate change.

Mega-events can be used for the promotion of environmental protection strategies, such as measures to decrease greenhouse gas emissions or to minimise water usage, which can be achieved by ensuring environmental awareness among citizens and visitors by launching the 'Green event' initiative (Greenpeace, 2004:2). According to Collins *et al.* (2009:830), FIFA's Green Goal programme was aimed at making the World Cup the most environmentally friendly event, which would see a significant reduction in the usage of such resources as water, energy, energy and transport. The authors state that the theme of 'greening' events has also been taken up by the United Nations Environmental Programme (UNEP), with stakeholders being invited to review the impact of sporting events on the environment. Based on the success of the programme conducted for the 2006 FIFA World Cup™ in Germany, South Africa adopted the initiative for the 2010 event, in an attempt to make the first-ever FIFA World Cup™ on African soil as environmentally friendly as possible (South Africa. Department of Sports and Recreation, 2007).

South Africa prepared a programme to minimise the negative environmental impacts of the 2010 FIFA World Cup™ (South Africa, 2010:4). The event was also used to maximise environmental awareness. This was achieved through several clusters of projects (South Africa, 2010):
- Carbon offsetting, energy efficiency and renewable energy;
- Waste reduction, recycling and 'clean-up' campaigns;
- Water reuse and efficiency, and rain-water harvesting;
- Infrastructure green specifications for stadiums and fan parks;
- Sustainable procurement standards, including procuring locally produced goods, and recycled and biodegradable products;
- Sustainable tourism, through green standards for establishments and eco-tourism;

- Protecting biodiversity, and beautification; and
- Sustainable transport, including non-motorised and public transport.

In addition to the above projects, the Department of Water Affairs and Forestry, in promoting the greening of cities, distributed indigenous trees for adoption by municipal offices, schools, police stations, clinics and communities around the country (South Africa, 2010). The host cities also used the event to launch and communicate various responsible tourism projects for the event and beyond by adopting the Green Goal Action Plan. The implementation of the plan was viewed to assist in improving destination attractiveness and in attracting investment alike, while ensuring an improvement in facilities and infrastructure and attaining environmental legacies for the different cities and their surroundings (Nyikana, Tichaawa, & Swart, 2012:1).

According to the National Legacy Report (NLR) (2011:5), EIAs were conducted throughout the event in order to ensure that comprehensive consideration was afforded to all the affected elements as a result of development. In addition, before the event, green audits were carried out on selected stadiums, so as to ensure that green construction and design features were included (NLR, 2011:5).

The NLR (2011:7) also indicates that there were eight (8) focus areas for the National Greening programme for the 2010 FIFA World Cup™:
1. Water – maximising efficiency in water usage and the protection of natural resources;
2. Energy – maximising efficiency of energy usage and renewable energy;
3. Transport – maximising availability, accessibility and efficiency of public transport systems;
4. Waste – minimising waste generation;
5. Biodiversity – maximising protection and enhancement of biodiversity and ecological systems;
6. Carbon footprint – minimising carbon emissions associated with the event;
7. Tourism – maximising sustainable tourism offerings in South Africa; and
8. Communications and awareness – maximising the showcasing and awareness-raising of greening initiatives to the public.

As has previously been noted, environmental impacts are difficult to quantify in the short term, and therefore it remains to be seen whether South Africa succeeded in their efforts to ensure an environmentally friendly event.

4.5   Summary

Sport tourism has been identified as a central platform for development by many countries (Rein & Shields, 2007:73). Fourie and Santana-Gallego (2011:1364) argue that mega-events have appeared to be the primary contributors to the emergence of sport tourism as a global phenomenon. Therefore, both First and Third World countries have competed to host such events (Nauright, 2004; Bob & Swart, 2010), because of the associated benefits to be derived therefrom (Yuen, 2008).

The successful hosting of a mega-event can result in heightened future visitation and increased tourism revenue, increased pride in the host, additional sport participation, an enhanced city image, as well as a range of other economic, sociocultural and environmental benefits (Higham, 2005; Yuen, 2008; Bob & Swart, 2010; Tichaawa & Swart, 2010; Fourie & Santana-Gallego, 2011), as were detailed in the review.

The awarding of the 2010 FIFA World Cup™ to South Africa provided the country, as indeed it did the continent, the opportunity to capitalise on the aforementioned benefits, as this was the first time that the FIFA World Cup™ was contested on African soil. Tourism in South Africa was said to grow at three times the pace of the world average (South Africa, 2011), and the 2010 event provided a platform from which to boost the industry still further. This is particularly important when taking into consideration the employment opportunities that the event brought, with SAT (2011a) estimating that 400 000 (later confirmed to be ±350 000: SAT, 2011b) jobs were created by the event, and the fact that the tourism industry employs across all skill levels.

The current chapter provided an overview of sports mega-events, as well as highlighting the significance and growth of the sport tourism industry. The role and popularity of such events was analysed in relation to South Africa's hosting of the 2010 FIFA World Cup™. The following chapter of the dissertation provides the research methodology that was used for the study.

CHAPTER FIVE
RESEARCH DESIGN AND METHODOLOGY

5.1 Introduction

The current study was designed to determine the visitors' perceptions of the 2010 FIFA World Cup™ in Nelson Mandela Bay / Port Elizabeth, South Africa. In the previous chapters, the theoretical framework of the current study was provided in order to clarify the concepts and theories upon which it is based. Additionally, an analysis of the existing literature on the subject matter was provided, with a view to exposing gaps in the phenomenon under investigation, and to justifying the research questions and objectives. This included reviewing secondary data on sport tourism and mega-events in relation to South Africa's hosting of the 2010 FIFA World Cup™ and the associated mega-event impacts and perceived legacies.

This chapter presents the adopted processes and procedures used in the data collection of the study. The research design of this study involved both qualitative and quantitative data collection methods. The target population, the sample size and the sampling technique used for the study are discussed in the chapter. In addition, the chapter highlights the data collection tools, as well as the methods chosen for data collection. Finally, the data analysis method is described, and the limitations of the study noted. The following subsection provides the research questions that guide the current study.

5.2 Research questions

As mentioned previously in Chapter One of this study, the key research questions that guide this study are:

- What is the profile of visitors who travelled to the 2010 FIFA World Cup™ in Nelson Mandela Bay / Port Elizabeth?
- What was the travel behaviour of visitors to the 2010 FIFA World Cup™ in Nelson Mandela Bay / Port Elizabeth?
- What are the perceptions of, and the attitudes towards, South Africa's hosting of the 2010 FIFA World Cup™ among the visitors to Nelson Mandela Bay / Port Elizabeth?
- Do visitors to the 2010 FIFA World Cup™ in Nelson Mandela Bay / Port Elizabeth intend visiting South Africa in future?

5.3   Background to the case study area

The current research was conducted in Nelson Mandela Bay / Port Elizabeth. As has been previously mentioned, there were two designated areas for the collection of data: the Nelson Mandela Bay Stadium precinct, and the official FIFA fan park at St George's Cricket Stadium.

Nelson Mandela Bay / Port Elizabeth, as has been mentioned in previous chapters, was the only host city for the 2010 FIFA World Cup™ in the Eastern Cape province of South Africa. This province is among the poorest provinces in the country, and receives fewer international visitors in comparison to the other provinces, such as Gauteng, KwaZulu-Natal and the Western Cape province (South Africa, 2011).

According to Baines (2010:4), the name 'Port Elizabeth' is now used interchangeably with 'Nelson Mandela Bay', with the latter term associating the city with an international figure. The region incorporates the cities of Port Elizabeth, Despatch and Uitenhage. Apart from erecting a large freedom statue as a tribute to Nelson Mandela, the city also named its World Cup stadium the Nelson Mandela Bay Stadium, in an attempt to benefit from the international marketability of such a legendary name (Baines, 2010:5).

According to Baines (2010:2), Nelson Mandela Bay / Port Elizabeth has largely been promoted as a business metropole in the past, with the city authorities often emphasising certain features that are considered to give the city a competitive edge over other cities in the rest of South Africa. Baines (2010:2) suggests that in recent times, however, the city has endeavoured to unlock its tourism potential as a catalyst for economic growth.

Nelson Mandela Bay / Port Elizabeth, as well as being the largest city in the Eastern Cape province, is also one of South Africa's important seaports (South Africa, 2010:1). Apart from being positioned in a good tourism location, being located at the end of the Garden Route and being the starting point of the Sunshine Coast, Nelson Mandela Bay / Port Elizabeth has some of the province's most popular attractions. Such famous tourist attractions as Shamwari Game Reserve, as well as Addo Elephant National Park, are found in this region (South Africa, 2010:2). In addition,

the region boasts a reasonable climate and is reputed to be inhabited by hospitable people, hence its promotion as 'the Friendly City'.

According to Baines (2010:1), sport tourism has been identified as one of the niche tourism typologies that can prosper in the region, resulting in it being afforded special attention. Port Elizabeth, which is the sporting capital of the Eastern Cape province, has hosted a number of significant games, in the form of the 1995 Rugby World Cup, the 1996 CAF Africa Cup of Nations and the 2003 ICC Cricket World Cup (South Africa, 2010). Nelson Mandela Bay / Port Elizabeth was one of nine cities that hosted the 2010 event in South Africa. Figure 5.1 below is a detailed map of the study area.

Figure 5.1: Map of the study area
Source: Nelson Mandela Bay Municipality (2010:1)

5.4   Research design

According to De Vaus (2001:60), the function of a research design, which is a work plan that details what has to be done to complete a research project, is to ensure that the evidence obtained enables the researcher to answer the initial question as clearly as possible. Cooper and Schindler (1998:12) are of the view that research design is a plan for selecting the sources and the types of information used to answer the research question(s), with its main purpose being to serve as a framework for

specifying the existing relationships among the study variables. Burns and Burns (2008:84) suggest that it is often the nature and extent of the research being collected that will determine the choice of a certain type of research design. De Vos *et al.* (2005:80) also state that, typically, a design will largely depend on the purpose of the study, as well as on the skills and resources that are available to the researcher. For the purpose of the current study, a mixed-method approach was used, with both qualitative and quantitative data collection methods being employed.

According to De Vos *et al.* (2005:269), qualitative and quantitative research designs differ from each other. Veal (2006:99) suggests that qualitative research normally involves gathering highly detailed information about a few cases. De Vos *et al.* (2005:269) state that qualitative research methods do not usually provide the researcher with a step-by-step plan, or with a fixed recipe to follow. Qualitative research captures expressive information, which is not conveyed in quantitative data, about such issues as perceptions, values, needs, feelings and motivations that underlie behaviours at an individual level (Burns & Burns, 2008:84).

Quantitative research, in contrast, involves gathering relatively small amounts of data about a large number of cases (Veal, 2006:99). According to De Vos *et al.* (2005:269), quantitative research determines the researcher's choices and actions. The authors postulate that quantitative research is standardised according to a fixed procedure, and, as a result, can be replicated, as opposed to qualitative research that is flexible and evolves throughout the research process, with no fixed steps to be followed, resulting in it not being exactly replicated. Having discussed the research design that was used for the current study, the following section provides the measures that were taken to ensure that the research instruments adopted were valid and reliable.

5.5   Validity and reliability of data collection instruments

Validity refers to the degree that a research instrument measures what it is intended to measure (De Vos *et al.,* 2005:271). Veal (2006:102) confirms that validity is the test of the extent to which the data collected truly reflect the phenomenon that is being studied by the researcher. Burns and Burns (2008:425) suggest that validity is the best available approximation to the truth or to the falseness of a given conclusion. Reliability, in contrast, is the extent to which research findings would be the same if

the research were to be repeated at a later date, or with a different sample of subjects (Veal, 2006:102). It is also the uniformity, as well as the stability, of the research findings that enables the findings to be replicated (Burns & Burns, 2008:425).

In order to ensure that the findings of the current study would be valid as well as reliable, the following steps were taken. Firstly, all data collectors (fieldworkers) underwent a comprehensive training session prior to the data collection period. This ensured that the fieldworkers would be familiar with the instrument, and that they would, thus, be able to respond to questions, should the need arise. The questionnaire was also checked and edited by a professional language editor before the data collection period.

The questionnaire was developed on the basis of a similar study that was conducted regarding the 2006 FIFA World Cup™ held in Germany. Lastly, based on the fact that the event attracts large numbers of visitors from different countries around the globe, the questionnaire was translated into eight (8) other languages, which was deemed necessary to set the respondents who were not fluent in English at ease. Such languages included German, French, Spanish, Portuguese, Korean, Japanese and Dutch.

5.6   Data collection methods

In leisure and tourism research, the questionnaire survey is the most commonly used method of collecting data (Veal, 1997:23). According to the author, it is through the use of this method that data from individuals are best gathered, using formally designed sets of questions that, together, form a questionnaire. There are two types of questionnaires, namely structured and unstructured (Cohen & Manion, 1994:143). The difference between the two is that the content and procedure of the structured questionnaire is organised in advance. The unstructured questionnaire, in contrast, allows for more flexibility and freedom in an open interview situation (Cohen & Manion, 1994:143). For the purpose of the current study, a structured questionnaire was used for data collection. The following section will expand on the sources of data that were consulted for the study.

5.6.1 Secondary data sources

According to Burns and Burns (2008:49), secondary data should be consulted before any research design is considered, because it is in these data that information on issues surrounding the research topic will be found. In such data, the relevant methodologies, as well as existing knowledge on the topic, will be found (Burns & Burns, 2008:49). Secondary data, therefore, are the data that have already been collected, although not necessarily for the purpose of the current investigation (Pellissier, 2007:32). In essence, secondary data include, amongst others, the studies that have been conducted by other researchers for their own purpose (Cooper & Schindler, 1998:130). Finn, Elliott-White and Walton (2000:43) state that secondary data, which are a necessary first step in any research design, thus form a critical part of the literature review in research. According to Veal (2006:99), secondary data can come in the form of official government statistics, financial records, and all existing published or unpublished sources of information that are related to the research being conducted.

The secondary data for the current study included books covering the relevant issues in the subject matter, including, but not limited to the following: tourism; sport tourism; mega-events; tourism marketing; tourism development. The relevant journals on the above-mentioned topics related to said subject matter included the *International Journal of Social Economics*, the *International Journal of Sport Management and Marketing*, the *Journal of Sport Tourism*, and the *Journal of Tourism Management*. National and regional newspapers, such as the *Daily Dispatch,* the *Sunday Times,* and the *Mail & Guardian*; internet sources, such as those of Eastern Cape Tourism (www.ectourism.co.za), SAT (www.tourism.gov.za), FIFA (www.fifa.com), and the former Department of Environmental Affairs and Tourism (DEAT) (www.environment.gov.za), among others, as well as relevant reports and theses were also covered.

5.6.2 Primary data sources

According to Finn *et al.* (2000:49), primary data are the original data that are generated by new research, and which make use of such techniques as surveys, interviews and observations. Such data represent the data that were collected by the researcher for use in the current project being researched. Ultimately, the researcher is the primary or first user of data (Veal, 2006:98), as s/he collects primary data for

analytical purposes (Burns & Burns, 2008:49). Apart from the researcher, the primary data can also be collected by agents who are known to the researcher (Cooper & Schindler, 1998:109). For the purpose of the current study, data were collected by way of questionnaires (see Appendix A) that were administered face-to-face to the respondents in the study area, as was earlier discussed. The breakdown of such a questionnaire is provided below.

5.6.2.1 Questionnaire surveys

According to Babbie, Mouton, Payze, Vorster, Boshoff and Prozesky (2001:253), questionnaire surveys are one of the oldest and most frequently used techniques in the social sciences. They argue that, among other reasons for this, is the fact that technology has advanced significantly, allowing for easier analysis of large data sets. A typical questionnaire contains statements and questions that allow the researcher to gauge the extent to which the respondents hold a particular attitude towards, or perspective regarding, a certain issue (De Vos *et al.,* 2005:167). The current study used self-administered questionnaires that contained closed-ended questions. According to De Vos *et al.* (2005:167), self-administered questionnaires are usually handed to the respondent to fill on their own, but the researcher or fieldworker is generally kept available close by, in case problems are experienced. However, the researcher or fieldworker is supposed to limit his/her contribution to the completion of the questionnaire to the absolute minimum by only encouraging the respondent with a few words, where necessary (De Vos *et al.,* 2005:168). The questionnaire for the current study consisted of twenty-seven (27) questions that were arranged in seven (7) sections, as detailed below.

Section A: Section A of the questionnaire was aimed at gathering data on general information regarding the origin of the respondents. Questions regarding the composition of the travel group were also included in this section, in order to establish whether there were others who were accompanying the respondent, but who were not necessarily in South Africa for the 2010 event. Details of the travel arrangements made by the foreign visitors, in terms of whether the visit was arranged as a tour package, were included in this section of the questionnaire.

Section B: Section B was concerned with whether the respondents had attended a previous FIFA World Cup™ prior to attending the 2010 FIFA World Cup™. The

section also covered questions surrounding the respondents' previous visits to South Africa and to Nelson Mandela Bay / Port Elizabeth specifically, as well as their intent to visit other African countries in the same trip.

Section C: Section C of the questionnaire focused on the respondents' behaviour with regards to certain issues relating to the event. The purchasing behaviour of the respondents and the importance of the 2010 event in their decision to travel to South Africa, or to Port Elizabeth in the case of local visitors, was also measured in this section. In addition, the respondents were asked to indicate how many times they planned to visit official FIFA fan parks around the country during the 2010 FIFA World Cup™.

Section D: Section D of the questionnaire was aimed at gathering data on the perceptions of respondents regarding South Africa and its hosting of Africa's first FIFA World Cup, including considering such issues as the perceived sociocultural and environmental impacts of the 2010 FIFA World Cup™.

Section E: The fifth section (Section E) of the questionnaire focused on measuring perceptions with regards to Nelson Mandela Bay / Port Elizabeth as a tourism destination among respondents. Questions regarding the activities in which respondents engaged while at the destination, as well as their rating of the destination, as based on certain aspects of tourism, were asked in this section. This section also aimed to investigate the source of information about the host city, while also seeking to determine the potential of the respondent to travel to the city in future.

Section F: Section F of the questionnaire was concerned with the environmental attitudes and behaviour of the respondents, while in Nelson Mandela Bay / Port Elizabeth. This included enquiring as to the importance of environmental considerations in the choice of accommodation for the 2010 event, as well as regarding the waste disposal behaviour of respondents.

Section G: The last section of the questionnaire (Section G) was aimed at gathering the demographic profile of the respondents, in regard to their age, gender, country of origin, highest level of education, as well as monthly household income.

The following section provides insight into the methods that were employed for the analysis of the data gathered during the current research.

5.7   Population and sample selection

De Vos *et al.* (2005:160) define a population as the totality of persons, events, organisation units, case records, or other sampling units with which the research problem is concerned. In essence, the population of a study is the total category of subjects that forms the focus of attention in a particular research project (Veal, 2006:99). Clark *et al.* (1998:90) add that it is from the population that a sample for the study can be drawn. The population for the current study consisted of local and international visitors to Nelson Mandela Bay / Port Elizabeth.

A sample is made up of elements of the population considered for inclusion in the study, or of a subset of measurements that are drawn from a population in which the researcher is interested (De Vos *et al.,* 2005:160). A sample is useful, in that, in most cases, to completely cover the total population is impossible, and all the members of a population of interest cannot possibly be reached. For the current study, face-to-face interviews were conducted at specific locations, mainly in the Nelson Mandela Bay Stadium and the precinct, as well as in the official FIFA fan park at St George's Cricket Stadium.

A spatially-based, systematic sampling approach was adopted for the study. This type of sample is used in cases of highly temporary populations, such as sporting events or the scene of an accident (De Vos *et al.,* 2005:159). They further state that the researcher should decide beforehand how the population will be approached, in order to obtain relatively representative views from the respondents. Altinay and Paraskevas (2008:93) define a systematic sampling method as a periodic process that involves selecting every *n*th member of the targeted population. Pellissier (2007:32) states that this method involves selecting the first subject on a random basis, and then choosing every *n*th subject thereafter, where *n* is predetermined. As has been previously mentioned, the data collection was conducted in specific locations for the current study. Fieldworkers were placed at such specific locations in the designated areas. The first respondent was chosen randomly by the fieldworker. Thereafter, the twentieth (20th) person who passed by was chosen for the interview. This approach was continued until all the questionnaires were completed.

5.8   Sample size

The survey questionnaire was administered to both international and local visitors to Nelson Mandela Bay / Port Elizabeth. The population size of the study could not be determined prior to the event, because the number of visitors could not have been known beforehand and, as such, it was impossible to draw a representative sample size. However, a total of 2225 responses were gathered from the respondents. The data collection was conducted throughout the tournament, from 11 June 2010 to 11 July 2010. Post-event numbers for the 2010 FIFA World Cup™ indicate that there were ±350 000 visitors that came to South Africa for the event (SAT, 2011b), and as such, the sample size can be seen as representative.

5.9   Methods of data analysis

As has been mentioned in the previous sections, the current study made use of both quantitative and qualitative data methods of collection. In terms of data analysis, the qualitative data for the current study were classified into conceptual categories and analysed, based on the use of the constant comparative method. According to Lijphart (1971:682), the constant comparative method is one of the basic scientific methods of discovering empirical relationships among variables. The quantitative data, in contrast, were analysed by means of the SPSS Software, as was mentioned in Chapter One of the current study. The use of said software allowed for the running of statistical tests, thereby enabling the expression of findings by generating tables, bar graphs, and pie charts, as well as cross-tabulations, where necessary.

5.10   Limitations of the study

Pellissier (2007:67) defines discovering limitations of a research study as identifying weaknesses in the particular research. For the current study, the following were identified as the limitations:

- Due to time, as well as financial constraints, the research could only be conducted in the identified points of interception (i.e. the Nelson Mandela Bay Stadium precinct and the official FIFA fan park in St George's Cricket Stadium). Besides, the majority of visitors who came for the purpose of the event were based in and around such areas.
- Determining a representative sample for events of the nature of the FIFA World Cup™ is difficult, because of the inability to monitor the movement of visitors around the country.

5.11 Summary

The current chapter (Chapter Five) of the current study provided in detail the research methodology that was used for the study. This included providing an outline of the research questions on which the study was based, as well as the methods that were employed in the data collection process. In addition, a discussion of the data analysis methods was provided in this chapter. In total, 2225 respondents were surveyed for the study. Based on the methodology that has been explained in this current chapter, the following chapter (Chapter Six) presents the discussion and analysis of the findings of the study.

CHAPTER SIX
DATA PRESENTATION AND ANALYSIS

6.1   Introduction

The main aim of the current study was to investigate visitors' perceptions of the 2010 FIFA World Cup™ in South Africa. The research was guided by specific objectives that were identified and provided in Chapter One of the research study. In the previous chapters, the existing literature on the subject matter was discussed at length, with the aim of providing a background to the phenomenon under investigation. The chapters also provided a comprehensive argument as to the subject matter, with a view to exposing existing gaps in the relevant literature to date. Chapter Five specifically detailed the research methodology employed in collecting and analysing the data for the research. Such methods included a detailed explanation of the research design of the current study, in relation to the survey instrument.

The aim of this chapter, therefore, is to present a statistical analysis of the findings that were obtained from the respondents. SPSS software was used to analyse the data in a systematic way that facilitated easier interpretation and to enable conclusions to be drawn and recommendations to be made, based on the predetermined objectives, as has been explained in the previous chapter of the dissertation.

6.2   Responses

A total of two thousand, two hundred and twenty-five (2225) valid questionnaires were gathered in Nelson Mandela Bay / Port Elizabeth during the 2010 FIFA World Cup™, as has been mentioned. The data were collected in Nelson Mandela Bay / Port Elizabeth throughout the event. The following section launches the discussion by presenting the key findings.

6.3   Demographic profile of respondents

This section of the chapter presents findings in relation to the demographic composition of the respondents. Key variables within the section include the main place of residence of the respondents; their country of origin (nationality); their gender; their age; their level of education; as well as their monthly household income

(in rands). Such variables are important in determining the typical profile of the 2010 FIFA World Cup™ visitors.

6.3.1 Respondents' country of origin

Table 6.1 below presents the results in terms of country of origin of the respondents. The majority of the respondents (34.2%) were South African citizens, followed by those from England (20.4%), Germany (5.6%), the USA (4.7%), and Brazil (4.5%). Such findings are partially consistent with data advanced by the NMBT (2011:6), which noted that the United Kingdom (UK), Germany, the Netherlands and Portugal made up the key supply markets for tourism for the Nelson Mandela Bay / Port Elizabeth region and South Africa at large. The countries are somewhat different from the source market, possibly influenced by the countries (teams) that played in the host city (Portugal, England, Netherlands, Uruguay, Chile, Brazil and Germany, amongst others). Those from Chile (3.5%), Switzerland (3.4%), the Netherlands (3.2%) and other countries in Africa, the Middle East and Asia, and other areas made up the rest of the responses.

Table 6.1: Country of origin (*n*=2225, in %)	
COUNTRY	TOTAL (*n*=2225)
South Africa	34.2
England	20.4
Germany	5.6
USA	4.7
Brazil	4.5
Chile	3.5
Switzerland	3.4
The Netherlands	3.2
Australia	1.7
Canada	1.2
Uruguay	1.0

Note: For the full table, see Appendix B.

6.3.2 Main place of residence (general)

According to Table 6.2 below, the majority of the international respondents reported residing in England (30.5%). Those who were resident in Germany (8.5%), the USA

(8.0%), or Brazil (6.9%) were also noted to be prominent in the findings. The rest of the countries combined to make up the remainder of the sample. The findings were largely consistent with those given in Table 6.1 above.

Table 6.2: Main domicile/ place of residence (*n*=1435, in %)	
COUNTRY	**TOTAL (*n*=1435)**
England	30.5
Germany	8.5
USA	8.0
Brazil	6.9
Switzerland	5.4
Chile	5.2
The Netherlands	4.7
Australia	3.2
Canada	2.0
Uruguay	1.6

Note: For the full table, see Appendix C.

6.3.2.1 Province of residence (South Africans)

Table 6.3 below depicts the provinces of origin of respondents from within South Africa (*n*=790 of the total sample). The table shows the key tourist supply markets to be prominent in the findings, with Gauteng (24.9%), the Western Cape (24.7%) and KwaZulu-Natal (8.1%) amongst the majority of respondents. These findings yet again confirm the data from the NMBT (2011:2) that identify Gauteng, KwaZulu-Natal and the Western Cape as the main tourist supply markets for the Eastern Cape.

Surprisingly, Limpopo province was the highest (36.5%) represented province, thereby opening up possibilities for the authorities to explore the province as a potential key tourist supply market for the region post-event. Those from the Free State, the North West, Mpumalanga and the Northern Cape provinces made up a minority of the sample.

Table 6.3: If South Africa, specify province (*n*=790, in %)	
PROVINCE	TOTAL (*n*=790)
Limpopo	36.5
Gauteng	24.9
Western Cape	24.7
KwaZulu-Natal	8.1
Free State	2.0
North West	1.5
Mpumalanga	1.4
Northern Cape	0.9

6.3.3 Gender of respondents

Figure 6.1 below presents the findings in relation to the gender of respondents. The majority of respondents (78.6%) were found to be men, with only 21.4% being women. According to Rubin (2009:270), men are generally more interested in football than are women, making the result to tally with expectations in this regard. The author notes, though, that women often accompany men to football tournaments and events, with an overall aim of engaging in other activities, as was noted in Chapter Two of the current dissertation. The results, therefore, confirm the increase in interest and participation by women as fans of football (Donaldson & Ferreira, 2008; Chen, 2010; Hallmann, 2012).
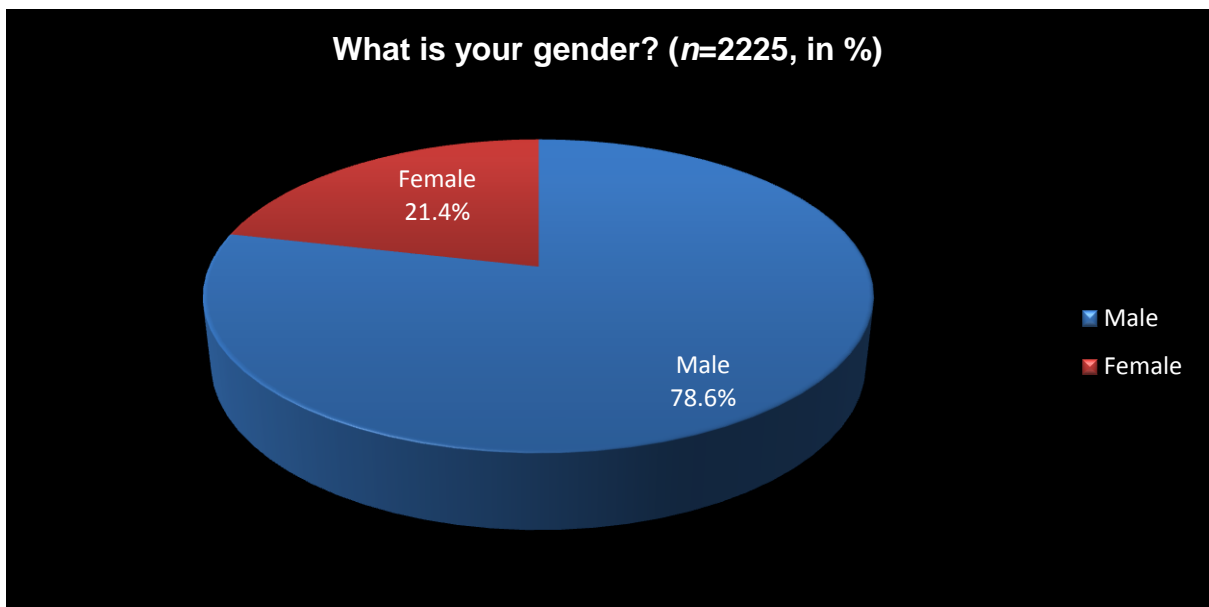
Figure 6.1: Gender of the respondents (*n*=2225, in %)

6.3.4 Age of respondents

The respondents were asked to indicate their age in an open-ended question. The responses were then grouped into seven (7) categories, as depicted in Table 6.4 below, which presents the results obtained. The majority of respondents (46.4%) were between the ages of 21 and 30 years. This was followed by those between the ages of 31 and 40 years (24.1%) and those between the ages of 41 and 50 years (14.8%).

The findings reveal that, generally, the group of respondents was young. The finding was consistent with those of Smith and Stewart (2007:165), who suggest that youth tend to have a stronger affiliation with sports than do older fans. The average age of the respondents was found to be 33 years.

Table 6.4: Age of respondents (*n*=2225, in %)	
AGE (in years)	TOTAL (*n*=2225)
<20	6.3
21–30	46.4
31–40	24.1
41–50	14.8
51–60	6.2
61–70	2.1
>70	0.1

6.3.5 Level of education of respondents

In terms of education, the majority of respondents (36.2%) were found to be in possession of a postgraduate degree. The percentages of those with a certificate or a diploma (27.6%) and of those with an undergraduate degree (22.2%) were found to be closely similar. Those respondents who had completed a minimum of seven years of schooling made up 12% of the total sample, followed by the minorities, who either indicated that they had completed primary schooling (1.8%), or that they had no formal education (0.2%). The results show that a majority of the respondents were highly educated, given that 86% had, at the minimum, a diploma, and the others additional qualifications, as can be seen in Table 6.5 below.

Table 6.5: Respondents' level of education (*n*=2225, in %)	
LEVEL OF EDUCATION	**TOTAL (*n*=2225)**
Postgraduate	36.2
Certificate/Diploma	27.6
Undergraduate degree	22.2
Secondary completed (>7 years of schooling)	12.0
Primary completed (7 years of schooling)	1.8
No formal education	0.2

6.3.6 Monthly household income of respondents

The importance of measuring income levels cannot be overemphasised, as the levels of income influence spending behaviour, as well as reasons for travelling or not (Smith & Stewart, 2007:165). Given this, the respondents were asked to provide their monthly household income in their local currency. The figures were then converted into South African rand (ZAR), based on the exchange value at the time of data analysis. Their responses were then split up into relevant categories, as are shown in Figure 6.2 below.

The majority of respondents (30.4%) were found to be earning in the range of R1 000 and R10 000 per month. Those respondents who earned R50 001 and above per month made up 18.0% of the total sample. There were also noteworthy percentages of those who indicated earning between R20 001 and R30 000 (15.2%); between R10 001 and R15 000 (11.9%); and between R30 001 and R40 000 (9.6%) per month. The respondents who indicated earning an income of less than R1000 a month were in the minority (2.1%). Overall, the average income of the respondents was estimated to be R55 122.39 per month, which was considered to be quite high.
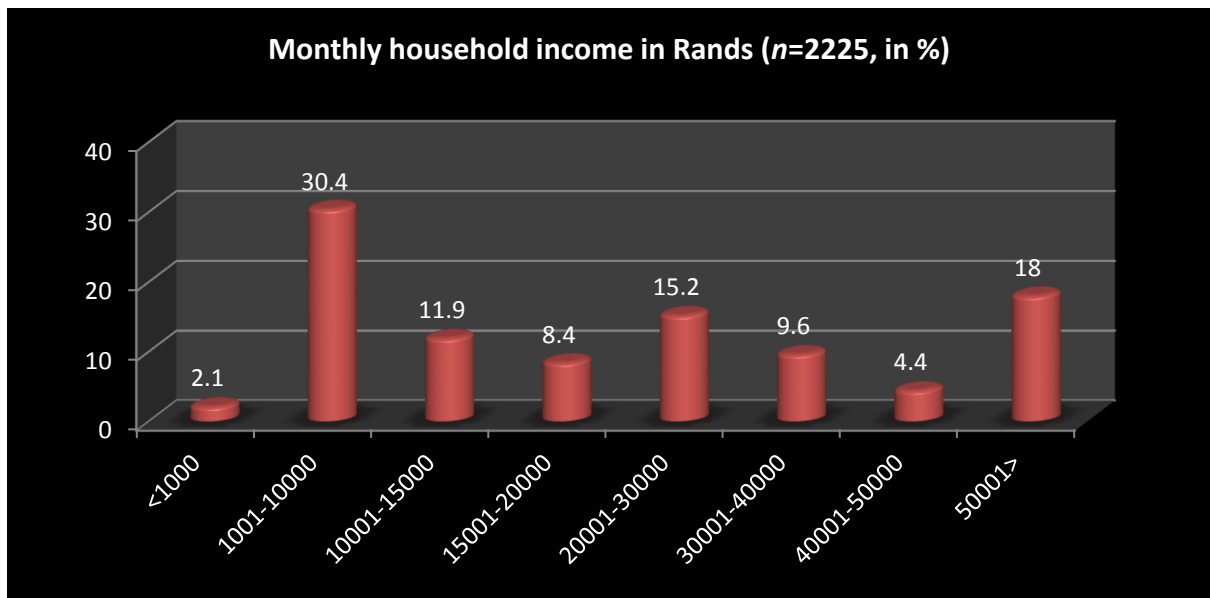
Figure 6.2: Monthly household income in rands (*n*=2225, in %)

6.4   Group composition and travel arrangements

Wann *et al.* (1999:9) posit that sport events, such as the FIFA World Cup™, serve as a point of convergence for travellers who share activities, and who, either as individuals or as groups, travel to such events with a common social goal that extends well beyond the sport activity itself. Jones (2008:163) affirms that, in relation to the event, there can be local community members, casual attendees, whose primary purpose of travel might not necessarily be the sporting event, and fans who have travelled specifically for the event. This subsection of the chapter provides a discussion of the key findings made in relation to the composition of the group of respondents, as well as in relation to their travel arrangements for the 2010 FIFA World Cup™ in South Africa. The subsection specifically focuses on international visitors, and excludes domestic travel. The findings in relation to the questions analysed are discussed below.

6.4.1   Travel arrangements for foreign visitors

The literature review in Chapter Two suggested that research into sport tourists, particularly football fans, indicates that they have a tendency to travel in groups, as they tend to be attracted by other factors, as well as to the event-specific activities themselves (Kim & Chalip, 2004:696; Weed & Bull, 2004:260; Walmsley, 2008:3; Chen, 2010:277). In order to ascertain the travel arrangements of the international visitors, the respondents were asked to indicate whether their visit of South Africa for the purpose dof the 2010 FIFA World Cup™ was arranged as a tour package or not.

The findings reveal that an overwhelming majority of respondents (91.6%) had not arranged a tour package for their visit to South Africa, as opposed to those who indicated that their visit had been arranged as a tour package (8.4%), as is shown in Figure 6.3 below. The results suggest that many of those who travelled to the event had made their own travel arrangements, which could have included making direct bookings, using e-mails and the internet, as opposed to buying packages. The findings are somewhat different to leisure tourists who tend to make more use of tour packages in their holiday arrangements (Wann *et al.,* 1999:9; Chen, 2010:278). The result however is important in particular for the host city going forward, in that the marketing and communication strategies used, and the initiatives undertaken, could be modified to suit this trend.
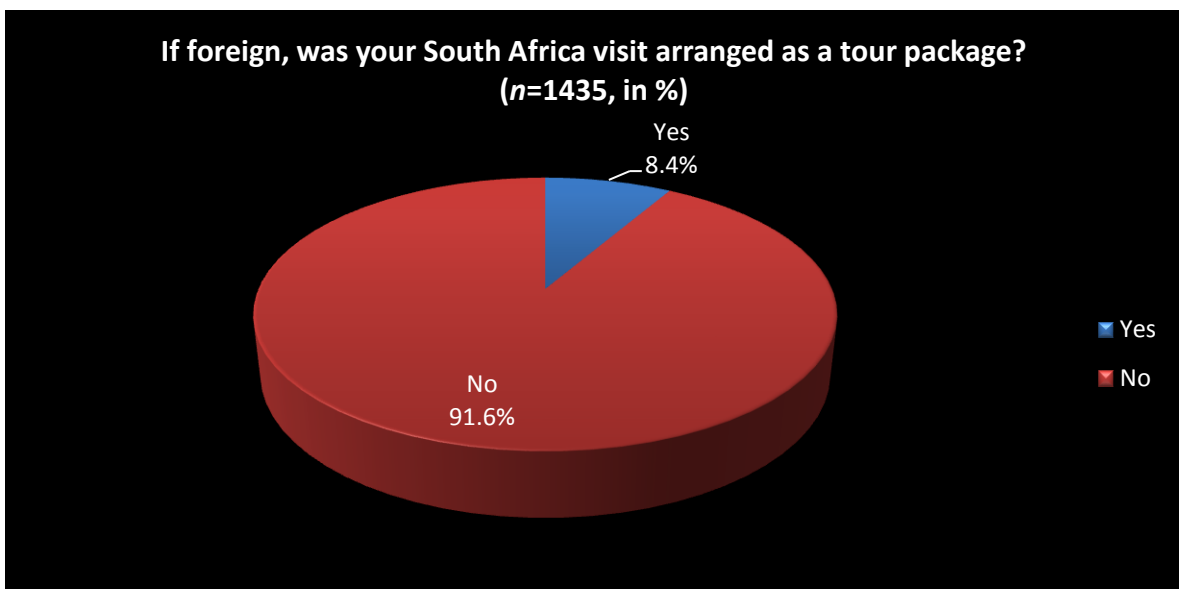
Figure 6.3: **Was your South African visit arranged as a tour package?**
(*n*=1435, in %)

A cross-tabulation of country of origin against the use of tour packages for the event was conducted in an effort to specifically identify those visitors who had purchased tour packages for the 2010 event (*n*=187). The findings revealed that the majority of such respondents (28.3%) were from England, followed by those from Brazil (11.8%), and Chile (10.2%). Other markets that indicated using such packages included the Netherlands (4.3%), the USA (4.3%), and Germany, Korea, Slovenia, Uruguay, all 3.7% respectively. Other countries made up the minorities within the results. The chi-square test revealed a statistical significance (*p* value of 0.001) between the two variables – country of origin and the use of tour packages.

A further cross-tabulation was conducted on the use of tour packages for the event by age as depicted in Table 6.6 below. The results of the chi-square test show that, there is a statistical significance (*p* value 0.001) between those who did and those who did not use tour packages. As indicated in the table, the majority of the respondents who used the packages were those who fall in the ages of 21-30 years (40.3%), 31-40 years (24.2%) and 41-50 and 51-60 years (15.6%) and (12.9%) respectively.

Table 6.6: Cross-tabulation of tour packaging for the 2010 FIFA World Cup™ by age (*n*=2225).									
		Age group							
		<20	21-30	31-40	41-50	51-60	61-70	>71	Total (%)
Was your South Africa visit arranged as a tour package?	Yes	2.7	40.3	24.2	15.6	12.9	4.3	0	100
	No	6.7	47	24.2	14.5	5.5	1.9	0.2	100
Pearson Chi-square (*p* = 0.001)									

6.4.1.1   Components included in tour package

In a multiple-response follow-up question to the above, those respondents who had indicated that their visit was arranged as a tour package (*n*=187) were asked to state the items that were included as part of the tour package. The results are shown in Table 6.7 below. The majority of respondents (84.0%) indicated that their package was inclusive of accommodation, air tickets (82.4%), and World Cup tickets (70.0%). The findings here were expected, considering that accommodation and air tickets are basic services required by football tourists and those who travel generally. Other items that the respondents noted as having been included in the tour package included coach tours (37.4%), food and beverages (34.2%), as well as car hire services (23.0%).

Table 6.7: If yes, what was included in your tour package? (*n*=187, in %) Multiple responses permitted	
ITEMS	**TOTAL (*n*=187)**
Accommodation	84.0
Air travel	82.4
World Cup tickets	70.0
Coach tours	37.4
Food and beverages	34.2
Car hire	23.0

6.4.2 Group composition

In an effort to ascertain whether the respondents were travelling with others who were not particularly interested in the event, a question was posed to them as to whether there were others who travelled with them who had watched no football at the stadiums and the fan parks throughout the event. The results reveal that the majority (77.8%) of respondents did not come with another person who was not watching the football. However, a notable number (22.2%) confirmed not having participated in the football in any manner, be it watching it at the stadiums or at the fan parks. This could have positive implications for tourism activity centred on the host cities. As was previously stated, event tourists are consumers of both the event and the destination as well (Hagen, 2008:15), so that those who did not participate in the event could well have been engaging in other tourism activities during match times.
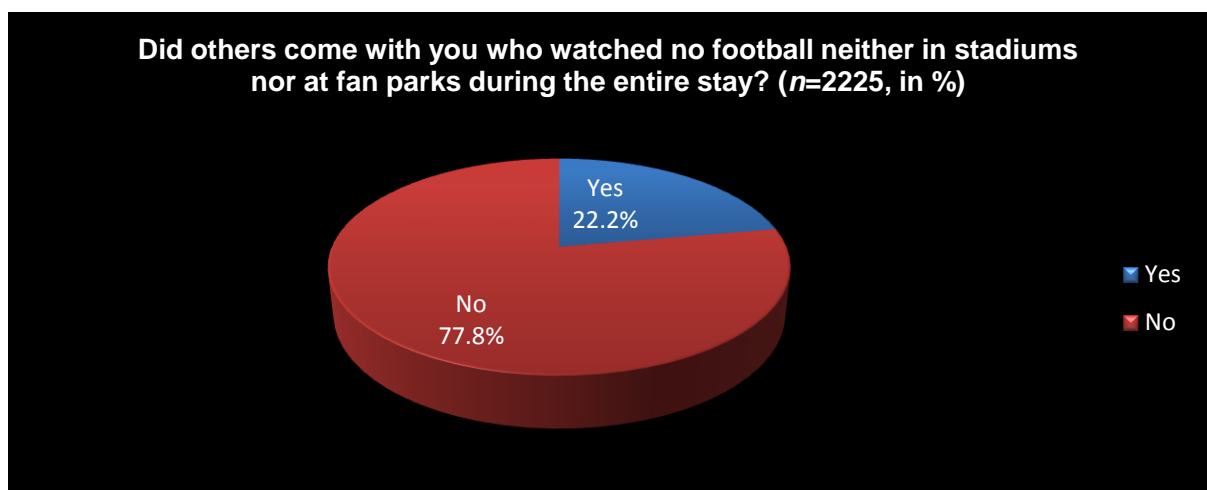
Figure 6.4:   **Did others come with you who watched no football, neither in stadiums, nor at fan parks during the entire stay? (*n*=2225, in %)**

6.4.2.1   Number of people who watched no football during their stay

As a follow-up to the above question, those respondents who had indicated that they had come with people who did not participate in the football (*n*=495) were asked to provide the number of non-participants. Their answers are depicted in Table 6.8 below. The findings reveal that an overwhelming majority (87.0%) of respondents had come in groups of between 1 to 5 people, with 9.9% of the respondents concerned having come in groups of between 6 to 10 people.

Table 6.8: If yes, specify number of people (*n*=495, %)	
NUMBER OF PEOPLE	TOTAL (*n*=495)
1–5	87.0
6–10	9.9
11–13	1.1
14–25	0.8
26>	1.2

6.5   Previous visits and attendance

According to Kaplanidou and Vogt (2007:185), the decision to visit or revisit a destination because of exposure to an event is influenced by specific factors that are linked to the perceptions of the destination, as well as to the event itself. For example, past experiences of, and behaviour regarding, the FIFA World Cup™ played an important role in decision-making regarding travel to the host destinations of other FIFA World Cups (Kaplanidou & Vogt, 2007:185). Kim and Chalip (2004:696) state that those who have attended an event in the past are more likely to attend one than are those who have never before attended one. This is linked to the fact that first-time visitors heavily rely on others for information about an event, and specifically about the destination, as opposed to repeat visitors or attendees, who tend to rely on their previous attendance of, or visits to, the destination or the event (Taks *et al.*, 2009:126).

In order to identify first-time visitors to the event and to the host destination, the respondents were asked a series of yes/no questions linked to their previous visitation to, and participation in, FIFA World Cups and Port Elizabeth respectively.

6.5.1 Previous attendance at the FIFA World Cup™

The findings, in relation to previous attendance at FIFA World Cups, are reflected in Figure 6.5 below. According to the data, the majority of the respondents (74.2%) indicated that they had not attended any previous FIFA World Cup™, compared to 25.8% of the respondents, who indicated that they had attended the event previously. The findings are similar to those of Turco, Tichaawa, Moodley, Munien, Jaggernath and Stofberg (2012:77) who found that an overwhelming majority of visitors to the 2010 event were first time attendees to the FIFA World Cup™. This therefore implies that the Nelson Mandela Bay / Port Elizabeth region was largely exposed to new potential tourist markets through hosting the event.
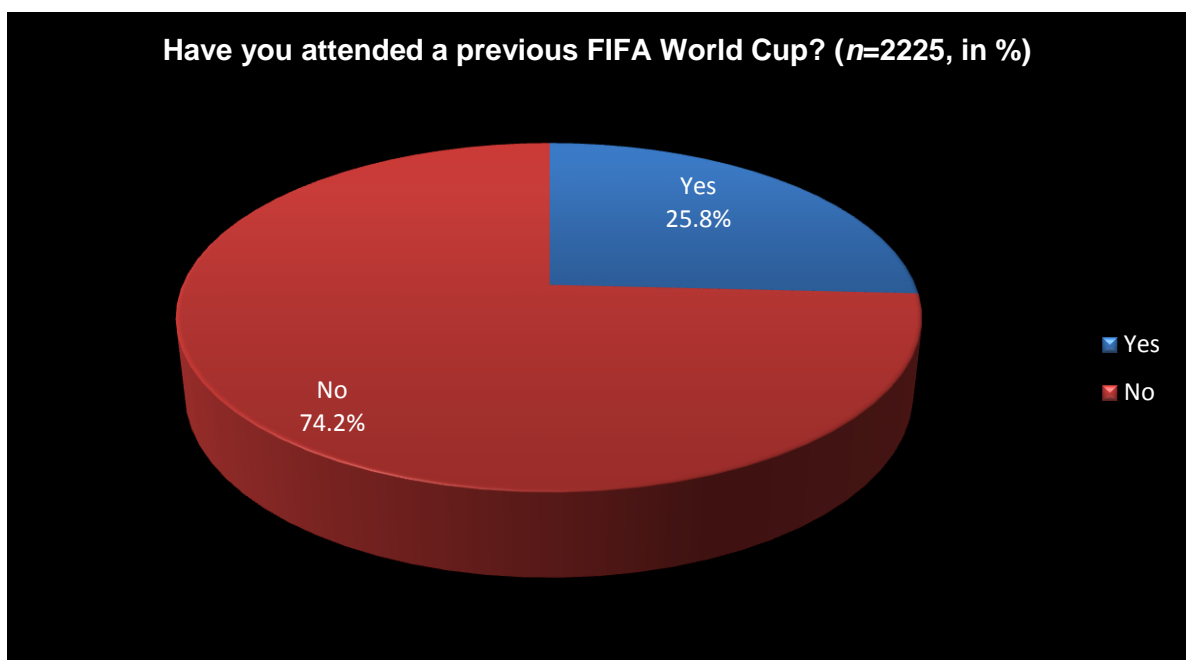
Figure 6.5: Have you attended a previous FIFA World Cup? (*n*=2225, in %)

A further analysis of the findings of previous FIFA World Cup™ attendance and income levels was conducted in the form of a cross-tabulation. The chi-square test showed a statistical significance (*p* value of 0.001) in terms of the relationship between income levels and attendance. As illustrated in Table 6.9 below, the majority of those that had attended previous tournaments fell in the income groups of R20 001-R30 000 (23.8%), R50 000> (21.9%), and R15 001-R20 000 (14%), which suggests that they are people who have the financial means to travel to such a tournament

Table 6.9: Cross-tabulation of previous attendance at FIFA World Cups by income (*n*=2225).										
		Income groups								
		<1000	1001-10000	10001-15000	15001-20000	20001-30000	30001-40000	40001-50000	>50000	Total (%)
Have you attended a previous FIFA World Cup?	Yes	2.4	34.3	13.4	10	14.7	8.1	4.1	13	100
	No	0.7	13.3	8.3	14	23.8	13.1	4.8	21.9	100
Pearson Chi-square (*p* = 0.001)										

6.5.1.1 Number of prior World Cups attended

The respondents who had previously attended a FIFA World Cup™ (*n*=575) were asked, in a follow-up question, to indicate how many World Cups they had attended. The responses revealed that an overwhelming majority of the respondents (93.3%) had attended between 1 and 3 FIFA World Cup™ tournaments. A few had attended between 4 and 6 times (6.1%), and those who had attended a football World Cup between 7 and 9 times (0.6%) made up the rest of the sample, as can be seen in Figure 6.6 below.
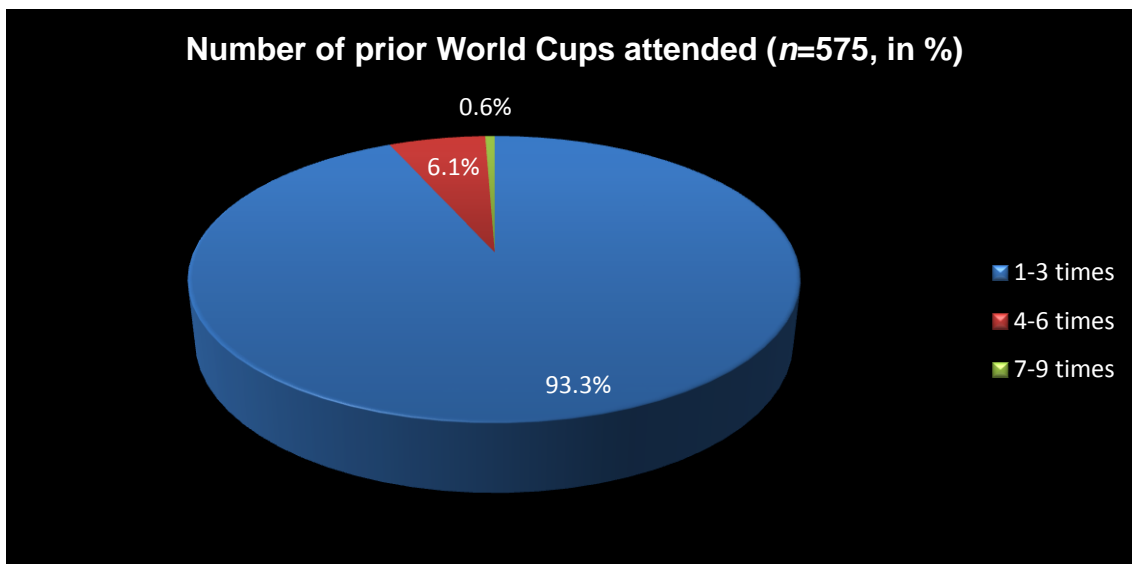
Figure 6.6: Number of prior World Cups attended (*n*=575, in %)

In sum, the majority of the visitors were first-time attendees at a FIFA World Cup™. Moreover, those who had previously attended the event had tended to do so between one and three times.

6.5.2 Previous visits to South Africa

Mega-events, and in particular the FIFA World Cup™, have been used by host destinations to attract first time visitors and as an opportunity to tap into new tourism markets (Kim & Chalip, 2004; Walmsley, 2008). In this light, foreign visitors were next asked whether they had visited South Africa prior to their participation in the 2010 FIFA World Cup™. As depicted in Figure 6.7 below, the majority of the respondents (75.4%) were first-time visitors to the country, as opposed to those (24.6%) who were repeat visitors. The findings reveal that South Africa, in addition to having strong tourism potential for attracting many first-time visitors, also tends to retain visitors from its tourism source markets. The results are further supported by those of Turco *et al.* (2012) who affirm that most foreign visitors to the 2010 FIFA World Cup™ were coming to South Africa for the first time.
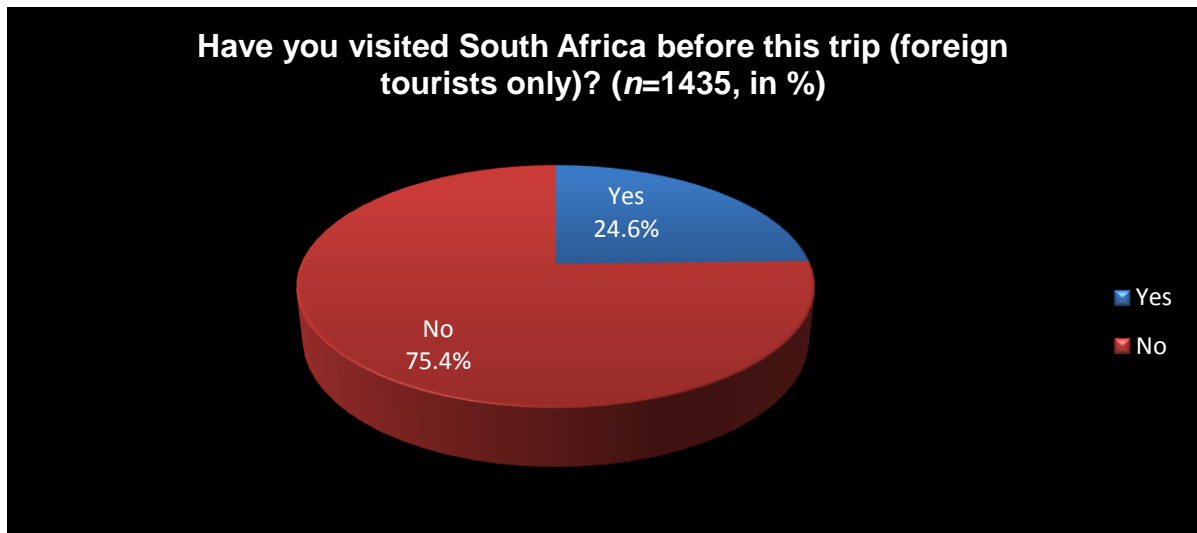
Figure 6.7: Have you visited South Africa before this trip (foreign tourists only)? (*n*=1435, in %)

To further examine and contextualise the results presented above, a cross-tabulation of previous visit to South Africa according to age group was conducted and such results are presented in Table 6.10 below. The chi-square test results (*p* value of 0.001), show that there is a statistical significance between the different groups and previous visits.

Table 6.10: Cross-tabulation of previous visit to South Africa according to age (*n*=1435, in %).									
		Age group							
		<20	21-30	31-40	41-50	51-60	61-70	>71	Total (%)
Have you visited South Africa before this trip?	Yes	4.3	35.5	26.4	23	7.4	3.1	0.3	100
	No	4.3	51.4	24.9	12.3	5.6	1.4	0.1	100
Pearson Chi-square (*p* = 0.001)									

6.5.2.1   Number of previous visits to South Africa

Of the total number of foreign visitors (*n*=1435), those who indicated that they had been to South Africa previously (*n*=352) were asked, in an open-ended question, to specify the number of previous visits that they had paid to the country. The responses were then grouped into five categories, as are illustrated in Table 6.11 below. The majority of respondents (73.7%) indicated having visited South Africa between 1 and 3 times previously. They were followed by those who had visited between 4 and 6 times (14.3%), between 7 and 9 times (4.3%), and between 10 and 12 times (5.7%), and more than 13 times (2.0%).

Table 6.11: Number of prior visits to South Africa (*n*=352, in %)	
NUMBER OF VISITS	TOTAL (*n*=352)
1–3 times	73.7
4–6 times	14.3
7–9 times	4.3
10–12 times	5.7
13> times	2.0

6.5.3 Previous visits to Nelson Mandela Bay / Port Elizabeth

The foreign visitors who indicated having visited South Africa before (*n*=352) as well as the domestic visitors (*n*=790) were asked whether they had specifically visited Nelson Mandela Bay / Port Elizabeth previously. Of the combined respondents, 73% indicated that they had not visited the host city before, as opposed to the 27% who had. The results of those respondents (27%) who had visited Nelson Mandela Bay / Port Elizabeth before is important in terms of tourism.
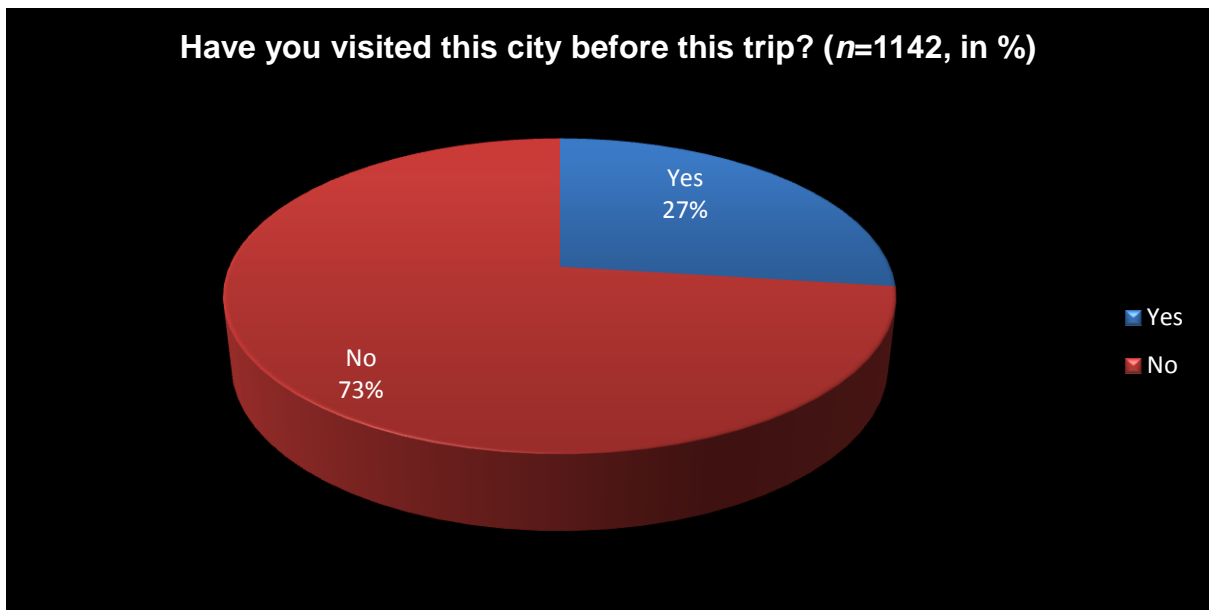
Figure 6.8: Have you visited this city before this trip? (*n*=1142, in %)

6.5.3.1   Number of previous visits to Nelson Mandela Bay / Port Elizabeth

As a follow-up question, 27% (*n*=612) of the respondents who had said that they had visited Nelson Mandela Bay / Port Elizabeth were asked to specify the number of prior visits that they had made to the city. The majority of the respondents (57.8%) had visited the city between 1 and 3 times. They were followed by those who had visited the city between 4 and 6 times (16.9%), those who had visited the city between 7 and 9 times (10.6%) and those who had visited the city between 10 and 12 times (14.0%). Those who had visited Nelson Mandela Bay / Port Elizabeth 13 times or above made up 0.7% of the sample.

Table 6.12: Number of prior visits to Nelson Mandela Bay / Port Elizabeth (*n*=352, in %)	
ITEM	TOTAL (*n*=612)
1–3 times	57.8
4–6 times	16.9
7–9 times	10.6
10–12 times	14.0
13> times	0.7

6.6   Purpose of visit to South Africa /Nelson Mandela Bay / Port Elizabeth

According to Jones (2008:163), mega and major sporting events contain a mixture of visitors, ranging from those who have come for event-specific reasons, and those who attend for the accompanying festivities, right through to those who have come for other primary reasons, with the event only serving as a secondary purpose to others. This current section of the chapter therefore seeks to provide insight into the main factors and reasons for respondents visiting South Africa (in the case of foreign visitors) or for visiting Nelson Mandela Bay / Port Elizabeth (in the case of domestic visitors).

6.6.1   Importance of the 2010 FIFA World Cup™ in decision to travel to South Africa / Nelson Mandela Bay / Port Elizabeth

The respondents were asked to indicate the importance of the 2010 event in their decision to travel to South Africa (if they were foreign) and to Nelson Mandela Bay / Port Elizabeth (if they were domestic). The question was designed to fit a 5-point Likert scale, in terms of which responses were categorised to range from 1 = very unimportant to 5 = very important. Figure 6.9 below illustrates the findings obtained.

The majority of respondents (62.1%) indicated that the 2010 FIFA World Cup™ was very important in their decision, followed by 22.9%, who said it was important. Of the respondents, 9.0% were neutral, while a minority (6.0%) indicated that it was unimportant. The data show that the majority of the respondents (85.0%) had travelled to South Africa and Nelson Mandela Bay / Port Elizabeth for the purpose of the 2010 FIFA World Cup™.
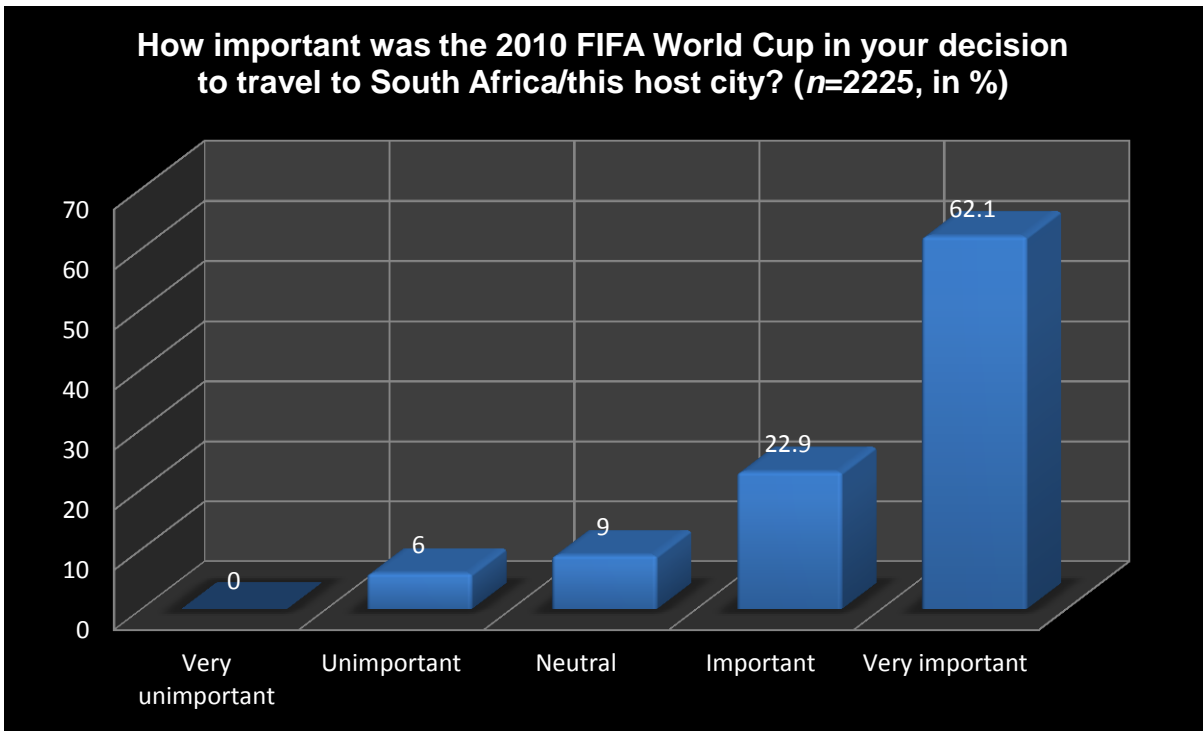
Figure 6.9: How important was the 2010 FIFA World Cup™ in your decision to travel to South Africa or Nelson Mandela Bay / Port Elizabeth? (*n*=2225, in %)

Of those who indicated that the 2010 event was very unimportant or unimportant, or who were neutral about the influence of the event on their reason to travel to Nelson Mandela Bay / Port Elizabeth, a question was posed in order to determine their primary purpose of visit. The results of the question are shown in Table 6.13 below. The majority of respondents (46.7%) indicated that they had come to the destination on holiday, while those who indicated that they were visiting friends and relatives (VFRs) made up 18% of the total sample. Other reasons included visiting for business purposes (14.7%), shopping reasons (2.7%), and health or medical reasons (1.8%), while those who indicated other reasons made up 22.2% of the total sample.

Table 6.13: If very unimportant, unimportant or neutral, what was your primary reason? (*n*=334, in %) Multiple responses permitted	
REASON	TOTAL (*n*=334)
Holiday	46.7
Other	22.2
Visiting friends and relatives	18.0
Business	14.7
Shopping	2.7
Heath/ Medical reasons	1.8

6.6.2 I am watching this match because I am in the region at the moment

Figure 6.10 below presents the responses to the question that was asked of the respondents regarding whether they were watching the match because they happened to be in the region at the time of interview. The results show that the majority (65.1%) of the respondents responded negatively to the question, as opposed to those (34.9%) who responded positively. This further supports the findings shown in Figure 6.9 above of many respondents having been in the region for the 2010 World Cup event.
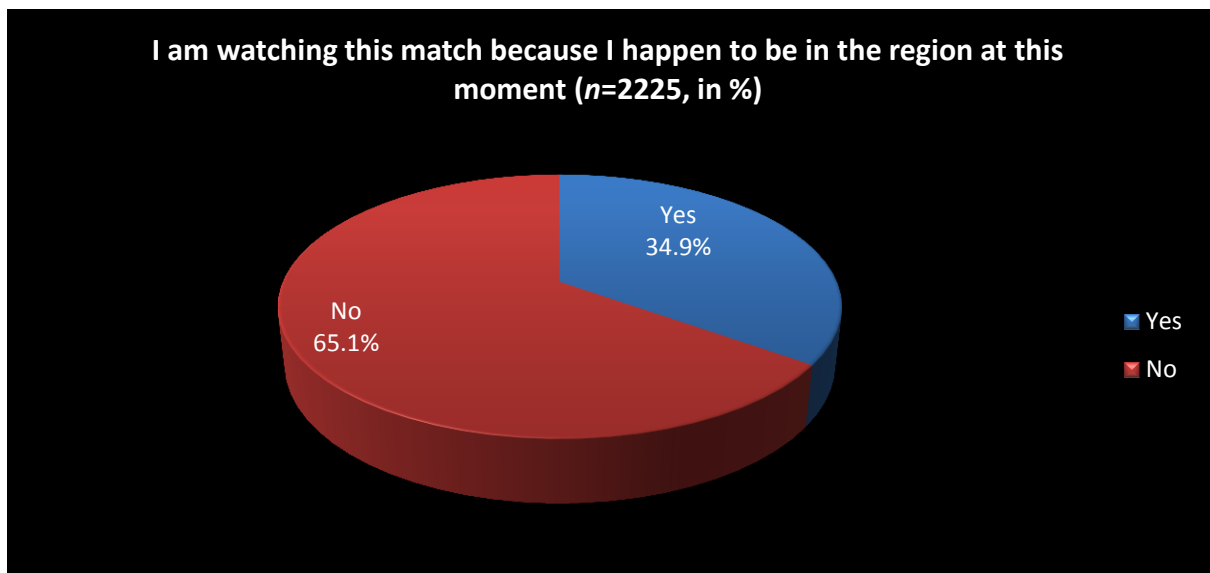
Figure 6.10: I am watching this match because I happen to be in the region at this moment (*n*=2225, in %)

6.6.3   I extended my holiday to see this match

The respondents were then asked, as a follow-up question to 6.6.2 above (see page 92), whether they had extended their holiday to see the match at the time of interview. The results are presented in Figure 6.11 below. Interestingly, only 29.7% of the respondents responded in the affirmative, with an overwhelming majority (70.3%) indicating that they had not extended their holiday to see the match on the day of interview. Once more, these findings reveal that the event was of considerable importance, and the main reason for visiting the city for many of the respondents.

I extended my holiday to see this match (*n*=2225, in %)

Yes
29.7%

No
70.3%

■ Yes
■ No
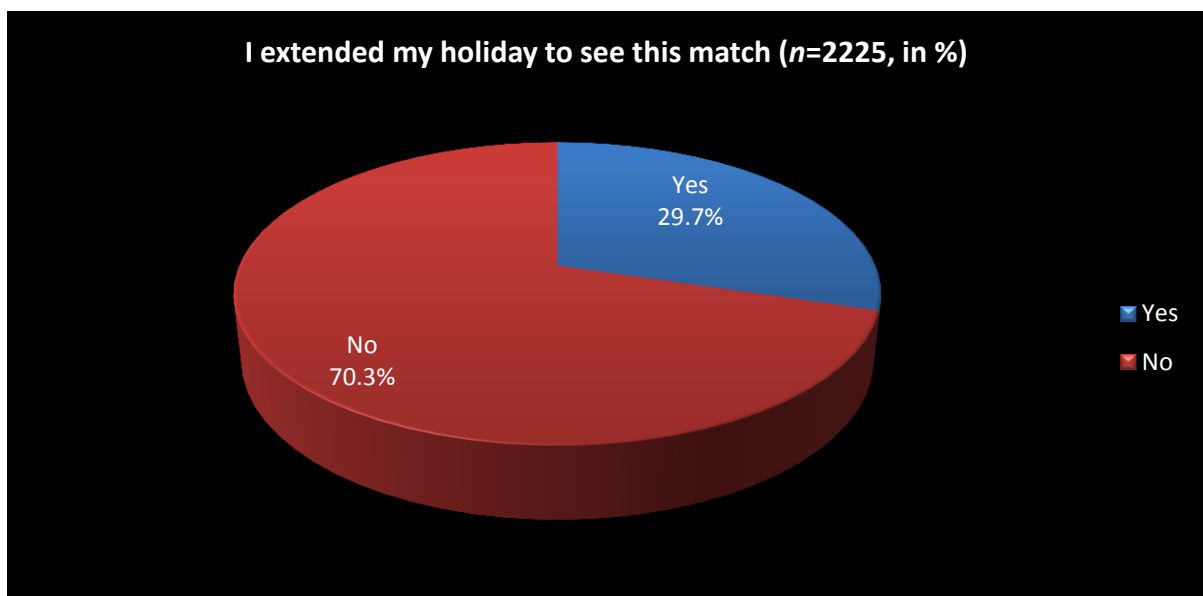
Figure 6.11: I extended my holiday to see this match (*n*=2225, in %)

6.7   FIFA fan parks visited during the event

Fan parks and public viewing areas (PVAs) provide a welcoming environment for a variety of fan groups by offering a peaceful and conducive space in which to savour the FIFA World Cup™ experience (Frew & McGillivray, 2008:181). These spaces provide an enhanced platform for non-ticketed fans to gather and support their respective teams, while interacting with different people (South Africa. SAT, 2010:3). In this light, respondents were asked to indicate whether they would visit any of the official FIFA fan parks in various cities around South Africa during the 2010 FIFA World Cup™. Table 6.14 below is a representation of the findings obtained. Multiple responses to the question were permitted.

The majority of the interviewed respondents (57.4%) indicated that they would visit the official FIFA fan park in St George's Cricket Stadium, Port Elizabeth. Those who

noted the other main cities made up 58.3% of the sample. The rest of the other host cities made up the remainder of the sample, as depicted in the table. The data shows that there is an increasing importance of incorporating fan parks and public viewing areas in mega-events in contemporary times. These facilities provide non-ticketed fans the opportunity to experience the event in another setting (Frew & McGillivray, 2008:181; South Africa, 2010:3).

Table 6.14: Other fan parks visited during the 2010 FIFA World Cup™ (*n*=2225, in %). Multiple responses permitted	
CITY	TOTAL (*n*=2225)
Port Elizabeth	57.4
Cape Town	24.2
Johannesburg	18.0
Durban	16.1
Pretoria	4.1
Bloemfontein	3.6
Nelspruit	3.5
Rustenburg	3.3
Polokwane	1.4
None	0.5

6.8 Consumer behaviour during the 2010 FIFA World Cup™ in Nelson Mandela Bay / Port Elizabeth

According to Pillay and Bass (2008:330) and Tichaawa (2009:37), the 2010 FIFA World Cup™ was highly publicised as an 'African World Cup' by the host nation, South Africa, with the view that it would increase spending in the local area, but, more importantly, that the benefits would trickle down to the neighbouring countries. This current section was aimed at determining the behaviour of the respondents in relation to their purchasing behaviour for the event, as well as their travel intentions and patterns during the 2010 event, in relation to visiting other African countries, while based in South Africa for the event.

6.8.1 Purchasing behaviour

The respondents were asked to rate their purchasing behaviour for the 2010 FIFA World Cup™ on a given scale of 1 to 5, with 1 representing buying what one really

needed and 5 representing buying whatever one wanted to buy. The responses received are shown in Figure 6.12 below. The majority of the respondents (36.9%) indicated that they purchased only what they considered to be unique. There were similar findings between those who said that they bought what they wanted (19.1%) and those who bought what they needed (16.7%), as well as between those who indicated that they bought whatever they wanted (14.4%) and those who bought only what they really needed (12.9%).
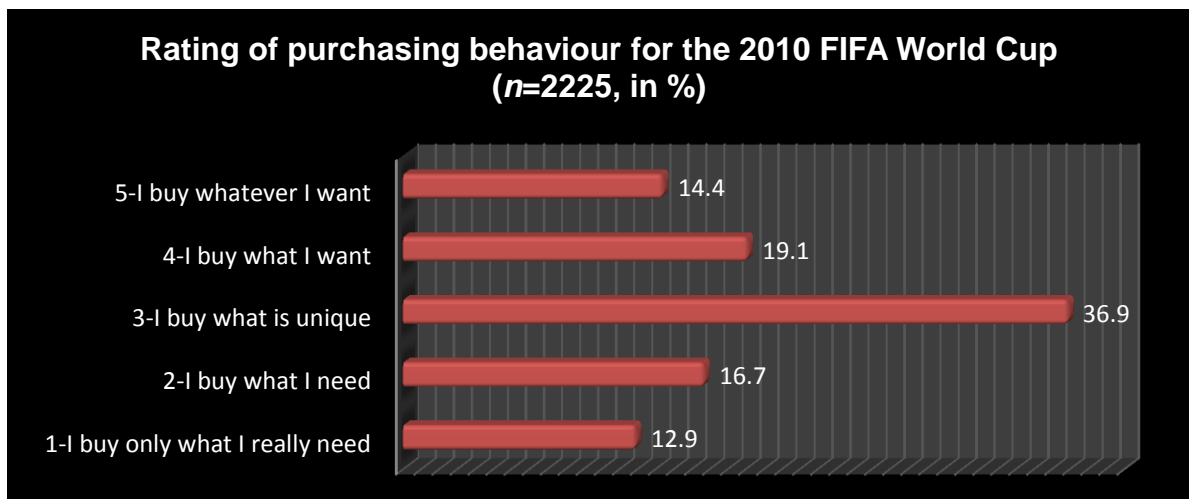
Figure 6.12: Rating of purchasing behaviour of visitors for the 2010 FIFA World Cup™ in Nelson Mandela Bay / Port Elizabeth (*n*=2225, in %)

6.8.2 Intention to visit other African countries during the event

When they were asked regarding their intention to visit other African countries during their trip to the African continent, only 14.8% of the respondents expressed their intention to do so, as opposed to the 85.2% who did not, as can be see in Figure 6.13 below.
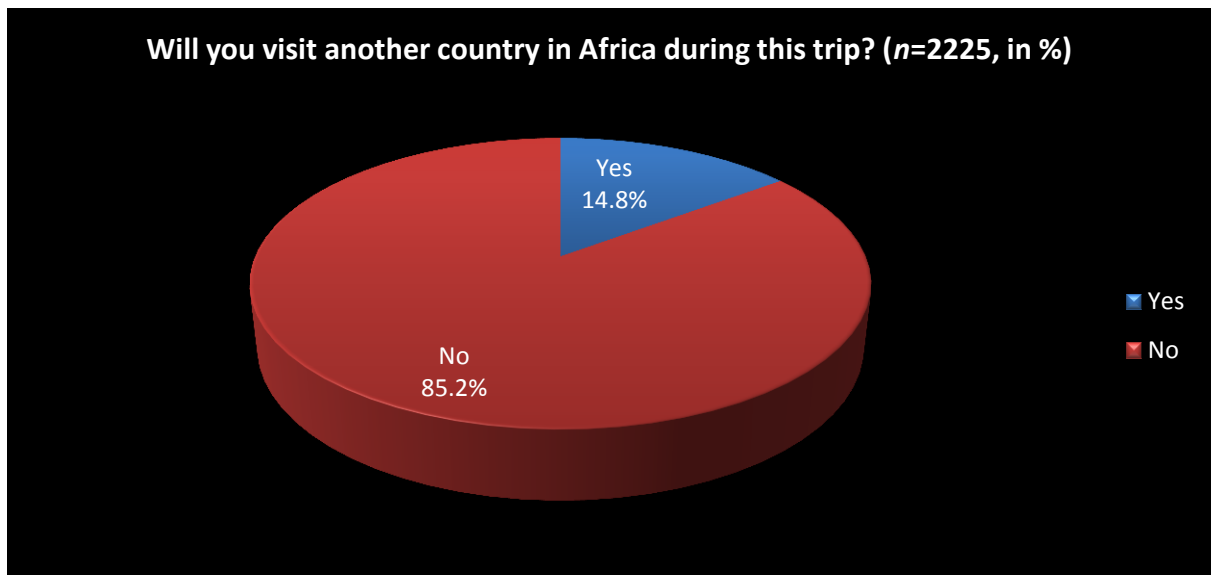
Figure 6.13: Will you visit another country in Africa during this trip? (*n*=2225, in %)

6.9 Perceptions of South Africa and the 2010 FIFA World Cup™

This section of the dissertation provides a discussion of the findings regarding visitors' perceptions of South Africa's hosting of the 2010 FIFA World Cup™ generally. This entails presenting visitors' views on issues surrounding the hosting of the event, amongst which are the general satisfaction levels with the hosting of the event and the perceptions of the sociocultural impacts of the event on the host destination, as well as of the environmental impacts of the event generally. Interrogating such perceptions was key, in that the event was the first FIFA World Cup™ to be hosted in Africa, as was mentioned in previous sections of the dissertation. A 5-point Likert scale was used to measure the responses, based on given statements. Such statements were carefully crafted and put forward for respondents to respond towards, based on the measurement scale. Tables 6.15 to 6.27 present the results obtained to the questions asked. In certain instances, the results have been grouped ('strongly agree' with 'agree', and 'strongly disagree' with 'disagree'), in order to paint a clearer picture of the results than would otherwise have been possible.

In response to the first statement, represented by Table 6.15 below, respondents were required to respond to the statement: "I feel confident that this event has been successfully hosted in South Africa / Port Elizabeth". The statement was made against the background that the literature review suggests the existence of

uncertainty about the ability of South Africa to host a mega-event, such as the 2010 FIFA World Cup™ (Desai & Vahed, 2010:154).

The results that are shown in the table below are nuanced. While the majority of the respondents (44.3%) disagreed with the statement, some respondents (32.0%) remained neutral regarding it. Of the respondents, 23.7% agreed with the statement. Perhaps an influencing factor was that the data for the study were collected during the event, rather than after it, especially in the light that post-event data suggest that the event was a success (South Africa. SAT, 2011a).

Table 6.15: I feel confident that this event has been successfully hosted in South Africa / Port Elizabeth (*n*=2225, in %)	
LEVEL OF AGREEMENT WITH STATEMENT	TOTAL (*n*=2225)
Strongly agree	11.4
Agree	12.3
Neutral	32.0
Disagree	34.6
Strongly disagree	9.7

One of the objectives of Africa's first mega-event was to reduce Afro-pessimism by producing a successful event, and proving thereby that Africa could produce world-class services and accompanying facilities required for events of such magnitude (Cornelissen, 2004:1296; Tichaawa, 2009:34). Furthermore, the importance of ensuring service excellence in tourism and sporting events cannot be overemphasised, as it plays a key role in decision-making regarding revisiting a destination (Taks *et al.*, 2009:126). In this regard, the respondents were then asked to indicate whether they were satisfied with the service that they had received during the event. There was a split result in the findings, with those who disagreed (37.6%), those who were neutral on the issue (31.2%), and those who agreed with the suggestion (31.1%), as is illustrated in Table 6.16 below. The overall findings imply that visitors to the 2010 FIFA World Cup™ in Nelson Mandela Bay / Port Elizabeth were undecided about the level of service received. This could have been based on their personal experiences or in comparison to them having received better service in other host cities. The findings further represent a concern in relation to the host city's

objective of providing a world-class service and capitalising on long-term tourism effects.

Table 6.16: I am satisfied with the level of service that I have received during the event (*n*=2225, in %)	
LEVEL OF AGREEMENT WITH STATEMENT	**TOTAL (*n*=2225)**
Strongly agree	8.0
Agree	23.1
Neutral	31.2
Disagree	29.0
Strongly disagree	8.6

The respondents were also asked to react to the statement "I am more aware of tourism facilities in the area due to attending the event". Again, another almost equal split is seen in the responses, as illustrated in Table 6.17 below. Those respondents who indicated that they agreed with the statement made up 35.2%, while those who disagreed with it made up 34.4%, of the total sample. It was again interesting to find out that a notable percentage of respondents (30.4%) chose to adopt a neutral stance on the statement. Those who agreed with the statement (35.2%) potentially show the effect of good exposure with regards to tourism potential for a region that has much to offer, but which has had relatively few international arrivals, as has been mentioned in previous chapters.

Table 6.17: I am more aware of tourism facilities in the area due to attending the event (*n*=2225, in %)	
LEVEL OF AGREEMENT WITH STATEMENT	**TOTAL (*n*=2225)**
Strongly agree	5.8
Agree	29.4
Neutral	30.4
Disagree	14.4
Strongly disagree	14.4

Bohlmann and Van Heerden (2008:383) states that one of the negative impacts of mega-events is that they can hamper the flow of traffic within the host destination. The respondents were next asked to state their level of agreement with the statement

regarding the World Cup causing no traffic congestion in the area. The findings reflect that most of the respondents (62.6%) took a neutral stance on the issue. They were closely followed by those who opposed the statement, and who rather felt that the event caused traffic congestion in the locality (30.7%), with those who were in agreement with the statement (6.7%) forming the minority. The fact that the majority were neutral on the statement could, perhaps, be attributed to the fact that the respondents were intercepted for interviewing within the stadium precinct and Fan Mile, where traffic was running smoothly. In addition, the bus rapid transit (BRT) system was seen as having been a success during the event.

Table 6.18: The World Cup caused/ is causing no traffic congestion in the local area (*n*=2225, in %)	
LEVEL OF AGREEMENT WITH STATEMENT	TOTAL (*n*=2225)
Strongly agree	0.9
Agree	5.8
Neutral	62.6
Disagree	3.6
Strongly disagree	27.1

The literature review suggests that crime has emerged as one of the major issues surrounding the hosting of events in many destinations, but particularly in developing nations, and specifically in the case of South Africa (Donaldson & Ferreira, 2008:1). The country has successfully hosted major events amidst a cloud of concern and uncertainty over the high crime rate and the highly publicised incidents of crime and violence by the media (Donaldson & Ferreira, 2008:2; Nyikana & Tichaawa, 2010:1). Swart and Tichaawa (2010:191), in their pre-event research into Cameroonian fans' perceptions of the 2010 FIFA World Cup™, found that many (30.5%) of the respondents were found to feel that crime-related activities would pose a challenge for the country during the event. It was, therefore, important to test crime perceptions in this study.

In this regard, the respondents were asked to indicate their level of agreement with the statement regarding the event leading to increased levels of crime in the local area (Nelson Mandela Bay / Port Elizabeth). Findings with regard to this statement are shown in Table 6.19 below. The majority of respondents (39.8%) were neutral on

the statement. This could be because, personally, the respondents had not been victims of crime or had not experienced any crime-related incidents at the time. Besides, many of the visitors were first time visitors to the city and would therefore have had limited knowledge of the crime situation prior to visiting. However, almost half of the respondents (48.1%) agreed with the statement, with only 12.1% of the respondents opposing the statement. This is particularly interesting, in that the event was widely proclaimed as crime-free post event. This also shows that it is difficult to change existing perceptions about places.

Table 6.19: The World Cup leads/ has led to increased crime in the local area (*n*=2225, in %)	
LEVEL OF AGREEMENT WITH STATEMENT	TOTAL (*n*=2225)
Strongly agree	20.4
Agree	27.7
Neutral	39.8
Disagree	9.6
Strongly disagreed	2.5

The negative sociocultural impacts of mega-events, such as the FIFA World Cup™, are well documented (Ohmann *et al.,* 2006:129; Gaffney, 2010:18; Tomlinson, 2011:36). The authors cite health issues, security concerns, overcrowding and displacement, as well as disruptions to the natural environments, as the main issues associated with these types of events. In order to confirm the findings obtained from the above-mentioned responses, respondents were asked to state their level of agreement with a statement that the event had NO significant negative social impacts, as is shown in Table 6.20 below. Again, the majority of respondents (46.0%) chose to take a neutral stance on the statement, while those who agreed, and those who disagreed, with it made up 35.3% and 18.7%, respectively.

Table 6.20: The World Cup has no significant negative social impacts (*n*=2225, in %)	
LEVEL OF AGREEMENT WITH STATEMENT	TOTAL (*n*=2225)
Strongly agree	10.0
Agree	25.3
Neutral	46.0
Disagree	15.6
Strongly disagree	3.1

Environmental impacts of mega-events, particularly negative impacts, have emerged as an area of increased debate in recent times (Gössling *et al.,* 2002:199; Collins *et al.,* 2009:828; Otto & Heath, 2009:169). This debate has been exacerbated by the increased attention being placed on climate change and on the leaving of carbon footprints (Collins *et al.,* 2009:828). For the 2010 event, South Africa prepared a programme (the Green Goal Programme) that was aimed at negating the negative impacts of the event, while maximising environmental awareness among residents and visitors alike (South Africa, 2010:1). This project was clustered into different projects that were detailed in Chapter Four of the current dissertation. In this light, respondents were asked whether they agreed that the event had increased pollution levels, in the form of air pollution, waste, and others as depicted in Table 6.21 below.

The findings reveal that, of the total number of respondents, 47.6% were neutral on the statement. Of the respondents, 23.6%, however, agreed that the event had increased pollution in the area, whereas 18.6% disagreed with the statement. The findings are somewhat disappointing, given the increased emphasis placed upon ensuring that the 2010 event was the most environmentally friendly event ever, as previously highlighted in the literature.

Table 6.21: The World Cup increases levels of pollution, e.g. air pollution, waste, etc. (*n*=2225, in %)	
LEVEL OF AGREEMENT WITH STATEMENT	TOTAL (*n*=2225)
Strongly agree	6.2
Agree	23.6
Neutral	47.6
Disagree	18.6
Strongly disagree	4.0

The international respondents were asked whether they thought that the event had played a role in environmental degradation in Nelson Mandela Bay / Port Elizabeth. The findings are detailed in Table 6.22 below. An overwhelming majority of the respondents (93.7%) indicated that they were neutral on the statement. The respondents were intercepted at specific areas, as has been mentioned in previous sections of the dissertation. This might have had an impact on the responses, in that the respondents might have been reluctant to make an overall judgement on the host city as a whole, based on the fact that they were only based in certain areas of it. It can also be argued that some of the respondents had come into the city for just a day to watch one match before returning to another host city, which would have rendered them neutral on such issues, due to their lack of thorough observation. The rest of the sample was made up of those who agreed (4.1%) and those who disagreed (2.2%) with the statement, as can be seen in the following table.

Table 6.22: The environment in Port Elizabeth is being degraded due to the hosting of the 2010 FIFA World Cup™ (*n*=1435, in %)	
LEVEL OF AGREEMENT WITH STATEMENT	TOTAL (*n*=1435)
Stongly agree	3.7
Agree	0.4
Neutral	93.7
Disagree	2.1
Strongly disagree	0.1

The respondents were asked whether, during the event, they went out of their way to buy goods from local businesses, in an effort to determine the spending behaviour and pattern of the international visitors to the event. The findings reveal that the majority of the respondents (72.3%) were neutral on the statement. Those who agreed (26.3%), and those who disagreed (1.4%), with the statement made up the rest of the sample. This further supports the findings in Figure 6.12, where there was a notable majority who indicated that they purchased only what was unique, in relation to their buying behaviour during the event.

Table 6.23: During the 2010 FIFA World Cup™, I go out of my way to purchase goods and services from local businesses (*n*=1435, in %)	
LEVEL OF AGREEMENT WITH STATEMENT	TOTAL (*n*=1435)
Strongly agree	0.8
Agree	3.1
Neutral	72.3
Disagree	0.6
Strongly disagree	23.2

Events, especially mega-events, are well documented as having positive, intangible impacts, such as 'feel-good' effects (Allmers & Maennig, 2009:500). As was previously mentioned in Chapter Five, the population of the current study was made up of international, as well as local, visitors to Nelson Mandela Bay / Port Elizabeth. While the above statements were directed at the whole population, Table 6.24 shows responses that were directed specifically at finding out whether South Africans (*n*=790) were proud that the event had been hosted in South Africa.

The majority of the respondents (84.7%) chose to be neutral on the statement. However, the respondents who disagreed (12.9%) with the statement were noted as being of concern. Only 2.4% of the respondents were positive on the statement, agreeing with it. The result for Nelson Mandela Bay / Port Elizabeth regarding this statement was somewhat in support of Rein and Shields (2007:74), who claim that a major negative side to the hosting of mega-events and the general assumption that the event will serve as a panacea to developmental issues in the host region, is that hosts who are not adequately prepared will most likely be exposed by the event, and, as such, their internal issues and problems will be revealed. One such issue is that of a feeling that has, in the past, been expressed by locals/residents that too much money was being spent on the events, which could have been used to address other pressing issues (Cornelissen & Swart, 2006:108; Lorde *et al.,* 2010:350). The respondents could, therefore, have been sceptical due to the above-mentioned concerns, and would have wanted to assess the situation in the long term. Results from post-event studies on this subject have however indicated that the level of support and pride in the hosting of the event among residents has been quite high (Tichaawa & Bama, 2012:22).

Table 6.24: I feel proud that South Africa is hosting this event (*n*=790, in %)	
LEVEL OF AGREEMENT WITH STATEMENT	TOTAL (*n*=790)
Strongly agree	1.0
Agree	1.4
Neutral	84.7
Disagree	2.3
Strongly disagree	10.6

The international visitors (*n*=1435) were asked to indicate their feelings regarding the role that the event played in their awareness of other destinations within South Africa, as can be seen in Table 6.25 below. The results show that the majority of the respondents (61.5%) agreed with the statement. The finding can be seen as partially achieving the objective to showcase previously neglected regions to the international audience, as has been noted in the literature review. The neutrality of 23.7% of the respondents on the matter can be linked to those who indicated having visited South Africa before the event and, as such, having sufficient knowledge of the country overall. The respondents who disagreed with the statement made up 14.9% of the total sample. The findings support and confirm the ability of mega-events to showcase destinations to visitors, thereby raising awareness of tourism resources of the particular destination.

Table 6.25: I am more aware of other destinations in South Africa because of visiting the event (*n*=1435, in %)	
LEVEL OF AGREEMENT WITH STATEMENT	TOTAL (*n*=1435)
Strongly agree	15.4
Agree	46.1
Neutral	23.7
Disagree	12.9
Strongly disagree	2.0

Table 6.26 below represents the perceptions of international visitors regarding the competitiveness of South African players and teams in football generally. The majority of the respondents (57.9%) were neutral, with perhaps a limited knowledge of, and exposure to, South African football in general, and therefore unable to provide a rating. Notably, though, a substantial number (40.5%) agreed that South African

players and teams were, indeed, major competitors in football. This is a sign of a major vote of confidence in the country regarding the levels of football played by South African teams and by South African players generally. This is of particular significance in that, as was previously depicted in the above-mentioned findings, the majority of international respondents traditionally tend to come from the strong football-playing region of Europe, in which countries like England, Germany and the Netherlands are prominent. Besides, South Africa has exported players to such leagues, which bodes well for the perception of football in the country. Only 1.5% of the respondents disagreed with the statement.

Table 6.26: I think South African athletes or teams are major competitors in this sport (*n*=1435, in %)	
LEVEL OF AGREEMENT WITH STATEMENT	TOTAL (*n*=1435)
Strongly agree	38.3
Agree	2.2
Neutral	57.9
Disagree	0.9
Strongly disagree	0.6

In an effort to further interrogate the aspect of image-building in relation to the event, the international respondents were asked to indicate whether their visit to the host country had enhanced their awareness of other destinations within the African continent, as is illustrated in Table 6.27 below. A vast majority of the respondents (68.2%) indicated that they were neutral on the statement. It can, once again, be argued that perhaps some of the respondents had not been in South Africa long enough to confidently make this assertion, as the data were collected from the beginning of the event. Positively, a notable percentage (30.0%) of respondents agreed that the event had, indeed, opened up their eyes to other African destinations than South Africa. The results are supported by those of Turco *et al.* (2012:77) who noted a considerable number of respondents who indicated that they were exposed to other African countries due to the event. The relevant authorities should thus, capitalise on the good exposure achieved through hosting the event. This also bodes well for the objective of the event being an 'African World Cup', with benefits trickling down to other African countries.The respondents who disagreed (1.9%) made up the minority within the findings.

Table 6.27: I am more aware of other destinations in the rest of Africa because of visiting the event (*n*=1435, in %)	
LEVEL OF AGREEMENT WITH STATEMENT	TOTAL (*n*=1435)
Strongly agree	27.8
Agree	2.2
Neutral	68.2
Disagree	1.1
Strongly disagree	0.8

6.10 Perceptions of Nelson Mandela Bay / Port Elizabeth

The section above was aimed at interrogating the perceptions of South Africa and the 2010 event among visitors generally. In a similar light, this section of the chapter aims to investigate the perceptions of the specific host city, Nelson Mandela Bay / Port Elizabeth as a tourist destination among the respondents. The respondents were required to assess the city in terms of the existing tourism activities within the region. In addition, the respondents were asked to rate the city based on the support facilities, such as transport, banking, and entertainment, as well as such general aspects as friendliness and helpfulness. Perceptions of responsible tourism within the city were also investigated in this section. The findings represented by Table 6.28 are explained in the following paragraphs.

A majority of the respondents, when asked in what activities they had engaged or in which they intended engaging during their stay in the city noted adventure (64.1%), theme parks (48.4%), wildlife (43.5%) and visiting the beach (37.0%) as the main activities. The latter percentage was surprisingly high, despite the fact that the event was hosted during the winter season in South Africa. Other notable responses included nightlife (16.8%), VFR (15.2%), cultural/heritage events (13.0%) and business reasons (12.9%). The activities highlighted were very similar with those found in the national study on the profiles of foreign visitors to the 2010 FIFA World Cup™ (Turco *et al.,* 2012:77). The rest of the responses combined to make up the remainder of the sample. According to NMBT (2011:5), the region is prominent for being the only city in the world that boasts the possibility of viewing the Big 7 (elephant, buffalo, rhino, lion, leopard, humpback whales and great white shark), while it is also well-known for its over 40km long coast that contains a few Blue Flag beaches. Within this region can also be found the world's highest bungee bridge, the

Bloukrans Bridge (South Africa, 2010). In this regard, the findings complied with the expectations for top activities in the region.

Table 6.28: What are/were the main activities in which you intend(ed) participating / have participated during your stay in Port Elizabeth? (*n*=2225, in %) Multiple responses permitted	
TYPE OF ACTIVITY	TOTAL (*n*=2225)
Adventure	64.1
Theme parks	48.4
Wildlife watching	43.5
Beach activities	37.0
Visiting natural attractions	25.4
Nightlife	16.8
Social (VFR)	15.2
Cultural/heritage	13.0
Business	12.9
Sport (attended) (other than 2010 FWC)	11.8
Trading	11.4
Health	6.2
Medical	5.5
Shopping	5.1
Sport (competed in)	3.7
Visiting of a casino	3.6
Food and wine	3.2
Other	0.4

The respondents were asked to rate Nelson Mandela Bay / Port Elizabeth in terms of their impressions or experiences regarding numerous issues in terms of a 3-point Likert scale question rated 'good', 'fair' and 'poor', as seen in Table 6.29 below, which is a representation of the findings obtained. With regard to friendliness, an overwhelming majority of the respondents (80.5%) rated the city 'good', which promises well, especially when it is seen in conjunction with the tag that has long been associated with the city of it being the 'Friendly City' of South Africa (Baines, 2010:4; NMBT, 2011:1). Of the respondents, 17.8% rated the city 'fair', while those who rated the city 'poor' only made up 1.7% of the total responses. Findings regarding helpfulness reveal that the majority of the respondents (65.2%) felt that the city was reasonably good in this regard, while a notable percentage (32.3%) rated it 'fair'. The respondents who rated the city 'poor' (2.5%) in relation to helpfulness were the minority.

A similar trend emerged regarding the rating for transport and personal safety, with 'good' ratings of 65.4% and 65.6% of the respondents, respectively. When it comes to cleanliness, the city received a positive boost with a rating of 'good' (72.4%) and 'fair' (25.8%), combining for a positive majority rating of 98.2%. Only 1.8% of the respondents rated the city 'poor' in this regard. However, for the banking facilities within the city, there was a split result between those who rated them 'good' (41.0%), those who rated them 'fair' (48.1%), and, to a lesser extent, those who regarded the facilities as 'poor' (10.9%). When asked to rate the entertainment aspect of Nelson Mandela Bay / Port Elizabeth, the majority of respondents (56.6%) regarded it 'good'. There was a split response between the respondents who rated the entertainment facilities 'fair' (22.9%) and those who regarded entertainment in Nelson Mandela Bay / Port Elizabeth as 'poor' (20.5%). This rating raises questions to those in charge of ensuring more entertainment opportunities for future events in the region.

However, regarding the city being "good value for money" and a responsible tourism destination, respectively, there were negative ratings. Regarding the destination as a "good value for money" destination, a large majority of the respondents (78.3%) rated the city as 'poor', while those that rated it 'good' (13.7%) and those who rated it 'fair' (8.0%) made up the rest of the responses. This should be of immediate concern to those in authority, as this region receives far fewer international visitors to South Africa than other major cities in the country do as it is, and, as such, needs to make a better impression among the visitors that it does receive, on the grounds of such platforms. Interestingly, the region was rated 'poor' as a responsible destination by the majority of the respondents (74.1%). This aspect warrants further investigation, as responsible tourism is one of the key subjects that has emerged in recent discussions of tourism development within South Africa (Keyser, 2009:381).

Table 6.29: How would you rate your general impressions/experiences of Port Elizabeth in terms of the following? (*n*=2225, in %)			
ITEM	GOOD	FAIR	POOR
Friendliness	80.5	17.8	1.7
Helpfulness	65.2	32.3	2.5
Transport	65.4	30.3	4.3
Personal safety	65.6	31.6	2.8
Cleanliness	72.4	25.8	1.8
Banking	41.0	48.1	10.9
Entertainment	56.6	22.9	20.5
Value for money	13.7	8.0	78.3
Responsible tourism destination	18.2	7.7	74.1

Table 6.30 below is a representation of the findings in relation to the main sources of information about the destination for the respondents, prior to their arrival in Nelson Mandela Bay / Port Elizabeth. The dominant sources of information to emerge from the findings were work-related/professional colleagues (88.9%), TV (60.7%), and friends or relatives who had either visited the city or who were resident in the city at the time of the study (50.3%). This result was to have been expected, as the sources mentioned are known to be influential sources of information about destinations generally. Other notable sources included magazines (19.8%), social media platforms (13.6%), the internet (9.8%) and newspapers (8.1%). Only 0.9% of the respondents indicated that their previous visit to the city had served as a major source of information about Nelson Mandela Bay / Port Elizabeth.

Table 6.30: Indicate the main source of information on the destination used prior to Port Elizabeth. (*n*=2225, in %) Multiple responses permitted	
SOURCE OF INFORMATION	TOTAL (*n*=2225)
Work-related/professional colleagues	88.9
TV	60.7
Friends or relatives who have visited Port Elizabeth, or who are residents in the city	50.3
Magazine	19.8
Social media platforms	13.6
Internet	9.8
Newspaper	8.1
Travel guide	3.9
Radio	3.6
Previous visit(s)	0.9
Other	0.2

The respondents were asked whether they had been informed of any responsible tourism tips while they were in Nelson Mandela Bay / Port Elizabeth. The findings reveal that an overwhelming majority of the respondents (84.8%) responded in the affirmative, as opposed to those who indicated that they had not been informed of any such tips (15.2%), as can be seen in Figure 6.14 below. These findings are especially interesting when considering that, in Table 6.29 above, the respondents rated the host city poorly as regards it being a "responsible tourism destination". This raises the question of whether the respondents understood the concept of 'responsible tourism'. In contrast, their responses could also be interpreted as being an acknowledgement of the existence of 'responsible tourism', although its implementation might not have been clear to the respondents concerned.
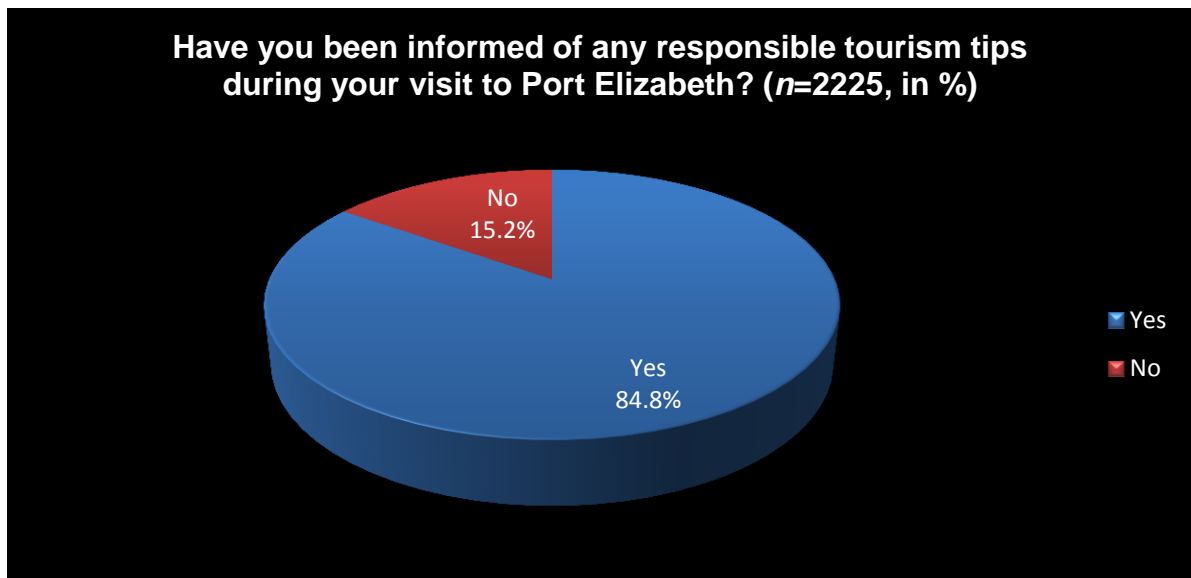
Figure 6.14: Have you been informed of any responsible tourism tips during your visit to Port Elizabeth? (*n*=2225, in %)

The respondents who indicated that they had been informed of responsible tourism tips during their visit to Nelson Mandela Bay / Port Elizabeth (*n*=737) were asked a follow-up question to indicate where they had seen, or been informed of, the tips. The respondents were permitted to choose more than one response. The majority of the respondents indicated having seen the tips at the FIFA fan park (73.7%) and at the tourism information centre (63.1%), respectively. This could explain the response above in relation to Green Goal objectives specifically, where if the respondents had not visited a fan park or the information centre then they might not have seen these responsible tourism tips, as can be seen in the findings. Some said that they had seen the tips at their place of accommodation (30.3%), and some indicated having seen them at tourism attractions around Nelson Mandela Bay / Port Elizabeth (15.6%). Overall, the findings highlight the need for increased efforts in raising awareness of such endevours for future events hosted in South Africa. Of the respondents. 1.2% said they had seen the tips at the Nelson Mandela Bay Stadium, while another 1.2% chose other sources, as can be seen in the diagram below.
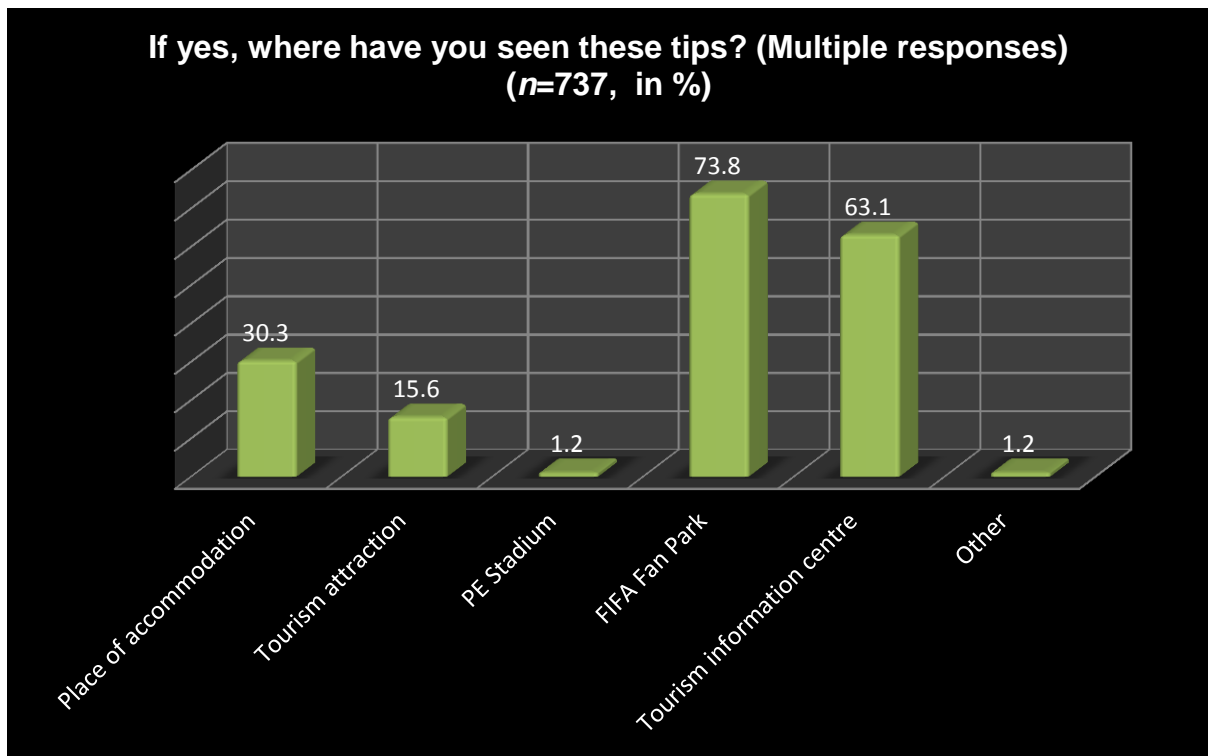
Figure 6.15: If yes, where have you seen these tips? (*n*=737, in %)

The respondents who chose other sources of information for the responsible tourism tips (*n*=9) were further asked to specify where they had been informed. The findings in this regard are illustrated in Table 6.31 below.

Table 6.31: If other, please specify (*n*=9, in %)	
ITEM	**TOTAL (*n*=9)**
Friends and family	22.3
Billboards/Brochures	11.1
Internet	11.1
Locals	11.1
Magazine	11.1
Municipality	11.1
Radio and newspaper	11.1
Travel guide	11.1

The respondents who indicated that they had been informed of responsible tourism tips (*n*=737) were given a list of typical tips linked to responsible tourism, and were asked to identify those of which they had been informed, as depicted in Table 6.32 below. The majority of the respondents (97.4%) identified the tip regarding the careful

disposal of rubbish, recycling and reusing items. The response regarding the promotion of local goods and services was high, as the respondents identified with the tips relating to interaction with locals and to the buying of local goods and services (79.0%) and to using establishments that make use of local services and products (72.3%). This finding was supported by the earlier one (Table 6.23) that was made in regard to the international visitors, in terms of whom a notable percentage (26.3%) stated that they went out of their way to buy goods and services from local businesses. In addition, 36.9% also indicated that they bought only what was unique, in terms of their purchasing behaviour during the event, which implies that they would have mostly bought uniquely local products. Of the respondents, 64.2% also indicated that they had been advised to make donations to local charities, instead of giving money to street children. The rest of the responses combined, for the minority of the total findings.

Table 6.32: If yes, can you recall any of the responsible tourism tips? (*n*=737, in %) Multiple responses permitted	
RESPONSIBLE TOURISM TIP	TOTAL (*n*=737)
Dispose of rubbish carefully, recycle and reuse	97.4
Interact with locals and buy local goods and services	79
Use establishments that make use of local services and products	72.3
Donate to local charities, instead of giving money to street children	64.2
Make use of public transport	16.8
Use electricity efficiently, e.g. switch off lights and TV when not in room	10.3
Use water sparingly and efficiently, e.g. drink tap water	8.5
Other	5.0

6.11 Recommending Nelson Mandela Bay / Port Elizabeth as a tourism destination to friends and relatives

According to Taks *et al.* (2009:129), when visitors have had an outstanding experience in a certain destination, they have a high propensity not only to return to that particular destination, but are also likely to recommend the destination to friends, colleagues and family.

In the current study, when the respondents were asked whether they would advise friends, relatives or colleagues to visit Nelson Mandela Bay / Port Elizabeth, a split result was noted between those who answered 'possibly' (55.5%) and those who indicated 'yes, definitely' (43.3%), as is illustrated in Figure 6.16 below. Those who responded 'no, definitely not' made up only 1.2% of the sample. The important result noted is that, generally, most of the respondents (98.8%) were likely to recommend or to advise friends and relatives to visit the city, which implies that, all things considered, the city had made a reasonable impression on the visitors and the potential for repeat visits exists.
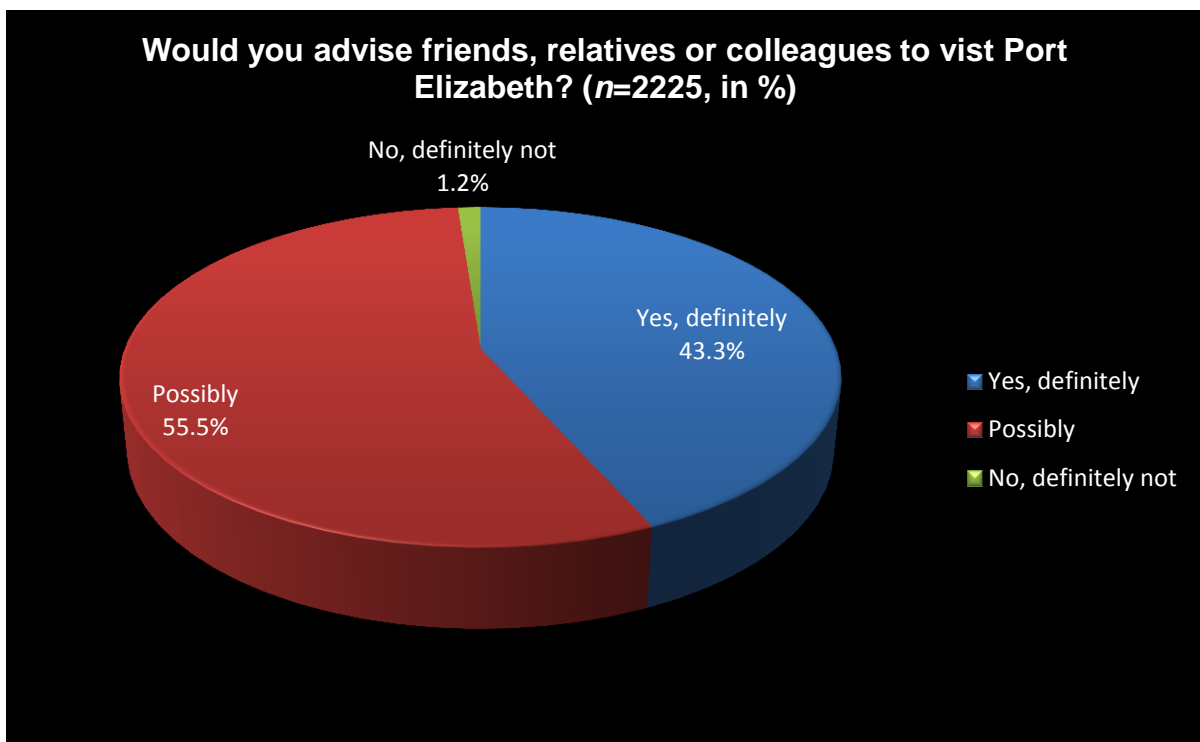
Figure 6.16: Would you advise friends, relatives or colleagues to visit Port Elizabeth? (*n*=2225, in %)

6.12 Intention to revisit South Africa and Nelson Mandela Bay / Port Elizabeth

The international visitors to South Africa (*n*=1435) were asked whether they planned to visit the country again, regardless of the 2010 FIFA World Cup, during the next two years. The findings are reflected in Figure 6.17 below. The majority (52%) of the respondents indicated that they planned to visit, closely followed by those who indicated that they had no plans to visit the city (48%) during the next two years. Such a finding is important, in that it implies that the country did enough to entice revisitation from more than half of the respondents concerned.
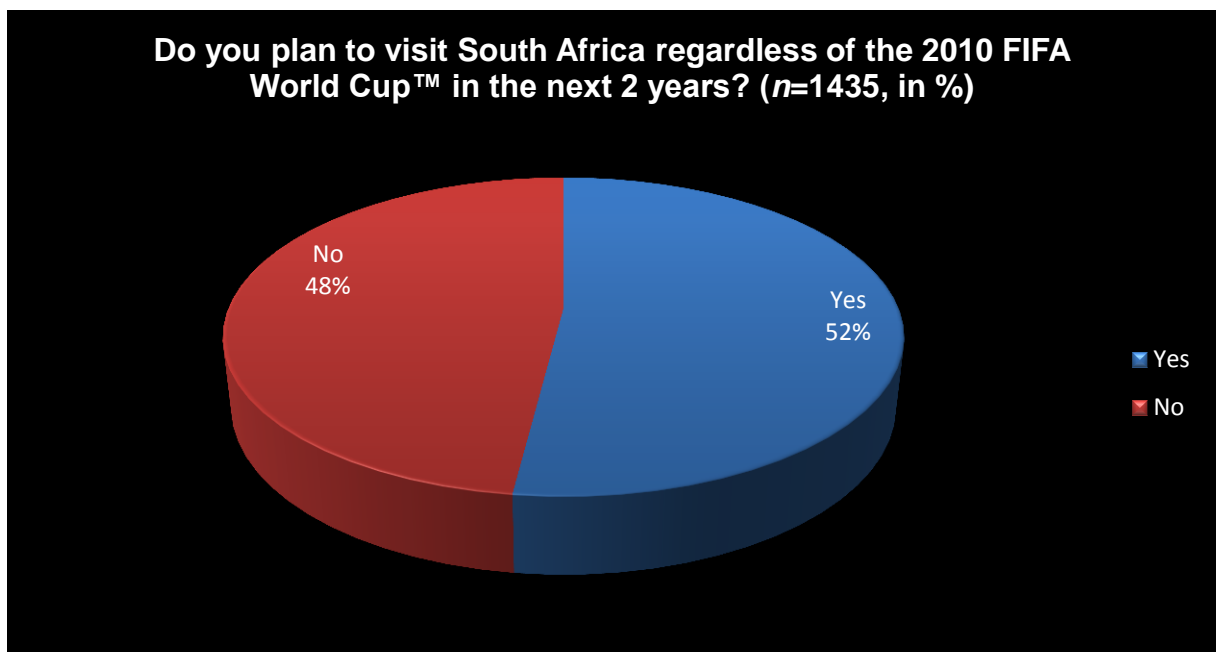
Figure 6.17: Do you plan to visit South Africa, regardless of the 2010 FIFA World Cup, in the next 2 years? (*n*=1435, in %)

As a follow-up to the above question, all respondents (*n*=2225) were asked the specific places, from the nine host cities, that they planned to visit during the following two years, regardless of the 2010 FIFA World Cup. Cape Town emerged as the most popular city, with a majority (75.3%) of the respondents indicating that they would visit the city in the next two years, as depicted in Table 6.33 below. Positive responses were also received regarding Nelson Mandela Bay / Port Elizabeth (51.5%), Durban (48.0%) and Johannesburg (42.9%) which were the main host cities, but the event raised awareness of other cities as well. Whether this awareness has subsequently been translated into more visitor arrivals remains to be seen.

Table 6.33: For overnight stays: Do you plan to visit these places, regardless of the 2010 FIFA World Cup™, in the next 2 years? (*n*=2225, in %)		
PLACE	**TOTAL (*n*=2225)**	
Bloemfontein	Yes	18.8
	No	81.3
Cape Town	Yes	75.3
	No	24.7
Durban	Yes	48.0
	No	52.0
Johannesburg	Yes	42.9
	No	57.1
Nelspruit	Yes	14.5
	No	85.5
Polokwane	Yes	10.7
	No	89.3
Port Elizabeth	Yes	51.5
	No	48.5
Pretoria	Yes	19.8
	No	80.2
Rustenburg	Yes	10.8
	No	89.2

Figure 6.18 below is a representation of the findings regarding the respondents' intent to visit Nelson Mandela Bay / Port Elizabeth specifically during the following 12 months. The majority (54%) of the respondents responded 'possibly', while a further 17% responded 'yes, likely' to the question. Only 29% of the respondents interviewed indicated that they were not likely to visit the city during the next 12 months. This is a positive finding for tourism in and around the Nelson Mandela Bay / Port Elizabeth region.
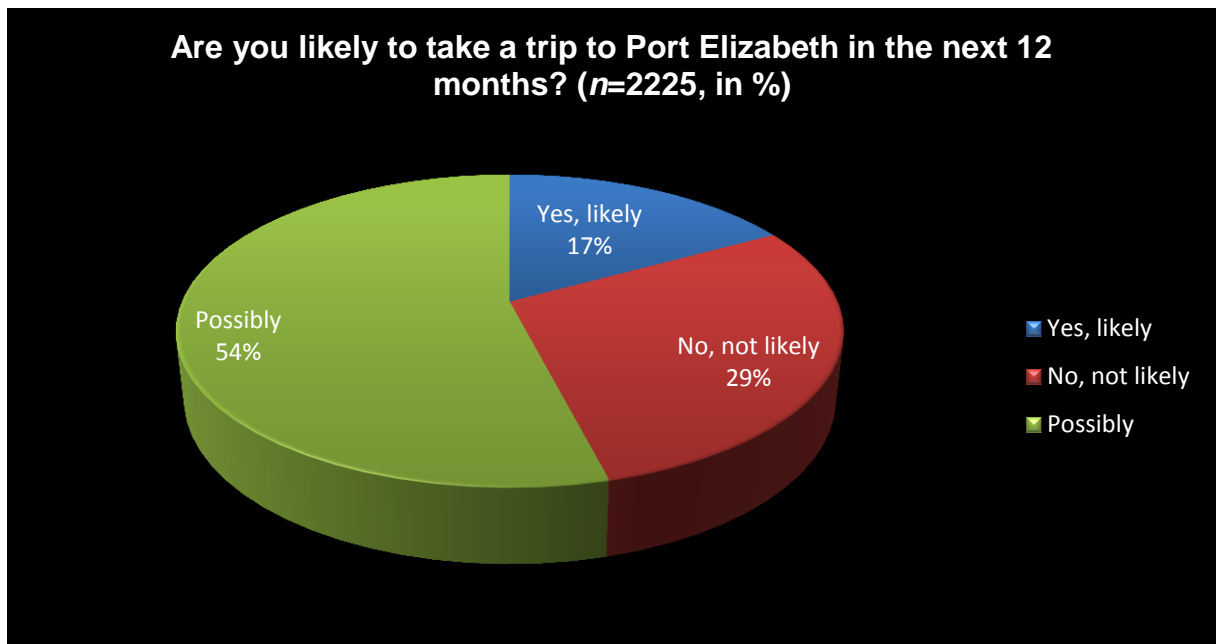
Figure 6.18: Are you likely to visit Nelson Mandela Bay / Port Elizabeth during the next 12 months? (*n*=2225, in %)

6.13 Overall environmental behaviour

In order to ascertain the environmental behaviour of the respondents, as specifically linked with the 2010 event, they were asked a series of questions related to environmental impacts. The responses regarding these questions are presented in this section.

The respondents were asked whether environmental considerations had played an important role in their choice of accommodation during the event, as presented in Table 6.34 below. The findings reveal a highly neutral stance (79.6%) regarding the question among the respondents. However, a notable percentage (17.7%) indicated that environmental considerations were important in their accommodation choice for the event.

Table 6.34: How important were environmental considerations in your choice of accommodation during the 2010 FIFA World Cup™? (*n*=2225, in %)	
LEVEL OF IMPORTANCE	**TOTAL (*n*=2225)**
Very important	15.6
Important	2.1
Neutral	79.6
Unimportant	1.5
Very unimportant	1.2

The respondents were asked how often they separated wet and dry waste according to the rubbish bins provided during the event. The question was a 5-point Likert scale one, with answers permitted to range from 'never' to 'always without exception'. Those who answered 'always, without exception' (65.6%) and those who answered 'almost always' (11.5%) combined for a majority response of 77.1% of the total sample. This comes on the backdrop of a majority (97.4%) of certain respondents (*n*=737) having earlier indicated that they had been advised to dispose of rubbish carefully, as was demonstrated in Table 6.32 above. The minority percentages of the finding were made up of those who indicated 'seldom' (7.6%) and of those who indicated 'never' (4.6%).

Table 6.35: How often did you separate your wet and dry waste into the correct bin during the 2010 FIFA World Cup™? (*n*=2225, in %)	
ITEM	TOTAL (*n*=2225)
Always, without exception	65.6
Almost always	11.5
Sometimes	10.7
Seldom	7.6
Never	4.6

The respondents were asked to indicate what mode of transport they used from their place of accommodation to attend the match at the stadium or to the fan park, from a range of given options on the questionnaire, as are depicted in Figure 6.19 below. The majority (39.4%) of the respondents used a motor coach or a bus, closely followed by those who used their personal cars (35.2%). The results regarding the use of personal and rented cars were considerably high, despite the emphasis that was placed on responsible tourism behaviour linked to minimising carbon emissions and using public transport collectively as opposed to driving individual cars. Those respondents who used rented cars (14%), walked (2.8%), used a taxi (3.5%) or the BRT (5.0%), and those who indicated other (0.1%), made up the rest of the sample.
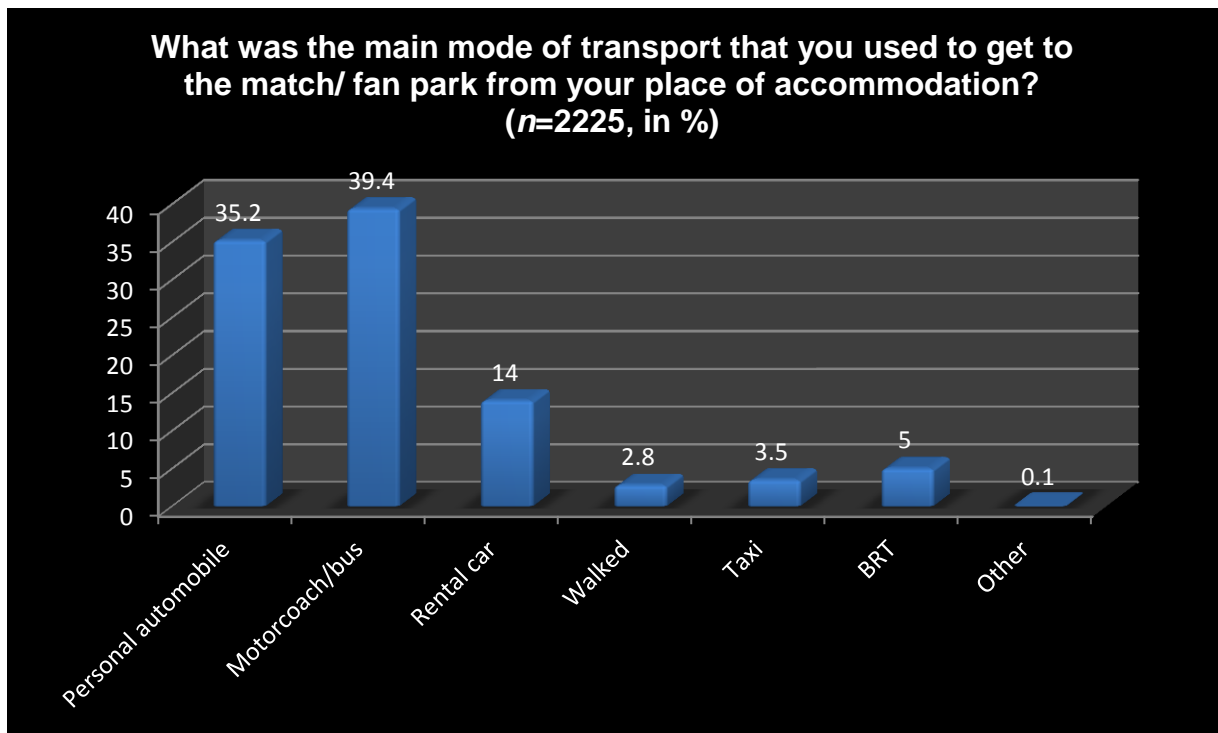
Figure 6.19: What was the main mode of transport that you used to reach the match/ fan park from your place of accommodation? (*n*=2225, in %)

6.14 Summary

The current chapter of the study, Chapter Six, presented an analysis of the perceptions of visitors to Nelson Mandela Bay / Port Elizabeth regarding the hosting of the 2010 FIFA World Cup™ by South Africa, and the city specifically. Key findings with regard to the demographic profile of the respondents revealed that the majority of the respondents were from South Africa (34.2%), England (20.4%) or Germany (5.6%). Those from within South Africa (*n*=790) were mostly from Limpopo (36.5%), Gauteng (24.9%) or the Western Cape province (24.7%). The majority of them were men (78.6%) and were relatively well educated, with the majority (86%) of the respondents either being in possession of a diploma, an undergraduate degree or a postgraduate degree. Regarding their purpose of visit to Nelson Mandela Bay / Port Elizabeth, the majority (85.0%) of the respondents indicated that the 2010 FIFA World Cup was important in their decision to visit the city. In addition, 25.6% of the respondents had attended a FIFA World Cup™ before. Of the foreign visitors (*n*=1435), many (75.4%) were coming to South Africa for the first time.

The overall results regarding the event-specific perceptions were not as positive as the above-mentioned responses, with many (44.3%) of the respondents suggesting that the event was not successfully hosted by South Africa. This is particularly

concerning, as 25.6% of the respondents had attended previous FIFA World Cups. In addition, there was a high level of indecisiveness regarding the amount of satisfaction experienced with the level of service received during the event among the respondents with many respondents taking a neutral stance in this issue. A notable number of respondents felt that the event had negative sociocultural impacts on the host city, with 48.0% feeling that the event increased crime in the local area, while 29.8% thought that the event had increased levels of pollution in the area. Despite this, there were generally positive perceptions with regard to the event as some respondents (35.2%) felt that the event assisted in raising their awareness of tourism facilities in the host cities. Furthermore, many of the respondents (35.3%) suggested that even though the event had negative socio-cultural impacts, they were not significant impacts.

The international respondents (*n*=1435) also noted that the event had helped them to be more aware of other destinations within South Africa (61.5%) and within Africa at large (30.0%), which was a positive sign in relation to raising awareness of African destinations and of other South African areas among the international visitors. In terms of additional activities in which they engaged, the respondents noted adventure (64.1%), theme parks (48.4%), wildlife (43.5%) and the beach (37.0%) as being the main activities in which they engaged while in Nelson Mandela Bay / Port Elizabeth. When they were asked to rate the city regarding some aspects, the respondents gave good ratings for friendliness, transport, personal safety and entertainment. However, there were worrying ratings regarding the city being good value for money and regarding it being a responsible tourism destination. There were highly positive findings regarding the city generally, with 98.8% of the respondents indicating that they would recommend Nelson Mandela Bay / Port Elizabeth to friends and relatives. Furthermore, 52.0% of the respondents planned to visit South Africa during the next two years, with Cape Town (75.3%), Nelson Mandela Bay / Port Elizabeth (51.5%), Durban (48.0%) and Johannesburg (42.9%) being the most popular cities among the choice cities for visitation among the respondents. The following chapter of the dissertation presents the conclusions that were drawn from the findings, based on the objectives of the study.

CHAPTER SEVEN
CONCLUSIONS AND RECOMMENDATIONS OF THE STUDY

7.1 Introduction

In the previous chapter of the study, the presentation and discussion of the research findings was provided in relation to the data that were gathered and analysed for the study. The final chapter of the dissertation aims to present a summary of the study. Conclusions and recommendations are provided regarding the data that were collected for the purpose of the study. In addition, the future research direction is given, in order to assist in the planning and management of events in South Africa generally, but in the Eastern Cape province specifically. The current chapter will also outline the limitations of the current study.

7.2 Conclusions

The results that were presented in Chapter Six of the current thesis were analysed based on the objectives outlined in Chapter One of the study, as listed below:

- To determine the profile of visitors who travelled to the 2010 FIFA World Cup™ in Nelson Mandela Bay / Port Elizabeth;
- To ascertain the perceptions and attitudes regarding South Africa's hosting of the 2010 FIFA World Cup™ among the visitors to Nelson Mandela Bay / Port Elizabeth;
- To determine the travel behaviour of visitors to the 2010 FIFA World Cup™ and to establish whether they intended to visit South Africa in future; and
- To make recommendations to the authorities based on the key findings of the research that could provide the basis for the hosting of future events in South Africa, and in Nelson Mandela Bay / Port Elizabeth in particular.

The conclusions of the study are provided in the subsections below, based on the objectives provided.

7.2.1 Conclusions regarding objective one

The study has met the first objective, which aimed at establishing the profile of the visitors to Nelson Mandela Bay / Port Elizabeth for the 2010 FIFA World Cup™. Apart from the South African respondents, who were expected, in any case, to be the majority, many of the respondents came from the key tourism source markets of

South Africa – the UK, Germany, the Netherlands, USA and France. Besides being the tourism markets of South Africa, these are also strong football nations. There was also evidence of emerging markets to be explored for future tourism marketing initiatives. The majority of respondents were men (78.6%), and were fairly young, with the majority of 85.3% falling in the age range of between 21 and 50 years (with an average age of 33 years). The study also showed a notable increase in women involved in the sport. Most of the respondents were well educated, and their average monthly income was estimated at R55 122.39. Of the international visitors, there were a few (24.6%) who had visited South Africa before, and, of those, 27.0% had specifically visited Nelson Mandela Bay / Port Elizabeth before and therefore the event was a platform to entice future visitation amongst those who were first-time visitors to the country specifically, but to retain those who were repeat visitors as well.

Many of the respondents (74.2%) were attending the FIFA World Cup™ for the first time, and were visiting South Africa for the first time (75.4%) as mentioned above. With regards to purchasing behaviour, the respondents indicated that they bought what they considered to be unique when buying during the event, which could be justified on the basis of their relatively high levels of education. A few respondents (14.8%) intended visiting other African countries during the event.

7.2.2 Conclusions regarding objective two

In order to meet objective two of the study, the respondents were asked to indicate their perceptions regarding the 2010 FIFA World Cup™ and the host city, Nelson Mandela Bay / Port Elizabeth. Their attitudes and perceptions were largely positive, albeit a few negative responses were received. Some respondents generally felt that the event was successfully hosted by South Africa, but were not particularly satisfied with the level of service that they received throughout the country for the duration of the event. Many (61.5%) of the international visitors felt that the 2010 FIFA World Cup™ had helped them to learn about more destinations within South Africa, while 30% of the respondents also suggested that the event assisted in raising their awareness about other African destinations generally. However, there were nuances of dissatisfaction with other issues, as 48.1% of the respondents, for example, felt that the event had increased crime in the local area, while a further 29.8% indicated that they felt that the event had increased pollution in the area. Some also raised the issue of increased traffic congestion in the local area as a result of the event.

Some respondents also had positive perceptions of the host city. For example, the majority of the respondents rated the city 'good' in terms of friendliness (80.5%), transport (65.2%) and personal safety (65.6%). They also perceived the city as satisfactory regarding adventure tourism, as the main activities to emerge as being those in which the respondents engaged were adventure activities, wildlife, theme parks, and going to the beach. Of immediate concern was the fact that the city was not perceived as a good 'value for money destination' by many (78.2%) of the respondents. Of the respondents, 74.1% further rated the city a 'poor' responsible tourism destination. This rating came against the backdrop of the overwhelming majority (84.8%) of the respondents who indicated that they had been informed of responsible tourism tips during their visit to Nelson Mandela Bay / Port Elizabeth.

7.2.3 Conclusions regarding objective three

The study met the third objective, which aimed at determining the travel behaviour of visitors to Nelson Mandela Bay / Port Elizabeth and ascertaing whether they had intentions to revisit South Africa and the city specifically, in the future. The respondents indicated that the 2010 FIFA World Cup™ was their main purpose in visiting South Africa. They also exhibited long-haul travel patterns, and preferred to make their own travel arrangements, as opposed to purchasing tour packages. In addition, the respondents mostly indicated travelling alone, although a notable number of respondents (22.2%) indicated travelling in groups consisting of people (perhaps including spouses and children) who were not particularly interested in football, but who rather preferred to engage in alternate tourism activities.

Respondents indicated that they were willing to recommend the city to friends, relatives and colleagues for visitation. An overwhelming majority (98.8%) of the respondents stated that they would do so, while 52% indicated that they planned to visit South Africa during the next two years (2011 and 2012). The most popular cities that respondents planned to visit included Cape Town (75.3%), Nelson Mandela Bay / Port Elizabeth (51.5%) and Durban (48.0%). The results were positive for Nelson Mandela Bay / Port Elizabeth, as more than half (51.5%) of those that planned to travel to South Africa during the two years post-event indicated that they would visit the city.

7.2.4 Conclusions regarding objective four

The fourth and final objective of the current study is to make recommendations to the relevant authorities regarding the better planning and management of events in the Eastern Cape, based on the key findings of the research endeavour. Such recommendations are provided in subsection 7.3 below.

7.3   Recommendations

In order to effectively leverage Africa's first mega-event, the recommendations for the relevant stakeholders in South Africa generally, and in the Eastern Cape province specifically, are outlined below.

In this study, it was found that the international visitors exhibited long-haul travel patterns, and largely preferred to make their own travel arrangements when compared to the option of buying tour packages. This challenges destination marketers for future events hosted in the country and the respective cities to engage with the relevant event organisers prior to the hosting of the events in ensuring sufficient tourism activity marketing to the potential event tourists. Chalip and McGuirty (2004:269) argue that such an alliance allows the marketer the opportunity to bundle tourism activites with event registrations and travel arrangements, which ultimately guarantees tourism activity engagement, in addition to the event participation. For example, since the region is named after the world icon and former statesman, Nelson Mandela, trips to his home in Qunu village could have been bundled together with the travel arrangements for the event, which would have ultimately leveraged some of the tourism benefits to non-host regions within the Eastern Cape. In addition, considering the fact that the visitors to the 2010 event were fairly young and well-educated, the marketing efforts of South Africa generally, and of Nelson Mandela Bay / Port Elizabeth specifically, should target such information sources as the internet, e-mails and social networks, as these were prominent forms of information for the majority of the visitors prior to the event.

Secondly, Taks *et al.* (2009:126) assert that first-time visitors to an event destination usually source information about the destination from external sources, whereas repeat visitors tend to use their experience of their previous visit(s) as their main source of information. In this regard, the 2010 FIFA World Cup™ was attended by many first-time visitors to the country, and to Nelson Mandela Bay / Port Elizabeth

specifically. Many of the respondents indicated that they would visit the city again, and would thus rely on their 2010 experience. The onus is on the NMBT to aggressively continue with the marketing momentum garnered through the hosting of the event, in order to inform and remind the relevant stakeholders of the tourism potential of the region, before the focus is largely shifted to alternative destinations. Part of the marketing would include limiting the tendency to rely on national marketing initiatives, but rather reaching out to the market (i.e. the existing source market, as well as emerging markets) with marketing initiatives that are province/region-specific and which should have the ability to offer extensive tourism information to the market.

One of the three main objectives of the 2010 event was to increase South Africa's international visibility, which would help to ensure extensive tourism benefits and a lasting tourism legacy for the country generally (Van der Merwe, 2009:28). It was, however, argued in the literature that mega-event legacy measurements are only effective over time. The study, therefore, recommends that, specifically for the Nelson Mandela Bay / Port Elizabeth region, which is considered to be largely overlooked by international visitors, a continous legacy measurement of the 2010 FIFA World Cup™ be implemented, in order to monitor the impacts of the event in the long-term. This will be made possible through the undertaking of frequent research by the relevant stakeholders, and the trends emanating from such research should equip the region with the required information in mapping out a way forward, in terms of maximising the positive tangible and intangible legacies left behind by the event. A follow-up study interrogating whether those who had indicated that they wished to visit the city in the short-term, and the reasons for others deciding not to come, where relevant, would assist in this regard and could also justify the hosting of the event.

Generally, the FIFA World Cup™ in South Africa in 2010 offered visitors the opportunity to view South Africa's premier destinations, as well as the generally less popular ones amongst the international visitors, such as Nelson Mandela Bay / Port Elizabeth. This was confirmed by the respondents themselves indicating that the event raised their awareness of, and, to an extent, kindled their interest in, South Africa as a whole. Moreover, the attitudes and perceptions from visitors about key services were largely positive for the duration of the event. The South African government will need to double their efforts in capitalising on this exposure by

diversifying their marketing initiatives for the country holistically, and by emphasising the unique tourism offerings found throughout the country.

7.4   Limitations of the current study

The limitations that apply to the current study are as follows. The study was only limited to Nelson Mandela Bay / Port Elizabeth, specifically the areas identified in Chapter Five of the study. It is conceded, therefore, that the findings of the study cannot be generalised to all those visiting the city during this time. In addition, due to the nature of the event, where the population cannot be known in advance, the determining of a relevant sample is difficult.

7.5   Future research direction

This research serves to expand the existing literature on the perceptions of South Africa among visitors to the country, and specifically to inform of the perceptions of the hosting of the 2010 event by the country, amongst both the international and local visitors. Future research initiatives should also consider investigating similar issues in other areas of the country, and not necessarily in just those hosting the events.

The study found that the Eastern Cape province is viewed as not being a good value-for-money destination, while major concerns were also noted regarding the fact that the respondents rated it as a 'poor' responsible tourism destination. This warrants further probing, as to what might have resulted in this perception being created among the visitors, as they do note that they were well informed of responsible tourism tips during their visit.

Furthermore, the study serves as a basic framework for the identification of the profile of event attendees to the province, and similar studies should be undertaken to continue with this endeavour, as the province currently lacks empirical data on such profiles. A post-longitudinal study to ascertain the profile of other event attendees, starting with the AFCON tournament to be hosted in the city in 2013, is recommended, particularly considering that, in the current study, the African representation was relatively low. In addition, for a better understanding of the tourism legacies of the event, those respondents who had provided their e-mail addresses could be asked if they did return or plan to return to the city, or whether they had recommended Nelson Mandela Bay / Port Elizabeth to friends and family.

7.6   Concluding remarks

The research was aimed at ascertaining perceptions of visitors in relation to the hosting of the 2010 FIFA World Cup™ in Nelson Mandela Bay / Port Elizabeth. The study will serve as a framework for similar studies in the Eastern Cape province, which currently lacks empirical data on visitors in the province. The recommendations have been made to the relevant stakeholders, who could use the data for the preparation and planning for future events.

Chapter One of the study provided an introduction and the background to the research project. The chapter outlined the research problem and question, as well as the objectives of the research. The methods and relevant tools that were used in collecting the data were also discussed in this chapter. The second chapter of the study consisted of the theoretical framework of the study, which aimed at providing a discussion of the key concepts upon which the study is based. Such concepts included fan identification and profiling, the fan expectations and experiences linked to sport tourism events, and specifically, the FIFA World Cup™.

Chapter Three presented a literature review, which provided discussions of sport tourism and mega-events in context, while also providing a detailed discussion of the recorded impacts of mega-events on the host destinations. This discussion was linked to the recent hosting of Africa's first mega-event, the 2010 FIFA World Cup™. The fourth chapter of the study provided a background discussion to the hosting of the event, while an overview of mega-event legacy was also provided. Nelson Mandela Bay / Port Elizabeth, as the host city, was discussed in the context of its tourism status.

Chapter Five of the study detailed the methodology that was employed for the collection and analysis of data for the study. This incorporated such issues as the research instrument used, the design of the research instrument, the sample selection and size, as well as the survey population.

Chapter Six presented the findings from the questionnaire in relation to the theoretical overview of the study. The final chapter of the study, Chapter Seven, has provided the conclusions drawn from the study, the relevant recommendations and the potential future research direction.

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APPENDIX A: The questionnaire

Cape Peninsula
University of Technology

2010 FIFA WORLD CUP™ VISITOR SURVEY

SECTION A: About your visit

1. Where is your main place of residence?

1.1 If South Africa, specify region:

Eastern Cape	Free State	Gauteng	Kwazulu-Natal	Limpopo	Mpumalanga	Northern Cape	North West	Western Cape

1.2 If **foreign visitor**, specify country: _____

2. Did others come with you to South Africa (if foreign tourist) or host city (if domestic tourist) who watched no football/soccer, neither in stadiums nor at fan parks, during the entire stay?
2.1. O Yes, specify number of people _____   5.2 O No

3. If foreign, was your South African visit arranged as a tour package?   O Yes   O No
3.1. What was included in your package?

Air travel	World Cup tickets	Accommodation	Food/Beverages	Coach tours	Car hire	Other (specify)

SECTION B: Previous attendance/visits

4. Have you attended a previous FIFA World Cup™?	O Yes	Number of prior World Cups attended _____	O No
5. Have you visited South Africa before this trip? (Foreign tourists only)	O Yes	Number of prior visits_____	O No
6. Have you visited Port Elizabeth before this trip?	O Yes	Number of prior visits to this city: _____	O No
7. Will you visit another country in Africa during this trip?	O Yes		O No

SECTION C: Consumer behaviour

8. Rate your purchasing behaviour at the 2010 FIFA World Cup™ on a scale of 1=I purchase only what I really need to 5=I purchase whatever I want.

1	2	3	4	5

9. How important was the 2010 FIFA World Cup™ in your decision to travel to South Africa (foreign visitors) / this host city (domestic visitors)?

1. Very unimportant	2. Unimportant	3. Neutral	4. Important	5. Very important

9.1. If very unimportant, unimportant or neutral, what was your primary reason?

Holiday	Business	Visiting friends/relatives	Shopping	Health/Medical	Other (specify)……………………………………………………………………..

10. **How many times will you visit an official FIFA fan park in total during the 2010 FIFA World Cup™ in the following cities?**

Bloemfontein	Cape Town	Durban	Johannesburg	Polokwane	Port Elizabeth	Pretoria	Nelspruit	Rustenburg	Others in South Africa

11. **Please answer "yes" or "no" to the following statements.**

	Yes	No
I am watching this match because I happen to be in the region at this moment		
I extended my holiday to see this match		

12. **For overnight stays only: Do you plan to visit the following places regardless of the 2010 FIFA World Cup™ during the next two years? South Africa is not applicable for domestic tourists.**

	South Africa	Bloemfontein	Cape Town	Durban	Johannesburg	Nelspruit	Polokwane	Port Elizabeth	Pretoria	Rustenburg
Yes										
No										

SECTION D: Perceptions of South Africa and the 2010 FIFA World Cup

13. **Indicate the extent to which you agree or disagree with each STATEMENT with an 'X' in the right-hand column**

STATEMENT	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I feel confident that this event has been successfully hosted in South Africa / PE.					
I am satisfied with the level of service that I have received during the event.					
I am more aware of tourism facilities in the area due to attending the event.					
The World Cup caused/ is causing no traffic congestion in the local area.					
The World Cup leads/has led to increased crime in the local area.					
The World Cup increases levels of pollution, e.g. air pollution, waste, etc.					
The World Cup has **NO** significant negative social impacts.					
Only answer the following question if you are a South African: I feel proud that South Africa is hosting this event.					
Only answer the following questions if you are a foreigner: I am more aware of other destinations in South Africa because of visiting the event.					
I think South African athletes or teams are major competitors in this sport.					
I am more aware of other destinations in the rest of Africa because of visiting the event.					
The environment in Port Elizabeth is being degraded due to the hosting of the 2010 FIFA World Cup™.					
During the 2010 FIFA World Cup™, I go out of my way to purchase goods and services from local businesses.					

SECTION E: Perceptions of Nelson Mandela Bay / Port Elizabeth

14. **What are/were the main activities in which you intend(ed) participating / have participated during your stay in Port Elizabeth? (Multiple responses permitted):**

Shopping	Wildlife watching	Trading	Visiting natural attractions	Medical	Nightlife	Theme parks	Visiting of a casino
Business		Social (VFR)	Beach activities	Health	Cultural/ heritage	Sport (competed in)	Food & wine
Sport (attended) (other than 2010)		Adventure		**Other (specify)**……………………………………………………………………………………………			

15. Please rate your general impressions/experiences of Port Elizabeth in terms of the following:

	Good	Fair	Poor		Good	Fair	Poor
Friendliness				Banking			
Helpfulness				Entertainment			
Transport				Value for money			
Personal safety				Responsible tourism destination			
Cleanliness							

16. Indicate the main sources of information on the destination used prior to departure to Port Elizabeth:

Television	Radio	Magazine	Newspaper	Internet	Social media platforms
Travel guide	Previous visits	Work related/professional colleagues	Friends or relatives who have visited Port Elizabeth or who are residents of the city		
Other (specify)……….					

17. Have you been informed of any responsible tourism tips during your visit to Port Elizabeth?

Yes	No

17.1 If yes, where have you seen these tips? (multiple responses permitted)

Place of accommodation	Tourism attraction	PE Stadium	FIFA fan park	Tourism information centre	**Other (specify)**

17.2 If yes, can you recall any of the responsible tourism tips? (multiple responses permitted, unprompted)

Responsible Tourism Tips	Yes	No		Yes	No
Interact with locals and buy local goods and services			Use water sparingly and efficiently, e.g. drink tap water		
Use establishments that make use of local services and products			Dispose of rubbish carefully, recycle and reuse		
Donate to local charities, instead of giving money to street children			Make use of public transport		
Use electricity efficiently, e.g. switch off lights and TV when not in room			**Other (specify)…………………………………………………**		

18. Would you advise friends, relatives or colleagues to visit Port Elizabeth?

Yes, definitely	Possibly	No, definitely not

19. Are you likely to visit Port Elizabeth during the next 12 months?

Yes, likely	Possibly	No, not likely

SECTION F: Environmental attitudes

20. How important were environmental considerations in your choice of accommodation during the 2010 FIFA World Cup™?

1. Very unimportant	2. Unimportant	3. Neutral	4. Important	5. Very important

21. How often did you separate your wet and dry waste into the correct bin during the 2010 FIFA World Cup™?

1. Never	2.Seldom	3. Sometimes	4. Almost always	5. Always without exception

22. What was the main mode of transport that you used to reach the match/ fan park from your place of accommodation today?

O Personal automobile   O Motor coach /bus   O Rental car   O Walked   O Taxi   O BRT   O Other, specify _____

SECTION G: Demographic profile of respondents

23. Country of origin (nationality): _____

24. Gender

Male	Female

25. Age _____ years

26. Highest level of education attained

No formal education	Primary completed (7 yrs of schooling)	Secondary completed (> 7 yrs of schooling)	Certificate/Diploma
Undergraduate degree	Postgraduate	Other (specify):	

27. Your monthly net income (after deduction of taxes and social security) _____ (specify currency **€/£/$/R**)

THANK YOU FOR YOUR PARTICIPATION IN TH STUDY

APPENDIX B: Country of origin

COUNTRY	TOTAL (*n*=2225)
South Africa	34.2
England	20.4
Germany	5.6
USA	4.7
Brazil	4.5
Chile	3.5
Switzerland	3.4
The Netherlands	3.2
Australia	1.7
Canada	1.2
Uruguay	1.0
Argentina	0.9
France	0.9
Korea	0.9
Mexico	0.8
Finland	0.7
Israel	0.7
Slovenia	0.7
Zimbabwe	0.6
New Zealand	0.5
Serbia	0.5
Ethiopia	0.4
India	0.4
Japan	0.4
Norway	0.4
Spain	0.4
Tanzania	0.4
Bangladesh	0.3
Belgium	0.3
Cameroon	0.3
Denmark	0.3
Kenya	0.3
Namibia	0.3
Nigeria	0.3
Portugal	0.3
Sweden	0.3
Angola	0.2
Austria	0.2
Ghana	0.2
Greece	0.2
Poland	0.2
Uganda	0.2
Venezuela	0.2
Zambia	0.2
Bolivia	0.1
Botswana	0.1
China	0.1

Table 6.9: Country of origin (*n*=2225, in %).

Colombia	0.1
Congo	0.1
Croatia	0.1
Egypt	0.1
Hong Kong	0.1
Hungary	0.1
Italy	0.1
Jamaica	0.1
Malaysia	0.1
Mauritius	0.1
Mozambique	0.1
South Korea	0.1
Singapore	0.1
Burundi	0.0
Cuba	0.0
El Salvador	0.0
Eritrea	0.0
Estonia	0.0
Indonesia	0.0
Ivory Coast	0.0
Latvia	0.0
Lesotho	0.0
Malawi	0.0
Monaco	0.0
New Caledonia	0.0
Nicaragua	0.0
Pakistan	0.0
Philippines	0.0
Russia	0.0
Senegal	0.0
Sierra Leone	0.0
Somalia	0.0
Sudan	0.0
Taiwan	0.0
Thailand	0.0
Tunisia	0.0
Ukraine	0.0

APPENDIX C: Main domicile/ place of residence

COUNTRY	TOTAL (*n*=2225)
Table 6.1: Main domicile / place of residence (*n*=2225, in %).	
South Africa	35.5
England	30.5
Germany	8.5
USA	8.0
Brazil	6.9
Switzerland	5.4
Chile	5.2
The Netherlands	4.7
Australia	3.2
Canada	2.0
Uruguay	1.6
France	1.4
Argentina	1.3
Mexico	1.1
South Korea	1.1
Finland	1.0
Israel	1.0
Slovenia	1.0
New Zealand	0.8
Spain	0.8
Serbia	0.7
India	0.6
Namibia	0.6
Norway	0.6
Sweden	0.6
Zimbabwe	0.6
Belgium	0.5
Japan	0.5
Uganda	0.5
Cameroon	0.4
China	0.4
Denmark	0.4
Ethiopia	0.4
Kenya	0.4
Portugal	0.4
Angola	0.3
Bangladesh	0.3
Ghana	0.3
Greece	0.3
Nigeria	0.3
Poland	0.3
Singapore	0.3
Tanzania	0.3
Zambia	0.3
Austria	0.2
Mauritius	0.2
Venezuela	0.2

Bolivia	0.1
Botswana	0.1
Cayman Islands	0.1
Colombia	0.1
Congo	0.1
Croatia	0.1
Cuba	0.1
Egypt	0.1
El Salvador	0.1
Estonia	0.1
Hong Kong	0.1
Hungary	0.1
Indonesia	0.1
Italy	0.1
Ivory Coast	0.1
Jamaica	0.1
Latvia	0.1
Malawi	0.1
Malaysia	0.1
Monaco	0.1
Mozambique	0.1
New Caledonia	0.1
Pakistan	0.1
Philippines	0.1
Qatar	0.1
Russia	0.1
Senegal	0.1
Sierra Leone	0.1
Solomon Islands	0.1
Somalia	0.1
Sudan	0.1
Taiwan	0.1
Thailand	0.1
United Arab Emirates	0.1
Ukraine	0.1