

**THE IMPACT OF THE 2010 FIFA WORLD CUP SOCCER
TOURNAMENT ON AFRICAN IMMIGRANTS IN THE
WESTERN CAPE**

by

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DECLARATION

I, Denys UWIMPUHWE, declare that the contents of this thesis represent my own unaided work, and that the thesis 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.

Signed

Date

ABSTRACT

This thesis examines the extent to which the 2010 FIFA Soccer World Cup will impact on African immigrants in the Western Cape. The study aims to investigate their awareness, expectations, perceptions, and how they would like to be involved in this major event. Between 1 November and 30 November, about a year and a half before the 2010 World Cup starts, 200 immigrants from the African continent who live in the Republic of South Africa completed the survey instrument.

The study was conducted in two residential areas, two Non-Governmental Organisations (NGOs) and the Cape Town city centre. A quantitative design using a questionnaire survey was utilised to establish the opinions of the participants.

Data analysed by means of descriptive statistics was used to obtain the frequencies, expressed as percentages. The results of this study reveal that African immigrants in the Western Cape are aware of the 2010 World Cup and the different opportunities of hosting it on the African continent. African immigrants have positive perceptions and expectations towards this event. They expect to gain some benefits and are ready to be involved in this major event. This research also proposes a framework that offers simple ideas and suggestions to allow the Local Organising Committee (LOC) to select a suitable level on which to involve African Immigrants of the Western Cape in the 2010 World Cup, as well as the 'tools and techniques' to help the LOC to plan, implement and evaluate the right community involvement process.

This study could assist in planning and deciding suitable strategies for the Western Cape Province and the 2010 World Cup Local Organising Committee for community involvement in this event. It could assist also in making the 2010 World Cup an African event, by giving it a true African flavour and focus.

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- To my family for their wonderful support

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DEDICATION

I dedicate this thesis firstly to my mother, Eunik AYINKAMIYE, who has brought me into this life and has been an inspiration to me throughout my studies. Secondly, to my late father, Justin MBIZI, who unfortunately passed away before the completion of my studies.

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GLOSSARY

Terms/Acronyms/Abbreviations	Definition/Explanation
2010 NCP	the 2010 National Communication Partnership
Aiest	The International Association of Scientific Experts in Tourism
AIS	Australian Institute of Sport
ARESTA	Agency for Refugee Education, Skills Training & Advocacy
BCA	Business Club Australia
CCDI	Cape Craft Design Institute
CEO	Chief Executive Officer
COHRE	Centre on Housing Rights and Evictions
COMESA	The Common Market for Eastern and Southern Africa
CTRC	Cape Town Refugees Centre
CTRC	Cape Town Refugees Centre
CTRU	Cape Town Route Unlimited
CWC	Cricket World Cup
DBSA	Development Bank of South Africa
DEAT	Department of Environmental Affairs and Tourism
DPLG	Department of Provincial and Local Government
DRC	Democratic Republic of Congo
FIAIC	A Framework of Involvement of African Immigrant Communities
FIFA	Fédération Internationale de Football Association
GCP	Generation Challenge Programme
GDP	Gross Domestic Product
GIAN- RUIG	Geneva International Academic Network
HSRH	Human Science Research Council
IDC	Industrial Development Corporation of South Africa
IDP	Integrated Development Plan

IMP	International Migration Policy
IOC	International Olympic Committee
IOM	International Organization for Migration
LOC	Local Organising Committee
MICE	Meeting, Incentives, Conferences and Exhibitions
MIDSA	Migration Dialogue in Southern Africa
NASSM	North American Society for Sport Management Conference
NGOs	Non Government Organizations
PGDS	Provincial Growth and Development Strategy
SADC	Southern African Development Community
SAMP	The Southern Migration Project
SAPS	South African Police Service
SEDA	Small Enterprise Development Agency
SMMEs	Small, Micro, Medium Enterprises
SOCOG	Sydney Organizing Committee for the Olympic Games
UNHCR	United Nations High Commissioner for Refugees
USD	United States Dollars
USINS	The United States Immigration and Naturalization Service
WC	World Cup

CHAPTER ONE

INTRODUCTION

1.1 Introduction

Wagen and Carlos (2005: 4) define a mega-event as an event targeted at the international market, and as something that has a specific yield in term of increased tourism, media coverage, and economic impact. According to Choong-Ki Lee, Lee and Lee (2004: 840), a hallmark event such as the World Cup has many effects on the countries or regions in which it takes place. It not only increases tourist receipts, income, employment, and government revenues, but it also raises awareness and knowledge of the country or region involved (Choong-Ki Lee, Lee and Lee, 2004: 840). However, community support and community involvement in the mega-event is a crucial condition to its success (Choong-Ki Lee et al. 2004: 840).

Hiller, quoted by Gursory and Kendall (2006: 617), asserts that the support and involvement of the locals are necessary for three important reasons. Firstly, they are often asked to vote for tax increases to support infrastructure and facilities. Secondly, a friendly and hospitable local population is critical in transforming a mega-event into an urban festival to provide a significant experience for residents and guests alike. Thirdly, local support and involvement are likely to increase the longevity of positive impacts on the local community (Hiller, 1990 quoted in Gursory and Kendall, 2006: 617).

This research was conducted within the Western Cape's African refugee communities in order to determine their awareness of this mega-event, to identify their expectations, and how they would like to be involved. The research investigated the social and economic benefits that the African refugee community expect to gain from this mega-event. Lastly, this research proposes a framework which can actively motivate African refugees to support the 2010 World Cup; in terms of being a spectator at soccer matches, a volunteer, or an entrepreneur. The involvement of African refugees in this mega-event has many positive outcomes for them, as well as the event itself. For example, on the one hand, it can help in their integration into the South African community; and on the other hand, they can join forces with the rest of

the Western Cape Community in supporting this mega-event. As Choong-Ki Lee et al. (2004: 840) states, the community support and community involvement in the mega-event is a crucial condition to the success of the event.

1.2 The background of the research problem

The Department of Environmental Affairs and Tourism (DEAT, 2005: 5) highlighted the key objectives for the 2010 World Cup event which are: to host a world-class African World Cup, to ensure a lasting social legacy through the event, and to leverage the event to spread economic and social benefits beyond the borders of South Africa. South Africa also seeks to change how the world views not only South Africa but the African continent as a whole (Atkearney, 2005: 8).

This research focuses on the involvement in the 2010 World Cup of African immigrants living in the Western Cape due to the following reasons: Firstly, South Africa has confirmed that this 2010 World Cup will be an African event and it will be leveraged in order to spread economic and social benefits beyond the borders of South Africa (DEAT, 2005: 5). Secondly, the long term benefits of the events are for both South Africans as well as immigrants. According to Schreier (2006: 46), except for the right to vote, refugees and asylum seekers are afforded virtually the same rights as South African nationals including full legal protection according to the Bill of Rights of the Constitution. The same author highlights other rights for refugees and asylum seekers in South Africa which are:

- The right to work and study, which includes self employment and entering into contracts and leases,
- The right to the same basic health services and basic primary education which South Africans are entitled to, at the same charge as South Africans
- The right to access secondary and tertiary education.

In addition, researchers have revealed the need to involve immigrants in mega-events. For example, Swart, Daniels, Donaldson and Cornelissen (2008: 4) state that because tourists travelling to the 2010 World Cup need to be able to communicate in a variety of languages, this allows host destinations to utilise the services of foreign speaking local citizens and refugees who speak foreign languages.

However, the involvement of this part of the community is not an easy task, especially in South Africa where xenophobia towards immigrants from Africa exists in the general population, including politicians and some police officers, as Palmary (2006: 4) asserts. Thus, this study focuses on the awareness and expectations of the Western Cape's African immigrant communities, and how they would like to be involved in the event. It then proposes a framework for participation of African immigrant communities in the 2010 World Cup.

1.3 Statement of the research problem

The extent to which the 2010 World Cup will impact on African immigrants in Western Cape is not known.

1.4 Research objectives

The main objectives of this research are the following:

1. To identify the benefits of the 2010 World Cup for African immigrant communities
2. To measure the awareness of African refugees toward this mega-event.
3. To identify the expectations of African refugees and how they would like to be involved in this mega-event.

Subsidiary objective:

- To develop a framework for participation of African immigrant communities in the 2010 mega-event.

1.5 Key questions pertaining to the research

The aim of this research was to find out the responses to the following questions:

1. To what extent are African refugees living in the Western Cape aware of the 2010 mega-event and the benefits of hosting it on the African continent?
2. What are the expectations and perceptions of Western Cape African refugees towards the mega-event?
3. What kind of benefits can the mega-event provide to African refugees in the Western Cape?
4. How would Western Cape African refugees like to be involved in this mega-event?

1.6 Delineation of the research

This research is limited to African refugees living in Cape Town in terms of the tourism and events sector in South Africa. The survey concerns refugees from African countries only, and excludes other refugees who come from other continents.

1.7 Research design and methodology

1.7.1 Literature search

This part of the research involved an introduction to dominant theories on the impact of mega-events to the host communities, relating to the research problems and research questions. This section analysed the benefits the countries that organise the mega-events can get in general, as well as the benefits from the 2010 World Cup and its contribution to the South African economy and that of the Western Cape Province. The information was gained from data related to event management, sport tourism, and publications done on international migration studies, found in various Cape Town libraries. The web-based publications related to this study are another source of information.

1.7.2 Extraction of normative criteria

Thomas (2004: 20) asserts that designing a research project is all about making decisions. These range from broad, general decisions about what approach to adopt in order to tackle a particular topic, to narrow, more specific decisions about what specific data to obtain, from where and how (Thomas, 2004: 20). This study used the descriptive research design. According to Anon (nd), descriptive studies are helpful in revealing patterns and connections that might otherwise go unnoticed. There are three primary reasons to conduct descriptive studies (Anon, nd): firstly, to identify areas for further research, secondly, to help in planning resource allocation, lastly to provide informal information about a condition or disease.

1.7.3 Empirical survey

1.7.3.1 Description of the research population

This research was targeted at African immigrants living in the Western Cape in general and certain African refugees in particular. The selection population was based on their country of origin as it was limited only to immigrants from the African continent.

1.7.3.2 Description of the target population

This research was conducted within the African refugee community of the Western Cape, particularly in Cape Town. The survey was carried out in locations where immigrants live and in the city centre where a considerable number of immigrants work. It also targeted refugees who attend the forum of refugees, and the Agency for Refugee Education, Skills Training & Advocacy (ARESTA).

1.7.3.3 Description of response population

Structured interviews were conducted with the African refugee community living in the Western Cape in order to identify their expectations, awareness of, and intended involvement in the mega-event. Two hundred respondents were selected such that they could represent a substantial section of the African continent. The researcher considered their country of origin, age group, gender, activities and their income. Questions were designed in a way that they could help us to collect information required in order to answer the research questions, and reach the research objectives.

1.7.4 Statistical analysis

All primary data collected was coded, then analysed using S.P.S.S version 17 which is a statistical package for social sciences. "This software helps to summarise data, compile appropriate tables and graphs, examine relationships among variables and perform tests of statistical significance based on the research questions. Thus presenting in a more meaningful and simplified manner." (Babbie, Mouton, Vorster and Prozesky, 2001: 583).

1.7.5 Interpretation of results

The data acquired through field data collection was evaluated in conjunction with other information acquired via resources such as the Internet and available literature. The analysis included the profile of respondents and their intended involvement, their perceptions and awareness. This research also probed different benefits that could be gained from this mega-event to the whole continent, South Africa as the host country, the Western Cape Province and African immigrants themselves. The key concerns to South Africa for hosting this mega-event have been highlighted

1.7.6 Articulation of findings

Once all the necessary data was obtained and evaluated, the results were interpreted and written up. A report that responds to the problem statement and research questions was submitted after the interpretation of data and the final analysis. This study provided normative criteria for people involved in the planning of the 2010 World Cup in South Africa and in the Western Cape in particular; it suggested a framework to actively involve the African refugee communities in the Western Cape in this mega-event.

1.8 Clarification of basic terms and concepts

- **Tourism:** the activities of persons travelling to and staying in places outside their usual environment for no more than one consecutive year, for leisure, business and other purposes (Bayat and Ismail, 2008: 184).

Domestic tourism according to Bayat and Ismail (2008: 184) makes reference to residents of a country visiting their own country; inbound tourism refers to non-residents visiting a country other than their own; and outbound tourism refers to residents of a country visiting other countries.

An international tourist, as Bayat and Ismail (2008: 184) defines it, is a visitor who stays in the country visited for at least one night. An international visitor is any person residing in a country, who travels to a place within the country, outside his/her usual environment for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited (Bayat and Ismail, 2008: 184).

- **FIFA World Cup:** The Football World Cup (official name: FIFA World Cup) is the most important competition in international football (soccer).
- **Immigrant:** Somebody settling in a country; a newcomer to a country who has settled there (Encarta Concise English Dictionary, 2001).
- **The community** refers to a number of individuals associated with each other by the fact of residence in the same locality, or subjection to the same laws and regulations (New Webster's Dictionary of the English Language, 1981).
- **Refugee:** According to Schreier (2006: 44), international law defines a refugee as a person who is unable or unwilling to return to his/her country because of a well-founded fear of persecution based on his/her race, religion, nationality, political opinion or social group. This definition is found in the 1951 UN convention. In South African law, the enumerated grounds of gender and tribe have been added to this list, an example of how this legislation is considered quite progressive (Schreier, 2006: 44).

1.9 Summary

The aim of this research is to assess the readiness of African immigrants in the Western Cape to support the 2010 World Cup. In order to reach this objective, a sample survey was carried out in this community. A sample of around two hundred respondents was interviewed, and the data acquired through field data collection was evaluated in conjunction with other information acquired via resources such as the Internet and available literatures. The expected outcome is that this study is to provide a normative criterion for people involved in the planning of the 2010 Fédération International de Football Association (FIFA) World Cup in South Africa and in the Western Cape in particular; and suggests a framework to actively involve the African refugee communities of the Western Cape in this mega-event.

Chapter two looks at an overview of mega sport events. It highlights different impacts mega-events can have on hosting countries and also draws attention to the 2010 World Cup and its impact on the South African community.

Chapter three provides an overall view on African immigrants in South Africa. It highlights the perception of the local community toward foreigners from the African continent. It also highlights the involvement of African immigrants in the country's tourism industry.

Chapter four presents the methodology used in this study. It clarifies the research setting, the study design and the entire process used to collect and to analyse the data.

Chapter five provides analysis of data that has been researched and gives a comprehensive overview of the interpretation of the findings. Furthermore, it covers the responses to the research questions.

Chapter six provides a framework that can be used in order to successfully involve African immigrant communities in the 2010 World Cup.

Chapter seven provides an overall view of recommendations for the study which can be applied by the Local Organising Committee to involve African immigrants in the 2010 World Cup and other events that will follow.

CHAPTER TWO

OVERVIEW OF MEGA-EVENTS

2.1 Introduction

This chapter comprises an extensive literature review related to the impact of mega-events to the host communities. This section analysed the benefits the countries that organise the mega-events can get in general, as well as the benefits from the 2010 World Cup and its contribution to the South African economy and that of the Western Cape Province. Furthermore, it gave examples of the best practices and lessons learnt from countries that have hosted other mega-events including the World Cup, in the past; those example are: the preparation for the 2002 World Cup and its impacts on Korean society, and Sydney 2000: event business leveraging.

2.2 Mega-sports events

Bayat and Ismail (2008: 79) define events as occurrences staged to communicate messages to target audiences, such as news conferences or grand openings. Wagen and Carlos (2005: 4) assert that mega-events are the large events which are generally targeted at international markets. According to Wagen and Carlos (2005: 4) the Olympic Games, Soccer World Cup, and the Superbowl are good examples. The Superbowl, where in 1967, 30,000 tickets remained unsold, is now an event that sells out before the tickets have been printed and also accounts for the sale of 30,000 hotel rooms. It is televised to an audience of 800 million and adds \$300 million to the local economy. All such events have a specific yield in terms of increased tourism, media coverage, and economic impact (Wagen and Carlos, 2005: 4).

Cave (2003: 3) reveals that for mega-sport events there is some evidence that tourism is a major beneficiary of sport. Cave (2003: 3) reports that the Barcelona Olympic Games generated spending of more than £15 billion and prompted a 15-year regeneration of the city with benefits of a new marina area and an improved cruise terminal in what was a much degenerated part of the city. This emphasis on urban regeneration has resulted in Barcelona becoming a leading short-break destination for European holidaymakers in recent years, and its accessibility through the growth of low-cost airlines has added to the tourist numbers (Cave, 2003: 3).

Nagle (1999 quote in Cave 2003: 3) reveals that, Atlanta was wholly privately funded, and urban regeneration and infrastructural improvement formed a major part of the bid strategy, which ultimately provided large dividends in terms of the growth of business in the city. In terms of sporting success, the Atlanta Olympic Games was less successful with venues spread over a large area, although the major sporting legacy was the main stadium, which has now been transformed for professional baseball (Nagle 1999, cited in Cave 2003: 3). Additional tourism expenditure over a four-year period either side of the games mounted to some £2.4 billion, and the pre and post publicity from the games manifested itself in a growth in the Meetings, Incentives, Conferences and Exhibitions (MICE) market with an estimated 200 major meetings taking place in a four-year period either side of the Olympics (Cave 2003: 3). In addition, the infrastructural improvements, which came with the bid and included better transport and the provision of additional hotel accommodation, are clear benefits to long-term tourism potential of the destination (Cave 2003: 3).

For example, Cave (2003: 6) claims that African nations have a long history of staging the African Nations Cup soccer tournament, but more recently they have made a number of bids, some which have been successful, to host major international tournaments. Following the end of apartheid, South Africa has taken the lead and was successful in staging the 1995 Rugby World Cup, which provided a big boost for the conference market and tourism sector (Cave 2003: 7).

2.3 Impact of hosting a mega-event

Despite numerous studies on the impacts of tourism development on a region or a country (e.g. Sheldon & Abenoja, 2001: 434-443; Sirakaya, Teye, & Sonmez, 2001: 57-67), only limited research relating to non-economic impacts of an event or festival exists (Kim & Patrick, 2005: 25). Furthermore, even published studies on the impacts of an event or festival have mainly focussed on the economic benefits gained by hosting the event (Kim & Patrick, 2005: 25). However, beyond economic impacts, events often bring new infrastructure and facilities, as well as a variety of social and cultural events that influence pre-existing patterns of activity and lifestyle in the host and its neighbouring communities (Kim & Patrick, 2005: 25).

2.3.1 The economic impact of mega-events

Pyo, Cook, and Howell (1988: 139) studied the Summer Olympic Games where actual visitors were fewer than expected. Pyo et al. (1988: 139) reveal that, for instance, the Tokyo Olympics expected 130,000 visitors but 70,000 tourists actually arrived, and the Los Angeles Olympics expected 625,000 tourists but only 400,000 tourists arrived. Thus, they suggested that the mega-event should be considered not only in terms of its direct income but also as a long-term investment that builds a positive image in the tourist's mind (Pyo, Cook & Howell, 1988: 139). Kang and Perdue (1994, quote in Lee & Taylor, 2005: 596) estimated a long-term impact of the 1988 Seoul Olympics based on an 'Olympic Impact Curve', which represented the expected longitudinal effect of the mega-event. The results showed that the long-term impacts over three years (1988–1990) were estimated to be US\$1.3 billion, whereas the Olympic impact was found to be higher in the year following the mega-event, and gradually diminished over a 10-year period (Kang & Perdue 1994, quote in Lee & Taylor, 2005: 596).

However, researchers have continually raised questions about methodological issues associated with the measurement of the economic impacts of events (Lee & Taylor, 2005: 597). Burgan and Mules (1992: 709) sustained that researchers should count only those expenditures that would not have occurred in the absence of the event. Crompton, Lee, and Shuster (2001: 1) excluded local residents, time-switchers, and casuals, in estimating expenditures attributable to an event. Crompton, Lee, and Shuster (2001: 1) assert that only expenditures by tourists who resided outside the community and whose primary motivation for visiting was to attend the event were included. Their survey results indicated that time-switchers and casuals accounted for 48.7% of all visitors to Springfest, while local residents represented 22.5% (Crompton, Lee & Shuster, 2001: 1).

In an elaboration of considerations in the assessment debate, Tyrrell and Johnston (2001: 99) pointed out that true net economic impact of the event (expenditure directly related to the event) can be confused with gross economic impact (total spending by all event visitors and participants). They demonstrated that gross sales of US\$2,031,000 overestimated true net direct sales impact on the 1997 Newport Folk Festival (US\$954,000) by \$1,077,000, indicating the incorrect use of gross sales as an estimate of net direct impact. Gelan (2003: 418) estimated the local economic

impact of the 1999 British Open, using an input–output model. His survey data indicated that 23% of respondents were local residents; the remaining 77% were tourists from outside the community, with 93% of all non-local tourists attracted by the event. Gelan’s study also indicated that 5% of the local residents visited because of the event. Unlike Crompton et al. (2001), Gelan included these locals in the direct expenditure category since their visitation was event driven. The results showed that per capita expenditure per day was £75.7 for local residents and £154.2 for tourists Gelan (2003: 420). According to Gelan (2003: 420), total direct spending attributable to the event was estimated to be £20 million, but £2 million was deducted for leakage of imported items. The results of the input–output analysis indicated that net tourist expenditure of £18 million generated £33 million of direct and indirect sales impact and it also created 980 jobs and £21 million of income impact (Gelan, 2003: 422).

Lee and Taylor (2005: 600) have estimated the total impact of the 2002 FIFA World Cup Soccer tournament on the South Korean economy, using an input-output (I-O) model, and the results are the following:

According to Lee and Taylor (2005: 600), tourism receipts of US\$522 million that were attributable to the World Cup were calculated to generate US\$1.35 billion of output (sales) as a result of direct, indirect, and induced impacts. The same author reveals that the output impact of the culture and recreation sector appeared to be the largest, accounting for 41.9% of the total, followed by hotels (US\$264 –19.5%) and shopping (US\$256 – 18.9%). The secondary impact (indirect plus induced) was found to be greater than the primary impact (direct), representing 85.1% of the total output impact (Lee & Taylor, 2005: 600)

World Cup tourists’ expenditure also produced US\$307 million of income tax, US\$713 million of value added tax, and US\$71 million of indirect tax through successive rounds of re-spending (Lee & Taylor, 2005: 600). The same authors assert that the culture and recreation service sector appeared to generate the largest impact of income, value added, and indirect tax; followed by the hotel and shopping sectors. The secondary impact was greater than the primary impact, accounting for 52.5% for income tax, 58.8% for value added tax, and 59.5% for indirect tax, respectively (Lee & Taylor, 2005: 600).

Lee and Taylor (2005: 600) reveal that World Cup tourists' expenditure was estimated to have created 31,349 full-time equivalent jobs while the hotel sector recorded the largest employment impact, representing 32.6% of the total; followed by culture and recreation services (8728 jobs – 27.8%), restaurants (6746 jobs – 21.5%) and shopping (4241 jobs – 13.5%). Contrary to other types of impacts, the primary impact appeared to be more significant than the secondary impact, accounting for 67.7% of total employment impact (Lee & Taylor, 2005:600). Finally, World Cup tourists' expenditure generated US\$117 million of import impact and the culture and recreation service sector had the greatest impact, representing 35.9% of the total import impact, followed by tour and transportation (US\$26 millions – 22.2%), and hotels (US\$21 millions – 17.9%) (Lee & Taylor, 2005: 600).

2.3.2 Non-economic impacts of an event

According to Kim and Petrick (2005: 25), beyond economic impacts, events often bring new infrastructure and facilities as well as a variety of social and cultural events that influence pre-existing patterns of activity and lifestyle in the host and its neighbouring communities.

2.3.2.1 Positive impacts

The following advantages of hosting a mega-event like the 2010 World Cup have been highlighted by Atkearney (2005). We will also use others references in order to support their ideas.

1. **Capturing the intangible:** Atkearney (2005: 1) argues that host cities and nations that think beyond the requisite costs versus the benefits of a mega-event will be in a stronger position to achieve the longer lasting, less tangible and more emotional aspects that such events should inspire. For example: 10 years after the 1992 Barcelona Olympic Games, 40,000 people gathered in Montjuic Stadium to celebrate the anniversary of the games. (Atkearney, 2005: 1).
2. **Building a social legacy:** According to Atkearney (2005: 2), large-scale sporting events can do a world of social good. The excitement of being chosen to host an event can be infused directly into communities, schools and other areas, with powerful results. The benefits continue to accrue well after the event is over and are self-sustaining, meaning they either

require no more investment or they have local sponsors that are committed to continuing the program (Atkearney, 2005: 2).

3. **Revitalising local communities:** Hosting a mega-event provides an opportunity to influence the pattern of urban development (Atkearney, 2005: 2). For example London's plans for the 2008 Olympic Games are to build its Olympic park in the lower lea valley, an area ripe for development; Barcelona also used the games to regenerate its run-down urban edges; Athens used the 2004 Olympic Games to improve the city's notoriously congested transportation system; Seoul used facilities built by private contractors (before the 1988 Summer Olympics) to alleviate urban housing shortages (Atkearney, 2005: 2). For the 2010 World Cup, Pillay and Bass (2008: 331) suggest that this event needs to be conceived as providing a catalyst for improving the life conditions of the historically disadvantaged and re-designing the apartheid cities.
4. **Improving education and cultural values:** Frederick and Hoerber (2008: 323) assert that mega-events can change the social atmosphere in the host community and strengthen the local cultures. As Atkearney (2005: 3) claims, with a little creativity, the public's interest in a mega-event can be used to improve education. For example, during Torino 2006 the organising committee worked with Italy's Ministry of Education to create an educational program for schools that promoted Olympic values and the discipline required in sport; London 2012 is proposing to launch an ocean clipper; and the 'Olympic Friendship' at Beijing Games in 2008 (Atkearney, 2005: 3). Also, mega-sporting events can promote cultural values as behaviour valued in sport – hard work, discipline, teamwork, fairness, and respect for others, which can be applied to all aspects of society (Atkearney, 2005: 3).
5. **Developing critical skills in the work force:** According to Atkearney (2005: 3) the local work force is one of the major beneficiaries of a mega-event in both the short and the long term. The same author asserts that skills development programs should reach beyond sports to also develop talent in areas that will be of lasting value to the host city or country, including program management, engineering, tourism, security, marketing, management and leadership. For example, in Atlanta, college students

were given broadcast internships and women were offered apprenticeship in the construction industry (Atkearney, 2005: 3).

6. **Inspiring national pride and unity:** Frederick and Hoeber (2008: 323) reveal that a mega-event can inspire pride in one's community. Atkearney (2005: 3) asserts that the prestige and competitive spirit associated with hosting a mega sporting event can leave a legacy of national pride and unity. If done right, host nations can begin to break down racial, ethnic, gender and other forms of discrimination, and this was vividly illustrated during the 1995 Rugby World Cup, which took place only after one year of democracy in a racially divided South Africa (Atkearney, 2005: 3). President Nelson Mandela wore a Springbok team jersey adorned with Afrikaner Captain Francois Pienaar's number six and was widely seen as a sign of reconciliation (Atkearney, 2005: 3).
7. **Building a sport legacy:** According to Atkearney (2005: 4), a sports legacy is the most obvious outcome of a mega sporting event because sport can contribute to the health; well-being and identity of individuals, communities and an entire nation, not to mention inspire passion. For example, consider the pride Canadians have for their national hockey team, or Indians have for their cricket team (Atkearney, 2005: 4). In building a legacy, host cities and nations must stoke the competitive juices of local residents, encourage their participation, and use sport to improve brand image and commercial value (Atkearney, 2005: 4).
8. **Developing competitive skills:** Atkearney (2005: 5) asserts that because competitive performance of the national team is key to a successful mega-event, host countries are encouraged to develop their team before the event. The same author gives an example of the Australian Institute of Sport (AIS) that offers scholarships to some 700 athletes a year and nurtures their athletic careers. The result has been shown at the 2000 Olympics where Australian scholarship holders won 7 gold, 11 silver and 13 bronze medals (Atkearney, 2005: 5).
9. **Improving brand image and commercial value:** Frederick and Hoeber (2008: 323) state that mega-events can improve the tourism and commercial value of a hosting community, for example, a number of tourists after an event, and increased awareness of the host community. A mega-event should be a boom to commercialisation. Atkearney (2005: 5)

affirms that governments use such events to increase their commercial value, while sponsors use them to improve their brand image. For example in France, football clubs are still enjoying the commercial benefits earned at the 1998 FIFA World Cup Soccer tournament, with the clubs increasing their gate take by 65% between 1997 and 2001 (Atkearney, 2005: 5).

10. **Building an environment legacy:** Atkearney (2005: 5) reveals that environmental considerations are becoming a major issue in the selection of Olympic host cities. In fact, the International Olympic Committee (IOC) added 'environment' as the third principle of the Olympic movement, right behind sport and culture (Atkearney, 2005: 5). With this in mind, the Chinese government strove to make Beijing 2008 the 'Green Olympics', and Beijing officers had promised that the city's air would be as clean as Paris' by 2008. The necessary steps were taken to enhance its environmental infrastructure, improve its ecological surrounding, and organise environmental communication, and educational activities (Atkearney, 2005: 5).

2.3.2.2 Negative impacts

A research team, co-ordinated by the Centre on Housing Rights and Evictions (COHRE, 2007), has spent three years studying seven past and future Olympic host cities (Seoul, Barcelona, Atlanta, Sydney, Athens, Beijing and London), and the impact the Games have had on the housing rights of their residents (see Appendix C).

The principal findings detailed in the Fair Play for Housing Rights report are as the follows:

According to COHRE (2007: 154), research statements by the Chinese government and estimates documented in the field in April 2007, stated that at least 1.25 million people had already been displaced as a result of urban development linked to the Olympic Games, and unknown numbers of these people had been forcibly evicted. At least a further 250,000 people were expected to be displaced in the final year before

the Olympic Games, resulting in a total of 1.5 million people being displaced in Beijing due to Olympics-related development (COHRE, 2007: 154).

COHRE (2007: 169) asserts that already over five years before the Olympic Games are due to be staged in London, over 1,000 people face the threat of displacement from their homes, and housing prices are escalating. As is common in Olympic host cities, these effects are being disproportionately felt by marginalised groups, in particular the poor, low income earners, residents of public housing, and ethnic minorities such as Romani Gypsies and Irish Travellers (COHRE, 2007: 169).

According to COHRE (2007: 146) approximately 2,700 were directly affected by the preparation and staging of the Olympic Games in Athens. For the Roma, the Olympic Games served to aggravate the discrimination and marginalisation they had already suffered, leading to further segregation, violent forced evictions and setbacks in their prospects of securing adequate and humane living conditions (COHRE, 2007: 146).

(COHRE, 2007: 127) asserts that the staging of the Olympic Games exacerbated the escalation of housing costs in Sydney. Between 1993 (when Sydney was selected as the host city for the 2000 Summer Olympic Games) and 1998, rent in Sydney increased by 40%, compared with Melbourne, the Australian city with the next biggest increase in rent, which was only 9.6 % over the same period (COHRE, 2007: 127).

According to (COHRE, 2007: 125) Atlanta's Olympic experience brought housing displacement, evictions, arrests of homeless people, and the cementing of developers gaining control over the city's administration and planning processes. Hosting the Olympic Games led to deterioration in the housing situation for many thousands of low-income residents of Atlanta, particularly affecting the African-American communities (COHRE, 2007: 125).

COHRE (2007: 103) states that the completion of the Olympic Games project in Barcelona resulted in the displacement and relocation of 624 families (approximately 2,500 people). Increases in the prices of houses for rent and sale led to a drastic decline in housing affordability, as the cumulative increase from 1986 to 1993 was 139 % for sale prices and nearly 145 % for rentals (COHRE, 2007: 107).

In Seoul, South Korea as COHRE (2007: 93) reveals, 720,000 people were forcibly displaced from their homes in preparation for the 1988 Summer Games. The urban poor and other minorities were disproportionately affected (COHRE, 2007: 92). Street peddlers, beggars and the homeless were driven away from the city in preparation for the Games (COHRE, 2007: 93).

They conclude their study by saying that every time big events like the World Cup and the Olympic Games comes, it is the poor people who are the worst affected (COHRE, 2007: 199).

In addition, Gursory and Kendall (2006: 609) state that mega-events are likely to cause price inflation and increases in local taxes, to finance the facilities required to host the event. Furthermore, they may be perceived to have negative impacts on the physical and natural environment, including pollution and the destruction or deterioration of natural, cultural or historical resources (Gursory & Kendall, 2006: 609).

2.4 Assessing the impact of mega-events

Mega-events are by definition short-term events of fixed duration (Hiller 1998: 47). He reveals that in order to justify the need to host a major event, countries need to highlight the benefits it will bring. Crompton and McKay, (1994: 33) support this idea asserting that, in their haste to justify public expenditures, governments and organisers marshal evidence of economic and other benefits – many of which are incalculable or, if calculable, are best considered as estimates only.

Hiller (1998: 47) asserts that because of the enormity of the preparation and operational efforts required for the mega-event, imposing claims regarding economic impacts such as job creation or contribution to the GDP are typical. The same author reports that in many cases, the contribution to economic growth becomes the dominant rationale for hosting the event, hence the economic justification is so compelling to key elites, that other impacts are considered minor (Hiller, 1998: 47).

Hiller (1998: 48) reveals three types of linkage models which are used to analyse mega-events impacts. According to Hiller (1998: 48), the concept of linkages is borrowed from political economy literature and views mega-events not as isolated, unique occurrences, but as part of a chain of relationships which is expressed

through backward, forward and parallel linkages. By taking this approach, simple cause-effect analyses are broadened to include a wide range of impacts which are given a more contextual and longitudinal perspective (Hiller, 1998: 48).

According to Hiller (1998: 49), the concept of **forward linkage** is based on the presupposition that the event is itself the cause of effects. For example, the event may have increased tourist visits and enhanced the tourism infrastructure, or it may have created short-term or permanent employment or improved public transport such as roads or rapid transit (Hiller, 1998: 49). From this perspective as Hiller (1998: 49) declares, the event has a direct effect on the host society in some way and its impacts are clearly intended and recognised, and make a clearly recognisable difference. According to Hiller (1998: 49) these kinds of forward linkages are almost always viewed as positive. However, not all forward linkage impacts are clearly provable or direct, but the hard evidence of legacy, such as infrastructural improvements, are difficult to deny (Hiller, 1998:49).

Backward linkage according to Hiller (1998:49) refers to the context in which the idea for the mega-event occurs and the background objectives that stand behind the event. He goes on to explain that they are factors which put the event on the agenda, and once there, remain more implicit and largely hidden or seldom overtly discussed (Hiller, 1998:49). For example, politicians may support the event because they are looking for diversions from policy failures or other difficulties (e.g. unemployment), or the event may itself symbolise a new policy initiative (e.g. societal reconstruction in South Africa in the aftermath of apartheid) (Quoted by Hiller 1997 in Hiller, 1998: 50).

The third linkage can be called **parallel linkage**. Hiller (1998: 50) defines parallel linkages as side-effects of the mega-event which were not necessarily anticipated. Hiller (1998: 50) explains that they may be unexpected and may even be unrecognised, unless brought into public focus. They may be a consequence of the event or related to it, but they are residual to the event itself (Hiller, 1998:50). For example, event organisers may have chosen a particular site because it does not disturb existing residents, but they fail to anticipate that neighbouring residential communities become vulnerable to various forms of economic exploitation (Hiller, 1998: 50).

Hiller (1998: 50) asserts that the real concern here is whether mega-event organisers are committed to being socially responsible or whether the dynamic of bidding to be successful, or preparing on-time schedules, minimises such efforts. Perhaps the best conclusion to this matter is to remind mega-event proponents “to deal with the issues and public concerns that really count, not just those that are easy to count”. (Inter-organisational Committee on Guidelines and Principles for Social Impact Assessment, 1995: 35).

2.5 Key management areas that should be considered for hosting a mega-event

Atkearney (2005: 5) indicates that mega-events are an opportunity to connect emotionally with a worldwide audience and advance the nation’s social and economic development. He suggests that in order to host a successful mega-event, the nation must strive to transform it into a legacy and this can be achieved only if the following components are considered (Atkearney, 2005: 5):

2.5.1 Community mobilisation

Roche (1994: 6) reveals that, traditionally, mega-event planning involves a predominantly political planning approach, which allows little input from local residents apart from the initial election of political representatives. Furthermore, Hiller (1990, quote in Gursoy & Kendall, 2006: 603) illustrates that successful implementation of the more democratic planning approaches, such as Toronto’s bid for the 1996 Summer Olympic and the Calgary Olympics, suggests that community involvement and support may transform such occasions more into urban festivals that are likely to become significant urban experiences for hosts and guests. Researchers (Hernandez, Cohen & Garcia, 1996: 774) show that, while active support is likely to transform a mega sporting event into an urban festival, it is also possible that active opposition to hosting it may lead to delays, legal action, and abandonment of projects.

Mega-event hosting countries must assess the level of support/opposition and understand the antecedents of support/opposition by local governments, policymakers, and business, as it has been suggested by Hernandez, Cohen and Garcia (1996: 774).

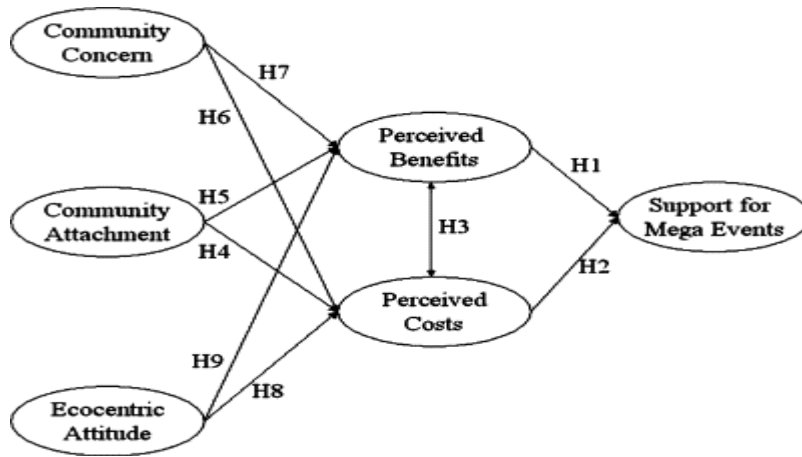


Figure 2.1: Local community support model

Source: Gursoy and Kendall, (2006: 607)

In their research on hosting mega-events, Gursoy and Kendall (2006: 607) have proposed a local community support model, which suggests that support is influenced by stakeholder perceptions of the potential costs and benefits. Community concern is the emotional attachment to a community, and their ecocentric attitude or degree of environmental sensitivity is an especially critical issue for an intrusive winter Olympics venue (Gursoy et al. 2006: 607). Turner (1996) reveals that theoretically, residents who view large-scale tourism projects as contributory and believe that costs do not exceed benefits/rewards, will favour the exchange and will consequently support the process. However, according to this theory, the perceptions of potential impacts will depend, in turn, on how people evaluate the exchange in which they are involved (Gursoy et al. 2006: 607). According to Gursoy et al. (2006: 607), those considering it beneficially are likely to evaluate the potential impacts differently from someone who evaluates the exchange as detrimental. In the context of mega-event tourism, social exchange theory suggests that expressed support involves willingness to enter into an exchange (Gursoy & Rutherford 2004: 496).

2.5.2 Managing stakeholders

For a mega-event to be a legacy for the host country, all interested parties including political and community leaders, ranging from high-ranking government officials and small-town legislators to corporate chief executive officers (CEOs) and grassroots community organisers, must be convinced of the importance of building a legacy, as opposed to simply capturing the economic rewards (Atkearney, 2005: 6).

Pillay and Bass (2008: 343) suggest that for the event to be truly beneficial, the country as a whole, not just specific sectors but all stakeholders, must work together, pool resources, align visions, collectively chart processes, and co-jointly identify targets.

As (Atkearney, 2005: 7) suggests, key metrics should be established for each stakeholder. Table: 2.1. illustrates an example of objectives and targets each stakeholder should have.

Table 2.1: Example of objectives and targets each stakeholder should have

a) Sports organisation

Objectives	Metrics
<ul style="list-style-type: none"> - Increase sports infrastructure and participation. - Raise profile of sports organisations. 	<ul style="list-style-type: none"> - 15% increase in local sports clubs - Have substantial media articles addressing social responsibility

b) Government

Objectives	Metrics
<ul style="list-style-type: none"> - Spur economic growth - Increase employment - Attract tourists - Limit cost to tax payers 	<ul style="list-style-type: none"> - US\$ 8 billion boost to economy - 160,000 new jobs - 400,000 visitors - Fully funded by event revenues

c) Private-sector sponsor

Objectives	Metrics
<ul style="list-style-type: none"> - Obtain return on investment - Build shareholder value - Raise corporate profile and brand image 	<ul style="list-style-type: none"> - Double investment - 10% increase in shareholders' value - 40% increase in positive media mentions in pre-event years

d) Host city

Objectives	Metrics
- Reduce poverty - Increase in employment	-10% decrease in poverty - 20% increase in employment in pre-event period, with no more than a 5% decline within five years after the event

Source: Atkearney (2006:7)

2.5.3 Considering the larger social and economic picture

Mega-events must fit into a wider national agenda, and reflect the country's long-term development goals (Atkearney, 2005: 7). For example, in South Africa a public Railway system between Johannesburg and Pretoria has been on the agenda for years; hosting the 2010 World Cup forced a clear deadline for completion (Atkearney, 2005: 7).

According to Atkearney (2005: 7) mega-events often become catalysts to spur large-scale development projects, which are especially important for the developing nations. If devised in isolation and not as part of the national social agenda, they will often fail in the long-term (Atkearney, 2005: 7). For example, plans to use Olympic villages as future public housing facilities have met with mixed results depending on how well organisers co-ordinated with municipal planners who know where the facilities would have the biggest impact (Atkearney, 2005: 7).

2.5.4 Leveraging event resources

The term leverage refers to "those activities which need to be undertaken around the event itself... which seeks to maximise the long-term benefits from events" (Chalip, 2004: 228). Because stakeholders must invest their resources a number of years before the mega-event, in such periods, the establishment of inter-organisational linkages can increase information flows and access to resources, and decreases the chances of organisational mortality (Boum & Oliver 1991, quote in O'Brien 2006: 247).

O'Brien (2006: 247) illustrates the direct government support of a host city. He indicates an example of the 2000 Sydney Olympic Games where the federal government of the host city funded a program targeted specifically at facilitating long-term business opportunities. Indeed, through its Australian Trade Commission (Austrade), the government implemented a leveraging initiative called Businesses Club Australia (BCA), which was a networking initiative to leverage the global Olympic spotlight on Australia for international trade facilitation (O'Brien, 2006: 247). This view is supported by Atkearney (2005: 8), where he suggests that a corporate network that begins with event sponsorships can be transformed into longer-term sponsorships that demonstrate a commitment to the region. According to Atkearney (2005: 8), the event infrastructure can serve dual roles during and after the event, the marketing for the mega-event can incorporate messages that fit the national branding strategy. The influx of skilled and talented people required to stage a mega-event can be transformed into the local workforce (Atkearney, 2005: 8).

2.5.5 Building the national brand

According to Pike's (2002: 542) study, more than 142 articles about tourism destination image have been published in international tourism journals or proceedings of major conferences since 1973. This wealth of papers confirms that there is a consensus on the importance and usefulness of the study of destination image (Pike, 2002: 542). A summary of major studies on differences in image perceptions follows.

Gunn (1972, quote in Kim & Morrison 2005: 236) outlines the process of a traveller's experience on the basis of seven stages indicating an imagery modification process. This includes the accumulation of mental images about the vacation experience (1st stage), modification of those images by further information (2nd stage), the decision to take a vacation trip (3rd stage), travelling to the destination (4th stage), participation at the destination (5th stage), the return travel (6th stage) and the new accumulation of images based on the experience (7th stage) (Gunn 1972, cited in Kim and Morrison 2005: 236). As a result, Gunn suggested that a tourism destination image could be modified or changed over the seven stages. He suggested that destination images are conceptualised at two levels: organic and induced images. That is, an organic image is formed by non-tourism, market-oriented information, whereas an induced

image is formed by efforts of marketers through advertising and promotions (Crompton et al., 1992: 25 and Gunn, 1972).

Chon (1991: 68–72) investigated how American tourists' perceptions of Korea changed through the 4th and 6th stages in the traveller's experience process. His study found significant differences in the perceptions of the image of Korea between pre-visitors and post-visitors. Post-visitors showed more positive perceptions of the national image of Korea than pre-visitors (Chon, 1991: 72).

Fakeye and Crompton (1992: 23) explored differences among non-visitors, first-time visitors and repeat visitors in images of the Lower Rio Grande Valley in Texas. And their findings reveal a significant difference among the three groups on five extracted image factors. For example, repeat visitors perceived the highest level of image on the social opportunities and attractions factor, followed by first-time visitors and non-visitors (Fakeye & Crompton, 1992: 23).

Andreu, Bigne and Cooper (2000: 64) explored differences between the projected and perceived images of Spain in the British market. They argued that the projected image of a tourism destination is transmitted through the promotional or advertising efforts by tourist destination bodies and tour operators, as well as through news and information about the destination, while perceived image is generated from previous knowledge and direct experience. They empirically found that differences existed between projected and perceived images of Spain (Andreu, Bigne & Cooper, 2000: 64).

Atkearney (2005: 8) asserts that a major element of a legacy program, particularly for emerging economies, is the global exposure that a mega-event offers. They suggest that making sure the message that the world receives is the right one, requires a strong sense of brand, not just for the mega-event, but for the entire nation. Atkearney (2005: 8) suggests that the brand message must convey a social aged in addition to the traditional commercial or tourism element. South Africa, for example, seeks to change how the world views not only South Africa but the African continent as a whole (Atkearney 2005: 8). Actively managing the media and marketing activity before, during and after the event is necessary not only to prevent negative branding but to ensure that the national messages are broadcast properly (Atkearney 2005: 8).

2.6 The 2010 FIFA World Cup

The 2010 National Communication Partnership (NCP) (nd: 2), reveals that in May 2004, FIFA awarded the hosting of the FIFA World Cup to an African country for the first time since FIFA's existence (**see Appendix D**). This followed FIFA's historic decision in 2001 to stage the 2010 World Cup on the African continent in a system of continent rotation.

According to the 2010 NCP (nd: 1), the South African government is committed to making the event "the best World Cup ever" and will make it an African World Cup. In his speech quoted in the 2010 NCP (nd: 1), Thabo Mbeki – former president of South Africa said:

"We want, on behalf of our continent, to stage an event that will send ripples of confidence from the Cape to Cairo – an event that will create social and economic opportunities throughout Africa. We want to ensure that one day, historians will reflect upon the 2010 World Cup as a moment when Africa stood tall and resolutely turned the tide on centuries of poverty and conflict. We want to show that Africa's time has come".

The same author documented the government's budget for 2010:

1. National government's R17, 4 billion direct investments in infrastructure in the World Cup is part of a much larger spending programme between 2006 and 2010.
2. During that time, the government will be investing more than R400 billion in the country's infrastructure – from rail freight services and energy production, to communications, airports and other ports of entry.

In addition, provincial and local government and other partners are investing in developments related to the World Cup (2010 NCP, nd: 6).

2.6.1 South African attitudes to the 2010 World Cup

According to Pillay (2006: 1), South Africans are very confident that the 2010 World Cup will bring increased job opportunities, improve economic growth to the country

and will consolidate South Africa's position in the international arena. These three outcomes were mentioned by almost 85% of respondents in a recent national attitude survey done by the Human Science Research Council (HSRC), South Africa's statutory social science research agency. However, respondents were almost equally divided as to whether these expected benefits would be of a 'lasting' or 'short-term' nature. Some 47% believed the benefits of hosting the event would be long term (Pillay, 2006: 1).

A sample of 2884 respondents were selected across the country, and polled for their views and opinions on this, and a wide range of other public policy issues (Pillay, 2006: 2). This survey probed the expectations of respondents for the country as a whole, the city or area in which they lived, their neighbourhood and, finally, for them personally. While respondents consistently opted for job creation and work opportunities as their predicted primary benefit of hosting the 2010 World Cup, they did so at different rates across these domains (Pillay, 2006: 2).

According to Pillay (2006: 2), job creation was an expected benefit at the national level for 34% of respondents, but 33% of the respondents expected to gain personally from the World Cup. Interestingly, this figure was matched by an equal number of respondents who said they did not expect to receive any personal job creation benefits (Pillay, 2006: 2).

Pillay (2006: 2) reveals that only a quarter of black African respondents said they did not expect personal benefits, rising to 69% for white respondents. White and Indian/Asian respondents also tended to point to the short-term benefits of the event, while black African respondents believed the event would bring longer term benefits (Pillay, 2006: 2).

Respondents were asked for their views on the areas they expected to benefit most from hosting the event, and the majority of respondents (61%) believed that the benefits would accrue to the Gauteng province – the economic heartland of South Africa – or to the two major urban areas in the province, namely Johannesburg and Tshwane (Pillay, 2006: 3).

Pillay (2006: 4) asserts that similarly, 39% of respondents said benefits would accrue to businesses; 29% said they would accrue to wealthy people, while 17% said they would go to people living in towns and cities in South Africa. Only 8% believed benefits would go to disadvantaged people, or to people living in rural areas (Pillay, 2006: 4).

In addition, Pillay (2007: 12) reveals the strategies to transform the event in a truly African one. He states that the prospects for positioning 2010 as a continental event looks promising provided South Africa begins a dialogue with African heads of state without delay. The dialogue should be initiated by the South African government in partnership with other bodies (Pillay, 2007: 12).

Pillay (2007: 13) proposes the agenda for the first of such meetings – a summit of sorts must coalesce around the following issues, inter alia:

- What the likely tourism (and other positive economic) spin-offs from 2010, especially for neighbouring SADC states may be;
- What benefits are likely to accrue to Africa from successfully staging a mega-sporting event like 2010 (for example, whether this will enhance the prospects for countries with similar aspirations);
- Whether the event has the potential to drive elements of the African Renaissance programme, including the opportunity to celebrate the continent's unique culture, diversity and identity;
- Whether prospects exist through 2010 to enhance integration of the continent into the global economy as an equal global trading partner;
- How event-based economic growth and development relates to arrangements for good governance.

According to Pillay (2007: 13), this first meeting must conclude with the establishment of a pan-African co-ordinating committee entrusted with making sure that, through constant debate, dialogue and intervention, the prospects for 2010 to deliver across Africa will be realised. The South African government, in partnership with the LOC and Africa's newly restructured regional bodies (mandated by nation states) must drive such a process and assume ownership, and the global community must also play a supportive role (Pillay, 2007: 13).

2.6.2 The expected tourism benefits from the 2010 World Cup

The 2010 World Cup is a major event with 32 of the world's best national teams competing in 64 matches, watched by almost 3 million spectators and billions of viewers around the world. The event therefore presents significant tourism opportunities to South Africa (DEAT, 2005: 7).

The 2010 Tourism Organising Plan published by the Department of Environmental Affairs and Tourism (DEAT, 2005: 5), depicts the broader goals of the 2010 event, namely, the hosting of a world-class African World Cup, ensuring a lasting social legacy and spreading the benefits derived from hosting the event to the rest of the continent.

The plan is further informed by the goals of Tourism Growth Strategy and the Global Competitiveness Programme of the South African tourism industry, to contribute to sustainable GDP growth, sustainable job creation, and redistribution and transformation (DEAT, 2005: 5).

Consequently, the objectives of the 2010 Tourism Organising Plan are to:

- Contribute towards hosting a successful FIFA World Cup in 2010;
- Maximise tourism value from the event;
- Enable other African countries to benefit from the event;
- Maximise the opportunity to brand South Africa as a tourist destination; and
- Have a positive impact on social legacy through advancing the Tourism Competitiveness Programme to support objectives of creating jobs, growth and equity.

The 2010 Tourism Organising Plan also shows expected tourism benefits both during the event and after the event (DEAT, 2005: 7). Broadly speaking, as DEAT (2005: 7) reports, the tourism-related opportunities around the event are twofold. Firstly there will be an increase in tourist arrivals during the event, and secondly there will be widespread media exposure and focus on South Africa before and during the event. According to DEAT (2005: 7), the increase in tourist arrivals during the World Cup provides the opportunity to increase tourism revenue in 2010.

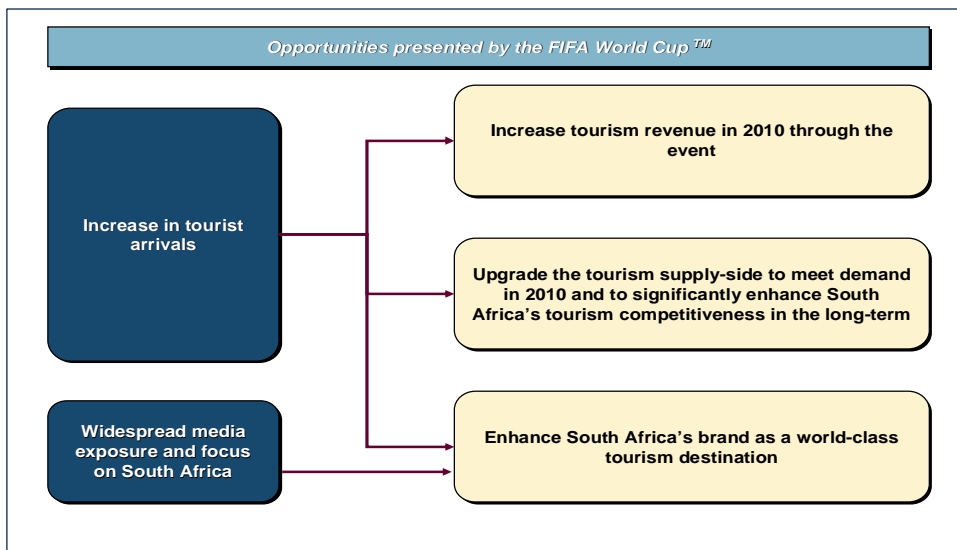


Figure 2.2: Summary of tourism-related opportunities presented by the 2010 World Cup

Source: DEAT (2005: 7)

As DEAT (2005: 7) states, the increased arrivals also requires the tourism supply-side (including accommodation, tourist safety, attractions, transport, events, etc.) to be upgraded to meet demand during the event. This in turn provides a unique opportunity to significantly enhance South Africa's tourism competitiveness in the long term (DEAT, 2005: 7). The same author states that delivering a world-class experience allows the tourism industry to convert arrivals during the 2010 event into brand ambassadors, who will 'spread the word' and enhance South Africa's brand as a world-class tourist destination. In addition, the widespread media exposure and focus on South Africa provides the opportunity to significantly raise awareness of South Africa as a world-class tourist destination (DEAT, 2005: 7).

The same report reveals that the event is likely to last for about four weeks and is likely to take place between June and July in 2010, which is typically the low season for tourism in South Africa (DEAT, 2005: 9). During the 2010 World Cup it is estimated that there will be total of 3.5 million participants and approximately 1.3 million of these are estimated to be tourist participants, a third of which are expected to be foreign arrivals. Tourism revenue of R11billion is expected to be generated during the event (DEAT, 2005: 9).

2.6.3 Crime and sports tourism events in South Africa

Schönteich and Louw (2001: 49) assert that a correct analysis of crime in South Africa since the advent of democracy should begin with a review of the trends before and after 1994. Figures for the pre-1994 period show that crime rates for most of the country have been increasing since the mid-1980s (Schönteich & Louw 2001: 49). However, because these statistics excluded crime incidents in the apartheid-era 'bantustans', they are widely regarded as erroneous (Schönteich & Louw 2001:49). The figures recorded by the police after 1994 indicate that recorded crime in South Africa has increased by 30% over the past decade (Du Plessis, 2005: 2). Contrary to this position, Du Plessis and Louw (2005: 429) reveal the following findings on the state of crime in South Africa:

- *Alternative sources on crime trends.* National victim survey findings show that, contrary to police data, crime rates have not increased over the past five years. Surveys indicate a 2% drop in overall crime rates between 1998 and 2003.
- *Substantial regional variation.* Crime rates and crime trends over time differ substantially between provinces and cities. For example, the murder rate in the Western Cape in 2002–2003 was seven times that of Limpopo, the province with the lowest murder rate.
- *Violence is the key challenge.* It is of concern that over one third of all officially recorded crime is violent.
- *There is good news.* Murder statistics are widely regarded as most reliable, and the official data show a consistent decrease in the murder rate since 1994.

With regard to the impact of crime on sports tourism events in South Africa, Bob, Swart and Douglas (2006: 6) claim that relatively few studies have examined the relationship of crime and tourism at major sports events. In a survey conducted at two marathon events in KwaZulu-Natal and the Western Cape – The Comrades and the Old Mutual Two Oceans Marathon, respectively carried out by Bob and Swart, and Douglas, only a few of the respondents indicated to have experienced any problem/s at the event. Their results underscore the general satisfaction with security and safety at events. According to Bob, Swart and Douglas (2006: 6), those who experienced problems at the events, identified a range of problems relating to:

- infrastructure and services at the event (parking problems, traffic congestion, inaccessible roads, signage/directions to events, long queues, insufficient food stalls, area not suitable for wheelchairs);
- problems with litter;
- problems with attendees (drunkenness, excessive noise), and
- unable to find accommodation.

None of the above related directly to crime (Bob, Swart & Douglas, 2006: 6). Only one respondent (an attendee) indicated that he/she was robbed at the event and one respondent interviewed in relation to service quality issues stated that the security at the event was available (Bob et al., 2006: 11).

An economic impact evaluation of the 2003 Cricket World Cup (CWC) conducted by FutureForesight Group (2003) as cited in Bob et al. (2006: 6) shows how a major political issue can distract attention from positive messages as a result of hosting the event. They note that the international print coverage was dominated by the political situation in Zimbabwe and Kenya even though the pre-event positive coverage centred on good organisation and the strict approach to security.

In terms of lessons learned from the CWC, FutureForesight Group reports the following:

- Visitors' perceptions of crime and security issues changed dramatically after visiting South Africa. Thus, there is opportunity to address these concerns in advance to maximise participation.
- There was no reported crime in and around the grounds, with 2.8% of foreigners having had a bad crime experience. While 94% of these respondents will return. They were all dissatisfied with police follow-through.
- It is evident that strong crime management has a significant impact on visitors' perceptions, well in excess of the true crime reduction benefits.

In concluding their work, Bob et al. (2006: 15) claim that there is generally a need to design and construct places that promote feelings of safety and security at events and the destination areas. This requires not only addressing crime prevention strategies, but also confronting the issues/aspects that fuel widespread perceptions that these destinations and South Africa in general, are crime hotspots (Bob et al. 2006: 15).

Cozens, Pascoe and Hillier (2004, quote in Bob et al. 2006: 15), suggest that in addressing the issues pertaining to crime, we must develop sustainable communities. Those that are defined as safe, perceive themselves to be safe, and are widely considered by others to be safe. The manner in which crime and security issues pertaining to 2010 are addressed has far-reaching implications for South Africa's ability to successfully bid and host events such as the Olympic Games (Bob et al. 2006: 15). 2010 can provide the impetus for effectively restructuring South Africa's safety and security services and infrastructure, especially if the reported R40 billion for crime and security is allotted and used (Bob et al., 2006: 15). They assert that this can have long-term benefits for the South African populace as a whole, as well as increase South Africa's investment and tourism potential.

2.6.4 The contribution of FIFA to the social development of South Africa

According to FIFA General Secretary Jerome Valcke (quote in Anon, 2007), there are a wide range of opportunities for non-rights holders to benefit from this event without the commercial marketing associated with the event. Both FIFA and the Local Organising Committee are working closely with the governmental institutions, South African Tourism and the host cities so that there are opportunities created for South Africans to benefit from the 2010 World Cup being staged in their country (Anon, 2007).

The FIFA general secretary claimed that there are tremendous infrastructural investments (such as transportation and communication, to name a few) in the country, which will significantly improve the long-term conditions of millions of South Africans (Anon, 2007). The tourism business that will be generated by 2010 also offers great business opportunities for South African companies, not to mention the impact that will be made by the global exposure of the country up to, during and after the 2010 World Cup (Anon, 2007).

According to the 2010 National Communication Partnership (2010 NCP) (nd: 7), FIFA itself is contributing to the social development of the South African community. The 2010 tournament will be the first World Cup during which FIFA will make use of non-hotel accommodation and provide business opportunities for guest houses and bed-and-breakfast facilities (2010 NCP, nd: 7). The same report states that in order to reap such benefits, small, medium, and micro enterprises (SMMEs) must register

with Match (the company contracted by FIFA). SMMEs also have to be graded. The Department of Environmental Affairs and Tourism has made R200 million available to assist with the grading of SMME accommodation (2010 NCP, nd: 7). The same authors also reveal that FIFA has donated US\$70 million towards the Legacy Programme, government has approved R19 billion worth of infrastructure, and South African companies have invested more than R700 million. In addition, FIFA recently invested approximately R2 million in hosting the FIFA Kick-Off workshop, which accommodated 200 people (The City of Cape Town, 2006: 102).

Moreover, FIFA directly supports the Football for Hope program (Football for Hope, 2007). The concept of the campaign is to build 20 Football for Hope Centres in the period spanning 2008 to 2010 (five in South Africa, 15 in other African countries) that should benefit 20 disadvantaged African communities and provide local organisations, which are implementing partners of Football for Hope, with infrastructure in order to expand their successful work. The total construction budget for one centre is US\$ 85,000 (Football for Hope, 2007).

The City of Cape Town (2006: 94) reveals that the Western Cape Province and the City of Cape Town want to use the 2010 FIFA World Cup for its “economic and human development”. The 2010 Strategic Plan adopted by the provincial cabinet and the city’s mayor on 25th July 2006 sets out the principles of using 2010 to build the economy, to ensure benefits are spread to SMMEs and to people across the province (The city of Cape Town, 2006:94). Those principles are the following:

1. Economic and human development is cornerstones of the region’s Provincial Growth and Development Strategy (PGDS) and the City of Cape Town’s Integrated Development Plan (IDP).
2. The economic and human development aspects form part of the leverage pillar of the 2010 Strategic Plan.
3. The 2010 World Cup provides a particular opportunity to leverage job creation and SMME involvement through hosting as many FIFA-related sponsors and events as possible, through extending visitors’ length of stay; encouraging them to travel throughout the province, the country and the continent; converting first time visitors into returnees (bringing family, friends and business colleagues); ensuring as much local procurement of FIFA and sponsors’ services and merchandise as possible; using local skills (or

partnering with foreign skills to ensure skills transfer); and leveraging trade, investment and filmmaking (The City of Cape Town, 2006: 93).

2.7 Best practices and lessons learnt

2.7.1 Preparation for the 2002 World Cup and its impacts on Korean society

According to Kim and Petrick (2005: 26), after Korea was selected to host the 2002 World Cup with Japan in 1996, the Seoul metropolitan government and the Korean government invested in infrastructure and superstructure. For example, the Korean government spent US\$0.25 billion on building ten, brand-new soccer stadiums (Kim and Petrick, 2005: 26). The action plan with which the Seoul municipal government prepared for the World Cup consisted of eight categories, with a total of 188 construction or preparation projects (Seoul Metropolitan Government 2002, quote in Kim and Petrick (2005: 26).

According to Kim, and Petrick (2005: 26) the first category was mostly for an eco-friendly World Cup, a main match stadium in Seoul, and a large-scale World Cup Park around the stadium which was constructed on a reclaimed landfill. They assert that the air-quality control system around each stadium had been developed and monitored by civil servants and residents. The Seoul municipal government had actively publicised an environmentally aware World Cup through its homepage and through various information channels (Kim & Petrick, 2005: 26).

The second category was to add cultural perspective to the World Cup. 25 projects were implemented including holding traditional or contemporary cultural festivals representing Korea and other countries participating in the soccer event (Kim & Petrick, 2005: 26).

The third category was for city beautification. 16 projects were undertaken including the enhancement of restroom quality, repair of shop signs, control of food and sanitation at street stands, and an improvement on night lighting and waste management (Kim & Petrick, 2005: 26).

According to Kim and Petrick (2005: 26), the fourth category was to provide accommodation or tourism resources to foreign tourists. 36 projects were

implemented and they included the construction of more hotels (especially low or medium-priced hotels), enhancement of service quality in hotels and restaurants, and the designation and control of special tourist areas (Kim & Petrick, 2005: 26).

The fifth category, as Kim and Petrick (2005: 26) state, was for convenient transportation in which 30 projects were undertaken, including the development of a road system for easy access to the Sangam main stadium, and the enhancement of the quality of the subway system. Also implemented was a system where people were allowed to drive only on alternative days based on whether their licence plate was odd or even (Kim & Petrick, 2005: 26). The maintenance of traffic signs and the introduction of a mobile phone interpretation systems for easier communication between taxi drivers and foreign customers were also introduced (Kim & Petrick, 2005: 26).

As part of the sixth category Kim and Petrick (2005: 26) reveal that 25 projects for safety were established, including emergency fires, medical services, food service control and plans to prevent and control hooliganism and terrorism.

In the seventh category according to Kim and Petrick (2005: 26), 18 projects for publicity and the marketing of Seoul were implemented. These projects were used to publicise Korea to potential foreign tourists and journalists by producing a variety of publicity material in several foreign languages (Kim & Petrick, 2005: 26). These projects offered residents of Seoul a realisation of the significance of the World Cup (Kim & Petrick, 2005: 26).

The eighth category (Kim & Petrick, 2005: 26) incorporated 5 projects for the World Cup, with a high level of citizens' involvement undertaken. The projects included a movement to encourage orderly behaviour amongst all citizens, organising citizen volunteer groups, and a citizens' environmental movement in the name of the World Cup (Kim & Petrick, 2005: 26).

Kim and Petrick (2005: 27) assert that these categories resulted in fervent national energy as Korean fans supported their soccer team. It is estimated that 10.48 million enthusiastic Koreans gathered in the streets of Seoul during the 7 games. This accounted for 88% of Seoul's population and remarkably, the victory celebrations occurred without any significant incidents of violence (Kim & Petrick, 2005: 27). The fervour exhibited was nicknamed the 'Red Syndrome' because the cheering fans

wore T-shirts bearing the slogan 'Be the Red'. Thus the World Cup period was recognised as an important part of Korean history (Kim & Petrick, 2005: 27).

Kim and Petrick (2005: 27) also reveal that besides being a domestic festival, the 2002 World Cup was a festival for numerous foreign soccer fans. They reveal that soccer fans who visited Korea to watch the matches enjoyed fervent street cheering, chanting and celebrations in a festival-like atmosphere. Thus, the World Cup period provided an opportunity through which Koreans experienced foreign cultures and aspects of globalisation (Kim & Petrick (2005: 27).

2.7.2 Sydney 2000: event business leveraging

According to O'Brien (2006: 241), the Sydney 2000 Olympic Games provided an ideal opportunity to broaden understanding of how mega-events can be strategically leveraged for business and investment development. In this context, the term leverage refers to "those activities which need to be undertaken around the event itself which seek to maximise the long-term benefits from events" (Chalip 2004: 228).

According to O'Brien (2006: 241), Sydney 2000 was the first time that the federal government of a host city funded a program targeted specifically at facilitating longer-term business opportunities. Indeed, through its Australian Trade Commission (Austrade), the government implemented a leveraging initiative called the Business Club Australia (BCA), which is the focus of this investigation. The BCA program was a networking initiative to leverage the global Olympic spotlight on Australia for international trade facilitation (O'Brien, 2006: 241).

In particular, the government saw the Olympics as a unique opportunity to generate post-games business benefits for the economy (O'Brien, 2006: 246). What was lacking was a suitable vehicle with which to leverage the global game's focus (O'Brien, 2006: 246). The same author asserts that when government delegates attended the 1996 Atlanta Games, they observed that international business decision makers were there in large numbers, but there existed no established medium through which hosts could relate to them. This was the catalyst for the idea that tourists from the corporate sector, given the opportunity, might wish to network with local counterparts in the context of Olympic excitement and from that idea, the notion of a networking 'club' was formed (O'Brien, 2006: 246).

The table below depicts steps in Austrade’s Olympic Leveraging Plan. Though each component in **Table 2:2** is listed numerically, steps 1–4 did not necessarily occur chronologically (O’Brien, 2006: 247). For example, when step 2 had been achieved and a leveraging strategy formalised, marketing and advance identification, and contact with potential Olympic tourists began almost simultaneously (O’Brien, 2006: 247). Nonetheless, each component was linked by the overarching aim of relationship development – the achievement of which was dependent upon establishing and maintaining inter-organisational linkages (O’Brien, 2006: 247).

Table 2.2: Steps in Austrade’s Olympic Leveraging Plan

1	Generate public and private sector support for a networking-based strategic business leveraging initiative
2	Develop an initiative to facilitate business networking and relationship development between visiting international business leaders and their Australian counterparts before, during, and after the Sydney 2000 Olympic Games
3	Make advance identification of, and contact with international business leaders intending to visit Australia for the Games
4	Market the initiative both domestically and internationally
5	Implement the initiative

Source: O’Brien (2006: 247)

2.8. Summary

Chapter two discussed an overview of mega sport events. It highlighted the economic and non-economic impacts that mega-events can have on hosting countries. It drew attention also to the 2010 World Cup and its impact on the South African community. This chapter also suggested different management strategies that must be considered in order to successfully host a mega-event such as the 2010 World Cup. Furthermore, it gave examples of the best practices and lessons learnt from countries that have hosted other mega-events including the World Cup, in the past.

Chapter three provides an overall view of the unity of analysis of this study. It highlights the background to international migration in South Africa and factors that attract them to this country. It also looks at the perception of South African citizens

towards foreigners from the African continent, and lastly it discusses their involvement in the country's tourism industry.

CHAPTER THREE

AFRICAN IMMIGRANTS IN SOUTH AFRICA

3.1 Introduction

This chapter contains literature review to international migration in Southern Africa in general and South Africa particularly. It highlights factors that attract foreigners to this country and the perception of South African citizens towards foreigners from the African continent, and lastly it discusses their involvement in the country's tourism industry. This chapter suggests that the 2010 FIFA World Cup can be a tool which can be used in an effort to provide education and attitudinal training on xenophobia and the rights of refugees for municipal officials and the general public.

3.2 Background to international migration in Southern Africa

According to Oucho (2006: 47), South Africa has been a region of international migration since the last two decades of the nineteenth century, when development became focussed on the mining industry. He asserts that as colonisation gripped the whole region, mining expanded to Zambia and Zimbabwe and commercial farming strengthened the economic backbone of these countries. These economic exploits give rise to unskilled labour migration that generated sustained interdependence between labour-supplying and labour-receiving countries in the region (Oucho, 2006: 47). That much of the region was governed by Great Britain, with Mozambique under Portugal and a conspiracy existed between these two metropolitan powers to manage international migration that benefited their exploitation of resources in the colonies (Oucho, 2006: 47). During much of the colonial period the national boundaries were not as rigidly observed as they became after independence, which implies that illegal migration was then an irrelevant concept (Oucho, 2006: 47).

For a long time during the colonial period and the apartheid era, South Africa witnessed the criss-crossing of unskilled labour from non-mining to mineral-rich countries such as Zambia, Zimbabwe and South Africa (Ohadike 1972, cited in Oucho 2006: 47). In these circumstances, the citizens of the non-mining countries

were compelled to migrate elsewhere in Southern Africa in order to find employment (Oucho, 2006: 47).

In addition, the period preceding independence and majority rule in Southern Africa, countries witnessed protracted wars of independence which triggered large-scale flows of refugees and asylum seekers who had to reside in other countries until independence (majority rule) had been won (Oucho, 2006: 48). While it was fashionable in South Africa in the 1970s to underscore the importance of 'black migration to South Africa', flows and stock of refugees and asylum seekers continued to swell throughout the region, with Zambia and Malawi hosting the vast majority (Oucho, 2006: 48). The 1980s saw an increasing number of highly-trained and skilled nationals from Malawi, Zambia and Zimbabwe and farther north, faced with economic downturn, and thus saw migration to the three natural resource-endowed states of South Africa, Botswana and Namibia (Oucho, 2006: 48).

Oucho (2006: 48) reveals that the current pattern of international migration has two features: it consists of cross-border migration between Southern African countries on the one hand, and inward migration originating outside the region on the other. However, this pattern should not create the misperception that the three economically buoyant countries are net immigration areas on a global scale (Oucho, 2006: 48). If anything, the present worry has been the emigration of skilled citizens (notably doctors, nurses, teachers and engineers) from all Southern African countries to the more developed North, as well as to Australia and New Zealand, clearly indicating a new, unexpected wave of 'brain drain' (Oucho, 2006: 48).

Since 1999, Southern African states have embraced migration issues, in national as well as regional development, through several activities (Oucho, 2006: 48). In April 1999, a migration seminar for SADC member states was organized by the International Migration Policy Course (now International Migration Policy – IMP) initiative, with the co-operation of the International Organisation for Migration (IOM), the Southern African Migration Project (SAMP), the United Nations High Commission for Refugees (UNHCR), The United States Immigration and Naturalisation Service (USINS), and the South African Department of Home Affairs (Oucho, 2006: 48). That development created a sustained interest in migration management, resulting in the establishment of the Migration Dialogue in Southern Africa (MIDSA), at which

countries, both SADC and the Common Market for Eastern and Southern African (COMESA) member states, discuss migration issues of bilateral a nature and has evolved a comprehensive approach to migration and development, covering the handling and analysis of statistics, research on specific areas of interest and dialogue upon which meaningful policies can be based (Oucho, 2006: 48).

3.3 Typology of cross-border migration

Strictly speaking, 'cross-border migration' refers to migration between states that share a common border (Oucho, 2006: 48). According to the International Organisation for Migration (IOM) regional office for Southern Africa (2005: 1) Southern Africa has a long history of cross-border migration. Most of this movement has involved either organised labour (such as migrants from Lesotho and Mozambique working in the mining sector of South Africa) or individuals seeking employment opportunities in the informal sectors of the economy (such as commercial farm workers, traders and domestic workers) (Oucho 2006: 48). The same author confirms that during recent decades, however, population mobility has become a matter of central concern for governments in the region. It is not surprising that cross-border migration remains a controversial subject, particularly in government circles, in a region where apartheid scholars maintain such discriminatory terminologies, never foreseeing the contemporary changes in South Africa (Oucho 2006: 48).

Crush (2000: 13) asserts that in South Africa, cross-border migration has taken various forms. At one end of the spectrum it was a highly formalised and regulated contract system to the mines, while at the other end it involved informal, unregulated or clandestine movements across borders. This characterisation of cross-border migration either omits or only implies the transit migration of workers originating from countries that do not share common borders with South Africa, for example, from Tanzania, Malawi and Zambia and Namibia (Crush, 2000: 13). Also to be considered are those who arrive by air, having passed over the physical borders of several countries. Among these are immigrants from Europe, North America, the Caribbean, Asia and Oceania (including Australia and New Zealand) (Oucho 2006: 48).

3.4 Typology of international immigrants in South Africa

According to Oucho (2006: 49) the SAMP surveys and HSRC surveys do provide useful data sets for more penetrating analysis of international migration in South Africa. However, an important limitation must be noted, namely that these surveys do not encapsulate different types of international migration – though they do generate hope for more insightful revelations in the near future (Oucho, 2006: 49).

Table 3.1: Typology of current international migration in Southern Africa, by typical characteristics and country of origin/destination

Type of migration	Characteristics	Origin	Destination
Permanent Labour	Permanent residence status; Naturalisation Amnesty beneficiaries	Rest of Southern Africa as well as Africa, Asia and Europe	South Africa, Botswana, Namibia
	Unskilled/semi-skilled	Rest of Southern Africa	South Africa (for mines and farms)
	Skilled/professional	Rest of Southern Africa	South Africa, Botswana, Namibia
Refugees and asylum seekers	Clandestine (smuggled, undocumented)	Mozambique Zimbabwe Swaziland	South Africa
	Fleeing home country	Lesotho Zimbabwe Namibia	South Africa, Botswana South Africa, Botswana South Africa
	Repatriated or returning nationals	Swaziland Botswana South Africa Rest of Southern Africa Rest of Africa	Namibia, Zimbabwe South Africa
Undocumented/ illegal/ clandestine/ Irregular/ Unauthorised	Lacking documents authorising stay or residence 'Overstayers' Amnesty defaulters Unsuccessful applicants for refugee or asylum status	Rest of Africa	South Africa, Botswana
Itinerant traders and business persons	Women traders; Smugglers of goods	All countries	All countries

Source: Oucho (2006: 50)

a) Permanent migration

Oucho (2006: 51) states that the permanent migrations of the past, involving those of Europeans in Southern Africa, are not considered a current process. He reveals that recently, however, some foreign nationals have been granted 'permanent residence' status or have become naturalised (mainly in South Africa, Botswana and Namibia), having fulfilled the immigration requirements of their receiving countries. Most of these people are former nationals of South Africa or other African countries, though some are from Asian countries and still others are Eastern or Central Europeans who moved to Southern Africa following the collapse of the former Soviet Union (Oucho, 2006: 51). Crush and James (1995) state that the beneficiaries of amnesty granted to foreigners by Zimbabwe in 1980, Namibia in 1990 and South Africa by 1994 fall into the category of permanent immigrations (Crush & James 1995, quote in Oucho 2006: 51).

b) Labour migration

Oucho (2006: 51) asserts that labour migration into South Africa started in the nineteenth century with the movement of unskilled immigrant labour to the mines. In post-apartheid South Africa these numbers have dwindled because of the country's adoption of an 'internalisation' policy to downscale and eventually replace foreign labour (Oucho, 2006: 51). Since the early 1990s there has been an increasing stream of skilled immigrant labour (including brain circulation) in the three major receiving countries, much of it from outside Southern Africa, as well as some from Malawi, Zambia, and Zimbabwe (Oucho, 2006: 51).

c) Refugees and asylum seekers

Oucho (2006: 51) reveals that Southern Africa has in the past experienced volatile political transition, and as a result has been both a source of and a destination for local or external refugees. There has, in addition, been a sub-category of forced immigrations consisting of asylum seekers who undergo more rigorous screening than the refugees before they are granted asylum in the host countries (Oucho, 2006: 51). Presently, Zimbabwe's economic crisis and the political turmoil since the turn of the century, has generated an increased volume of refugees and asylum seekers, posing serious challenges for the SADC member states in general and to Zimbabwe's neighbours in particular (Oucho, 2006: 51). Countries like Namibia, Mozambique and South Africa, which have become politically stable only in the last

decade or so, have also received large numbers of repatriated refugees and former asylum beneficiaries, or returning nationals ready to participate in nation building (Oucho, 2006: 51).

d) Undocumented migration

According to Oucho (2006: 52) it is comprised of immigrants who lack documents authorising their stay or residence in the receiving country; those who have overstayed their authorised duration of residence, and who are determined to avoid contact with law enforcement agencies; defaulters of amnesty or those who have failed to exploit that opportunity; and unsuccessful applicants for formal granting of refugees or asylum status who try to avoid discovery in one way or another. In South Africa and Botswana, many undocumented immigrants are detected and expelled or deported back to their countries of origin (Oucho, 2006: 52).

e) Other movements

Oucho (2006: 52) asserts that the final migrant category consists of those who, strictly speaking, are not immigrants. It comprises itinerant traders and business people who may have strong links (such as relations or counterparts) amongst the nationals of receiving countries (Oucho, 2006: 52).

3.5 Factors that attract international immigrants to South Africa

Legoko (2006: 75) asserts that since its readmission to the international community, South Africa has strongly claimed a leadership role on the continent because of its economic and political strength. According to Legoko (2006: 75), the discourse of the South African leadership in Africa has been undertaken by the African Renaissance rhetoric and the Nepad initiatives. The same author states that beyond the marketing of the Nepad, particularly during the different G8 summits, South Africa has been active in the resolution of conflicts in Africa and it has extended its economic presence beyond the South African region. For instance, in Francophone Africa, South Africa's peacemaking role focussed on three main cases: Burundi, the Democratic Republic of Congo (DRC), and the Ivory Coast (Legoko, 2006: 75).

Southall (2006: 4) reveals that since 1994, the South African foreign policy on the continent has shifted from unilateralism under the presidency of Nelson Mandela to Thabo Mbeki's multilateralism. While the former had a strong human rights

orientation, the latter brought the logics of market-based economics to the fore (Southall, 2006: 4).

According to Legoko (2006: 75) the South African economy performs much better than that of the rest of Africa. A great nation in the making (Jeune Africa, 2005: 232), South Africa is an economic giant on the continent. Its GDP represents 40% of the whole continent and 40 out of the 50 top African companies are South African (Legoko, 2006: 75). In Africa, South Africa appears to be an island of prosperity within the ocean of destitution, as the country contrasts the disastrous economic situation of the rest of the continent (Legoko, 2006: 75). Unlike the economies of most African countries, which continue to depend on the export of raw materials, South Africa has a diversified economy, although for some scholars (Castells, 2000; Bulter, 2004; Roux, 2002), mineral resources remain at its core. According to Bulter (2004: 49), the diversification of the South African economy is illustrated by the domination of the services sector (65% of the GDP), followed by the secondary and the primary sector with respectively 20% and 13% of the GDP. South Africa's economy is viewed as a combination of both a low-wage dependent economy and a highly-skilled, competitive, emerging economy (Castells, 2000: 112) with high technology business contrasting with extreme poverty. These performances placed the South African economy at the twentieth place on the world stage (Roux, 2002: 203).

According to Legoko (2006: 76), South African higher academic institutions are a key factor within the government policy on research development. The same author asserts that government spent approximately R10 million on research and development or 0.81% of the GDP for 2003–2004. Although this is below the percentage of the wealthiest countries (approximately 2.3%), it however remains ahead of a country such as Argentina and equal to that of Poland (Legoko, 2006:76). Furthermore, out of the 72 technologically most advanced countries, South Africa was ranked 39 in 2001, as far as the technology achievement index is concerned, ahead of countries such as Brazil and China (Legoko, 2006: 76). Unlike most of countries on the African continent, in South Africa higher education is characterized by its ability to produce highly-rated graduates, with knowledge, competencies and skills (Cloete, Pillay, Badat & Moja, 2004: 20) and therefore it enjoys a good reputation. According to the Academic Ranking of World Universities, the first four

African universities are South African (in the 2004 edition, the first four African universities are: University of Cape Town, University of Witwatersrand, University of Pretoria and University of KwaZulu-Natal) (Legoko, 2006: 75).

3.5 African immigrants in South Africa

Crush and Williams (2001: 1) reveal a widespread belief within South Africa that the number of non-citizens in the country has escalated dramatically since 1990. According to Crush & Williams (2001: 1), people use unsubstantiated figures to make definitive statements about the 'cost' of migrants to the country and this idea is supported even by high-ranking officers. For example the Minister of Home Affairs in 1994 estimated immigrants in the millions and the former Minister of Home Affairs, Mangosuthu Buthelezi (Crush & Williams 2001: 1), stated at a press conference in February 1998 that the illegal alien population was estimated at between 2, 5 million and 5 million.

This common assumption which casts all migrants as 'illegal immigrants' who wish to stay in the country and put a burden on the socio-economic resources of the country is directly contradicted by the Southern Migration Project (SAMP) survey, as revealed in Crush & Williams (2001). According to Crush & Williams (2001: 9), respondents were asked about the likelihood of leaving their country in the foreseeable future to live in South Africa. Only 16% said it was likely or very likely that they would live permanently in South Africa. On the other hand, 45% said it was likely or very likely that they would live in South Africa for a short period (Crush & Williams, 2001: 9). This position is also supported by Landau & Jacobsen (2004), in their survey conducted on refugees in Johannesburg; they have found that South Africa was not always the intended destination of their respondents. McDonald, Mashike and Golden (1999: 11) reveal that the majority of migrants (93%) in South Africa are legal.

The United Nations (2003) reports that the number of refugees who were on the whole planet at the end of 2000 was as follows: the African continent had 4 million, whereas Asia had 9 million and developed countries had 3 million. This challenges those statements which estimate that millions of immigrants live South Africa. This view is also supported by Palmay (2006: 6), where he reveals that the perception that extensive migration into South Africa is placing strain on already scarce social resource has remained largely unchallenged because of a lack of reliable empirical

data. He reveals that little research has been done on the number of people entering South Africa, for what purpose, and how long they intend to stay in the country. Little is known about the skills and education of refugee groups, and how they might meaningfully address the skill shortage in South Africa (Palmary, 2006: 6).

However, recent research findings are beginning to contradict some of the prejudiced beliefs identified above. For example, research on migrant entrepreneurs in Gauteng showed that small, medium and micro enterprises (SMMEs) and hawking operations created an average of three jobs per business (Rogerson 1997, cited in Crush & Williams, 2001: 8). This begins to challenge the notion that street traders in particular, somehow undermine efforts to provide formal employment to South Africans (Crush and Williams, 2001: 8). However, this kind of information is not high in the public consciousness and the CASE survey showed that the view that foreigners only take jobs, rather than creating them, remains common (Palmary, 2006: 6).

Landau and Jacobsen (2004: 45) assert that while there are widespread fears that immigrants are taking South Africans jobs, there are good reasons to believe that they could make a much stronger contribution to the city's economy. On aggregate, more than 15% of all immigrants surveyed (28% of Ethiopians and 26% of Somalis) report owning business in their country of origin, and presumably have the skills and entrepreneurial spirit to do so again in South Africa (Landau & Jacobsen, 2004: 45). Another 9% reported having worked in professional positions (e.g. doctor, lawyer, and accountant) before coming to Johannesburg (Landau and Jacobsen, 2004: 45).

According to Crush and Williams (2001: 3), South Africa has a long history of dependence on migrant workers from the Southern African region, particularly in sectors such as mining and agriculture. Indeed, without migrant workers neither industry would have developed at all, nor therefore would South Africa's modern industrial economy (Crush & Williams, 2001: 3).

3.6 Xenophobia

Sichone (2006: 64) defines xenophobia as fear, not of strangers generally, but rather of a certain kind of stranger, namely those who do not conform to one's preconceptions about how people ought to look or behave. It is therefore a paradigm case of resistance to the intrusion of anomalous data into an internally coherent

conceptual scheme – a threat to the unity of the self defined by it (Sichone, 2006: 64).

According to Crush (2001: 11), claims that South Africans were becoming increasingly antagonistic towards foreign citizens began to surface in the mid-1990s. The same author reveals that focus group studies of South Africans' political attitudes in 1995 were the first to unveil a surprising amount of latent hostility towards foreign migrants. Crush reveals that local studies of particular communities have since confirmed that many black foreign citizens feel that there is a considerable verbal and physical antagonism towards their presence (Crush 2001: 11).

In their research entitled *The Lives and Times of African Migrants and Immigrants in Post-Apartheid South Africa*, McDonald et al. (1999: 2) assert that there is growing evidence to suggest that far from being the perpetrators of crime, migrants are disproportionately the victims of crime and xenophobia, made worse by inadequate redress in the law or lack of protection by the police. On page 19 of the same report, McDonald et al. (1999) disclose the statistics of crime on African migrants and immigrants in South Africa. According to McDonald et al. (1999: 2), the most disturbing results of the survey are the disproportionate number of respondents who said they have been victims of crime:

- Almost a quarter of the sample (23%) have been assaulted and almost half (42%) have been robbed;
- Refugees were most likely to have been victims of crime (60% said they had been robbed at least once); as were respondents from West Africa (e.g. 67% of Senegalese said they have been robbed versus only 22% of Zimbabweans);
- On the gender front, men were twice as likely as women to have been assaulted and 30% more likely to have been robbed. The survey also found that 29% of female respondents have been harassed in South Africa (as compared to 34% of the sample as a whole); and
- In terms of sexual abuse, rape did not figure prominently, with only three out of 107 of women interviewed saying they had been raped while in the country (all from Mozambique).

Crush (2001: 2) asserts that government and other agencies have a major task ahead of them if they are to convince South Africans of the value of a more open and inclusive immigration policy that is actually in the interests of the country. Attitudes are currently very negative and political leadership and public education needs to confront this reality at the outset Crush (2001: 2).

As Crush (2001: 3) reveals, the majority of South Africans currently believe that immigration and migration impact unfavourably on the country (with nearly 60% believing that they 'weaken' society and the economy, and over 60% that they put a strain on South African resources). He states that fear of crime, threats to jobs and the economy, and disease are the leading reasons given for opposition to immigration. These are the same arguments advanced by those who oppose immigration everywhere (Crush 2001: 3).

3.7 The impact of African immigrants on South African tourism

Whereas the famously xenophobic former Minister of Home Affairs (1994-2004), Mangosuthu Buthelezi saw the movement of Africans into South Africa as an acute threat to the country's reconstruction and development, the tourism minister sees migrants as the country's future and potential salvation (Mathers & Landau, 2006: 6). In the case of tourism, however, it seems that it is only the numbers of people crossing the borders into South Africa that testify to hotel and airfare expenditure that in any way supports the government's optimism about its economic potential (Mathers & Landau, 2006:8). This view is supported by Statistics South Africa (Stats SA). In their statistical release (2006), Stats SA (2006: 3) documented different categories of mainland African travellers and the purpose of the visit. Of the 479 195 travellers from mainland Africa visiting South Africa during June 2006, the majority 448 400 (93, 6%) stated that they were in South Africa for the holidays, while 9 324 (1, 9%) stated that they were on business trips. A further breakdown of travellers from mainland Africa is as follows: those visiting for the purpose of study were 4 901 (1, 0%), those arriving for the purpose of work were 2 358 (0, 5%), those with border traffic concession were 11 656 (2, 4%) and travellers in transit were 2 191 (0, 5%) Stats SA (2006: 3).

Rogerson (2002, quote in Mathers & Landua, 2006: 8) argues that most Africans are crossing the border to stay with family and friends and to shop. This extremely

important category of tourism is not found on the Tourism South Africa website and is one that is in a very immediate sense at the mercy of the confusion that comes from being a black visitor in South Africa (Mathers & Landau, 2006: 8).

According to Mathers and Landau (2006: 10), an important part of the ethnography of tourists is their consumption of local artefacts and products, and the role of souvenirs in establishing the authenticity of a traveller's experience abroad. What this translates to in terms of what tourists want to take home with them is a search for typical markers of primitiveness with a desire to buy drums, masks and, more ridiculously, Masai spears (Mathers & Landau, 2006: 10). Even when it comes to less dramatic purchases, ebony spoons from Malawi and Shona soapstone sculptures from Zimbabwe take precedence over the fashionably ubiquitous carved giraffes or Ndebele dolls, as preferred souvenirs (Mathers & Landau, 2006: 10). One only has to stroll the markets that tourist buses frequent to note that the vast majority of artefacts on sale are made and sold by Africans from anywhere but South Africa (Mathers & Landau, 2006: 10).

According to van Wyk (2003) quoted in Mathers and Landau (2006: 10), most tourists remain uncomfortable with buying arts and crafts made by South Africans using telephone wire or tin cans. The same author states that though beautiful, such items do not send the right message to people back home about the traveller's genuine African experience. Mathers and Landau (2006: 10) assert that South African tourism is therefore dependent on the willingness of migrants to risk crossing the border, often with artefacts to sell. These migrants have also contributed to creating a shopping experience that tourists to Africa crave – the bargaining (Mathers & Landau, 2006: 10). When shopping at various craft markets, the South African vendors are clearly marked by their fixed prices and disdain of bargaining, whereas, the tourists flock to those vendors who can offer them (in their minds) this 'authentic' African experience of feeling one has, 'put one over' the sales person and somehow got an incredible bargain (Mathers & Landau, 2006: 10). Such stories are as essential to the traveller's tales as are border crossings, at least to affirm an 'African' adventure (Mathers & Landau, 2006: 10).

Andrea (nd: 190) reveals the involvement of immigrants in tourism development of Australia. He states that many waves of immigrants over the past 200 years have

had an enormous impact on the Australian's cultural life. Indeed, especially in Sydney, immigrants contribute to the social life as places are developed where participants can feel at home and relax, have social intercourse, worship collectively, transfer and maintain culture, and take care of the elderly (Lalich, 2006: 4).

Lalich (2006: 12) shows how immigrants have impacted on Australia's cultural life:

- European immigrants have built over 90 % of all leisure capacities reflecting cultural differences, social deprivation and the evolution of Sydney.
- European Orthodox, non-European Christians, Buddhists, Hindus and Muslims have a major role in the development of places of worship.
- Non-European settlers have developed most facilities since 1980.
- Despite a long tradition of an Irish-dominated Roman Catholic Church, language and culture specific Catholic churches have been developed since.
- Asian and Pacific Island Christian communities have developed churches.
- European (Mediterranean), Jewish and Muslim immigrants have developed all respondent day schools and the majority of childcare centres.

In addition, Andrea (nd: 191) reveals that the Australian immigrant's culture had been considered in preparation for the 2000 Olympic Games. In the Sea change programme/festivals, about 100 events across the arts have taken place and they were aimed to highlight the transformation of Australian cultural life in the past few decades with its new, vibrant emphasis on cultural and regional differences, along with an increasing pride in an understanding of the rich indigenous culture (Andrea, nd: 191).

However, for the 2010 World Cup, African immigrants in South Africa have been forgotten, even though they play an important role in the development of the socio-economic situation of the country. The SAMP survey of 501 migrants from other African countries living in South Africa has constructed the following general profile of the African migrants' population within South Africa (McDonald et al., 1999: 1):

- Migrants are motivated, educated, skilled and enterprising;
- There is growing evidence to suggest that far from being the perpetrators of crime, migrants are disproportionately the victims of crime and xenophobia, made worse by inadequate redress in the law or lack of protection by the police;

- Most migrants feel that South Africa has a moral obligation to the African countries that took up positions against apartheid, and should therefore embrace foreign migrants; and
- Migration into South Africa is now a truly pan-African phenomenon and will become increasingly so. It is important that policy makers are sensitive to the regional differences in migration into the country, and that they acknowledge the new role that South Africa has begun to play with respect to the movement of people on the continent as a whole.

The 2010 World Cup can be a tool which can be used in an effort to provide education and attitudinal training on xenophobia and the rights of refugees for municipal officials and the general public. Palmary (2006: 22), states that several of such campaigns are already being implemented by NGOs and can be supported both financially and in kind by the local authorities.

Furthermore, past research has indicated that the community support and community involvement in the mega-event is a crucial condition to its success (Choong-Ki Lee et al. 2004: 840, Hiller, 1990 and Gursoy & Kendall, 2006: 617). African refugees are part of the Western Cape community and their impact on South African tourism is important. Thus, the purpose of this study is to measure the awareness and expectations of African refugee communities and to identify all benefits they can get from this mega-event and the intended involvement. Lastly, to propose a framework that can be used in order that this part of the Western Cape community can get involved in this mega-event successfully.

3.8 Summary

This chapter provided a general view on African immigrants in South Africa. It looked at the perception of the South Africans toward foreigners from the African continent. It also discussed the participation of African immigrants in the country's tourism industry.

Chapter four presents the methodology used in this study. It clarifies the research setting, the study design and the entire process used to collect and to analyse the data.

CHAPTER FOUR

METHODOLOGY

4.1 Introduction

This chapter describes the research setting in which the study has been carried out. It also examines the methods used to gather information from respondents. The primary source of data is the African immigrants of the Western Cape Province. The method of sampling adopted was an availability/convenience sampling, based on selected areas by the researcher.

The first part of the chapter discusses the problem of research on foreign nationals in South Africa, and the study areas as well as the sampling method used in order to obtain a representative sample.

4.2 Research settings

4.2.1 The problem of research on foreign nationals in South Africa

McDonald et al. (1999: 4), assert that the lack of demographic clarity makes research on foreign nationals particularly difficult in South Africa. Without a more reliable estimate of the total number of foreigners, their country of origin, gender and other basic demographic variables, it is virtually impossible to sample reliably and to say anything conclusive about migrants as a whole McDonald et al. (1999: 4). They further argue that these sampling problems are further complicated by the fact that some non-citizens simply do not want to be interviewed due to their uncertain legal status or a fear of being harassed or deported by the South African police. McDonald et al. (1999: 5) suggest that researchers must acknowledge these sampling constraints and develop strategies to deal with them.

With these constraints in mind, a research method was adopted for this survey that would allow us to interview a large number of migrants from many different 'migrant communities' in Western Cape. A snowball sampling procedure was used to select interviewees (i.e. the person being interviewed was asked to give the name of someone else in the community that would be willing to participate in this study). This

method allowed for an element of randomness and ensured that the confidence of the interviewee was preserved by being referred by a friend. The survey itself consisted of 39 questions, the majority of which were closed option responses due to the large sample size. The data was then entered into the Statistical Package for the Social Sciences (SPSS) database.

4.3 Study areas

The survey was carried out in locations where immigrants live, like Retreat and Capricorn and in the city centre where a considerable number of them spend the day doing business. The research was also targeted at refugees who frequent the Cape Town Refugees Centre (CTRC) and the Agency for Refugee Education, Skills Training & Advocacy (ARESTA).

4.3.1 Justification of the study area

The following locations have been selected because of the role they play in the lives of African refugees in the Western Cape.

4.3.1.1 Residential areas

Retreat and Capricorn have been selected because many African refugees prefer to live there for different reasons, including the availability of low-cost housing, transport facilities like trains, taxis and buses.

4.3.1.2. Non-governmental agencies (NGOs)

The Cape Town Refugees Centre (CTRC), and the Agency for Refugee Education, Skills Training & Advocacy (ARESTA) have been selected because they offer different services to refugees including skills training, English courses, education fees, micro-finance facilities and much more.

4.3.1.3 Cape Town city centre

These areas have been selected because a considerable number of immigrants work there. Some have shops, hair dressing salons, internet cafés, eating places and so on.

4.4 Study design

This research is classified in survey research as a sample survey, because it uses information from a subset of the population as a basis for estimating population values or parameters (Thomas, 2004: 116). The face-to-face interview survey is the method that has been used in data capturing. According to Thomas (2004: 117) this method has different advantages including higher response rates, better control of response, and the capacity to deal with the complex, sensitive topics. The same author states that the presence of an interviewer can serve to motivate potential respondents to participate and to maintain their interest over what may be a lengthy series of questions. The interviewer can also control the order in which questions are answered and clarify unclear terms or ambiguous questions (Thomas, 2004: 117). Where topics are complex and difficult to reduce to a concise set of questions and where issues are sensitive, interviewing may be the only practical survey approach (Thomas, 2004: 118).

4.5 Study population and sampling

4.5.1 Sample size

This research was targeted at African immigrants living in the Western Cape in general and African refugees in particular. It was conducted using 200 questionnaires administered during face-to-face interviews. This method has helped the researcher to maximise the quantity and the quality of responses.

4.5.2 Research instruments and methods

The two broad research tools that were used to conceptualise and carry out the research survey were the primary and the secondary data sources. These methods are outlined below.

4.5.2.1 Secondary data sources

Secondary data sources are data that has been collected, analysed and discussed by previous scholars in the field. Hence, secondary data helps to contextualise current research in the field. Secondary data on immigration, tourism, and mega sports events in general in South Africa were sourced from journals articles,

government publications, conference papers, books and the Internet. The secondary data collection served to inform as well as to contextualise the present study.

4.5.2.2 Primary data sources

Primary data sources are data that has been collected through a structured interview conducted with African refugee communities living in the Western Cape in order to identify their awareness, expectations, and intended involvement in the 2010 World Cup. Two hundred respondents were selected in a way that they will represent a substantial section of the African continent. Country of origin, age group, gender, activities and their income have been considered. Questions have been designed in the way that they will facilitate in collecting the information required in order to answer the research questions, and reach the research objectives.

4.5.2.3 Pilot survey

Before the fieldworkers were deployed to the field they were trained on how to approach the respondents and on what the attitude of interviewer should be. Fieldworkers had to keep in mind the following simple rules or ideas as outlined by Roethlisberger (1941: 93):

- I listen;
- I do not interrupt;
- I do not give advice;
- I avoid leading questions;
- I refrain from making moral judgements about the opinions expressed;
- I do not express my own opinions, beliefs or sentiments, and
- I avoid arguments at all cost.

The questionnaires were tested in the Retreat area to ensure validation of the study. This was an advantage in terms of identifying different modifications required and how well the questions were understood by the perspective respondents before conducting the main survey. A number of improvements were made to increase simplicity and phrasing after considering the responses of respondents.

4.6 Instruments

This survey used some questions concerning the impacts from a similar study conducted by the HSRC and from various academic scholars who have identified a

variety of negative and positive social, economic and environmental impacts associated with a mega-event such as the World Cup. Those studies include Building a Legacy: Sports Mega-Events should Last a Lifetime (Atkearney, 2005), Attitudes to the 2010 World Cup (Pillay, 2006), International Football Market Profiles and Experiences of Previous Hosts and Western Cape Citizens' 2010 Expectations (Swart et al. 2008), and The Holistic Impacts of the 2005 Canada Summer Games on the University of Regina (Frederick & Hoeber, 2008). See appendix B for an example of the questionnaire.

The questionnaire was composed of seven sections. It included primarily closed-ended questions which allowed for the information obtained to be quantified easily. Most of these questions required a tick from the respondent. The various sections of the questionnaire are explained below.

Section 1: Icebreaker questions

The first part of the questionnaire asked respondents about their country of origin which aimed to identify if the respondent is suitable for the survey or not. They were also asked about their interest in sport, and to reveal two of their favourite sports.

Section 2: Awareness

The second part focussed on respondents' awareness of a major sporting event that will take place in South Africa in 2010.

Section 3: Perceptions / expectations

The third part investigated their attitudes towards the 2010 World Cup. Respondents had to rank their views on a Likert-type scale from 1 (strongly agree) to 5 (strongly disagree) from a list of twenty statements related to the 2010 World Cup. They ranged from the readiness of the country to host the event, to the legacies that the 2010 World Cup will leave in South Africa.

Section 4: Intended involvement

The fourth part focussed on the willingness of African immigrants to be involved in the 2010 World Cup. Respondents were also asked if they would like to be updated, and different channels of communication were suggested so that they could choose one.

Section 5: Key benefits

The fifth section dealt with the key benefits of hosting a mega-event like the 2010 World Cup, which ranged from the benefits to the African continent, to the benefits to every African immigrant living in Western Cape.

Section 6: Key concern

In the sixth section, respondents were asked what are their biggest concern was about South Africa hosting the 2010 event.

Section 7: Demographic profile of respondents

The seventh section dealt with the demographic variables of the respondents and included items such as the length of time spent in South Africa, age, employment status, income per month, gender and educational qualifications.

4.7 Procedure

Two hundred questionnaires were distributed amongst three fieldworkers during the month of November 2008; and no incentives were given to surveyed respondents. This was due to the fact that if any incentive were attached to the questionnaire, the risk existed that it may have influenced the quality of responses, as the respondent may not have expressed their genuine feelings for fear of not receiving the incentive afterwards. A covering letter was handed to each fieldworker to clarify any doubts respondents might have had.

Table 4.1: Number of questionnaires in each area

Retreat	35
Capricorn	35
ARESTA	40
CRC	40
Cape Town city centre	50

4.8 Statistical analysis

All primary data collected from respondents were organised and coded before inputting it as an Excel format into the Statistical Package for Social Sciences (SPSS version 17.0). "This software helps to summarise data, compile appropriate tables and graphs, examine relationships among variables and perform tests of statistical

significance based on the research questions” (Babbie et al., 2001: 583). The double date entry was used to minimise errors and inaccuracy of results. This means that data from each respondent was inserted twice on separate spreadsheets of Microsoft’s Excel programme, before transferring it into SPSS. The analysis for the open-ended questions were done through content analysis, by grouping similar responses into categories and assigning names to items that seemed to be related.

4.9 Interpretation of results

The data acquired through field data collection was evaluated in conjunction with other information acquired via resources such as the Internet and available literature. The analysis included the demography of respondents and their intended involvement on one hand and their perceptions and awareness on the other hand.

Once all the necessary data was obtained and evaluated, the results were interpreted and written up. The results were illustrated in tables incorporating frequency distributions, proportions, thus presenting results in a more meaningful and simplified manner.

4.10 Challenges faced by the fieldworkers

Challenges faced by the fieldworkers included the following:

1. Unwillingness of people to open their doors to speak to them.
2. To some respondents the fieldworkers were regarded as representatives of home affairs and people were scared to participate in the research.
3. Language was a barrier to some respondents who didn’t speak English; the fieldworker had to translate each question in the language the respondent spoke. This wasted valuable time.

4.11 Summary

This chapter discussed the methodology used in this study. A comprehensive collection of data was gathered for the research study as it targets African immigrants in the Western Cape. The purpose of the method undertaken within this research was to determine their awareness of the 2010 World Cup, to identify their expectations, and how they would like to be involved in it.

Chapter five provides an analysis of data that has been researched and gives a comprehensive overview of the interpretation of the findings. Furthermore, it looks at the actual responses to the research questions. In this chapter, data are presented in the form of figures, whereas the appendix F summarises data in frequency tables.

CHAPTER FIVE

DATA ANALYSIS AND PRESENTATION

5.1 Introduction

This chapter describes the results of the research. It highlights profiles of African immigrants, including gender, age, nationality, income, education, and the length of their stay in South Africa. The perceptions and expectations of respondents are presented and their intended involvement in the 2010 soccer World cup. This chapter highlights the key benefits the 2010 World Cup will have on African immigrants in the Western Cape Province, by hosting the in South Africa.

5.2 African immigrants' profiles

5.2.1 Citizenship of respondents

In total, 16 countries were represented in the survey (see Figure 5.1) and appendix A. The majority of respondents are from the Democratic Republic of Congo 56 (28%); 34 (17%) were from Rwanda; 32 (16%) were from Zimbabwe; 15 (8%) were from Burundi; 14 (7%) from Malawi; 13 (7%) were from Somalia; 9 (5%) from Congo Brazzaville; 8 (4%) from Angola; 6 (3%) from Nigeria; 3 (2%) were from Mozambique; 3 (2%) were from Kenya; 2 (1%) from Zambia; 2 (1%) from Tanzania; 1 (0.5) from Ethiopia; 1 (0.5) from Liberia; and 1 (0.5) were from Cameroon.

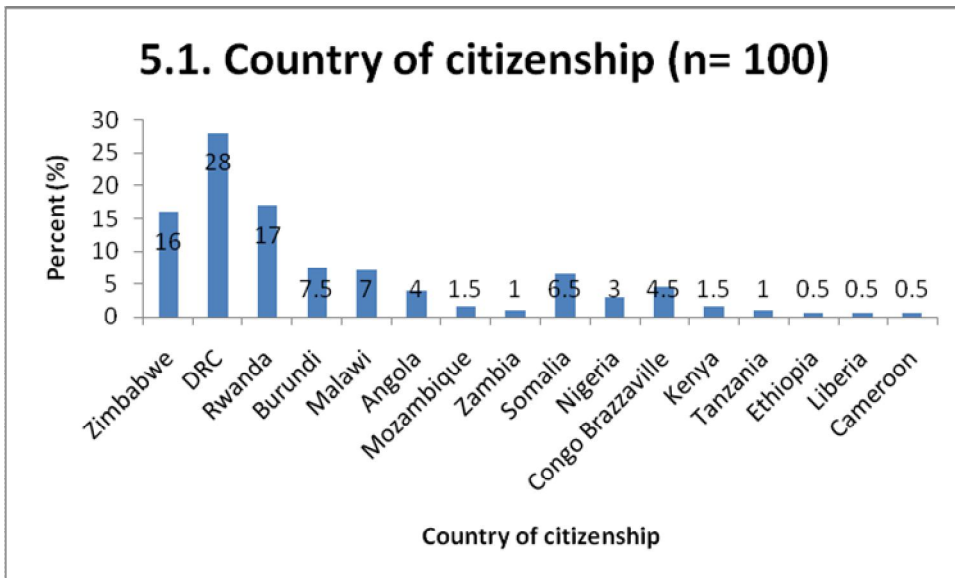


Figure 5.1: Country of citizenship

5.2.2 Gender

Figure 5.2 illustrates that the majority of respondents were males – 132 (66%), while 68 (34%) were female respondents.

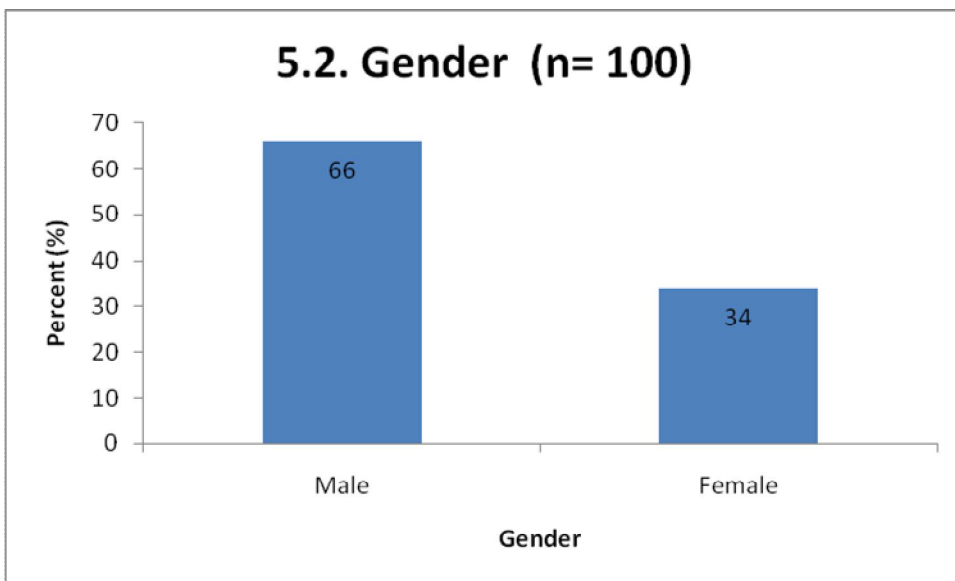


Figure 5.2: Gender breakdown

5.2.3 Age

Figure 5.3 represents the age of African immigrants in the Western Cape Province, who participated in the survey. The highest number were in the age group of 21-30 years – 111 (55.5%); followed by the 31-40 years age group – 66 (33%); then the age group up to 20 years – 12 (6%). Other respondents were aged over 41- 50 years

– 9 (4.5%). Finally, the age groups of 60-70 and over 70 years share the lowest percentage of 1 person in each age group (0.5%).

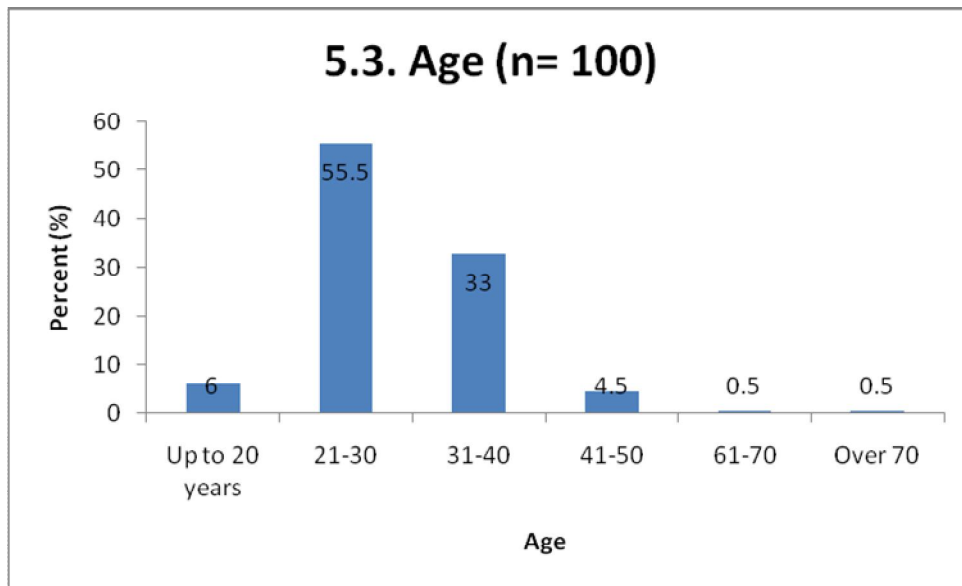


Figure 5.3: Age of respondents

5.2.4 Education

For education, the results showed that 38.5% of respondents had obtained a certificate/diploma, followed by 33%, who had completed a secondary level, 14.5% were undergraduate degree holders. 5% of respondents held postgraduate degrees. 5% had completed the primary level, followed by 3% with partial primary education. Only 1% had a no formal education (see figure 5.4).

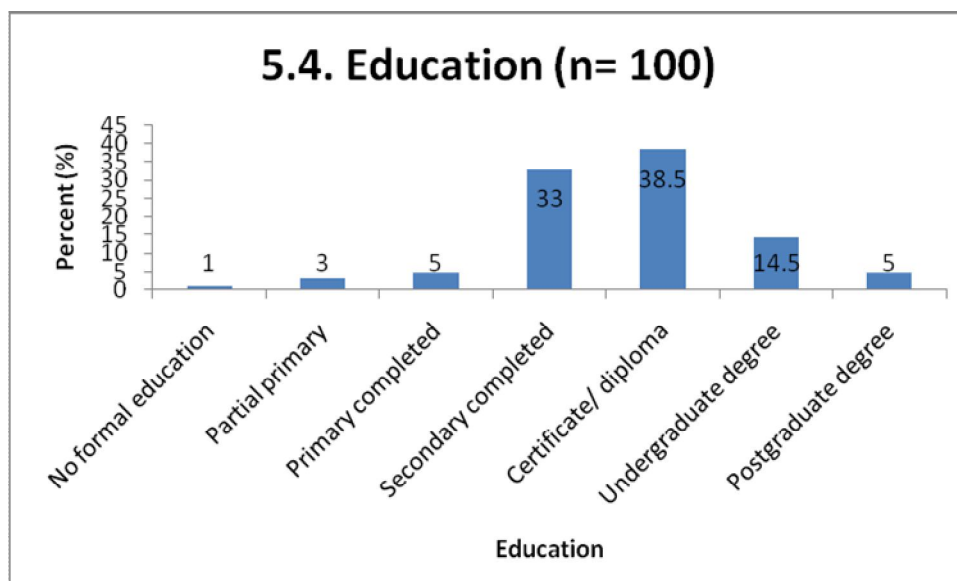


Figure 5.4: Education

5.2.5 Employment

In terms of employment, 10% of respondents were not employed, 21% indicated that they were students and were therefore not in the job market. The highest percentage is 25% which represents the self-employed group of respondents; followed by artisans/technicians (15%); labour/ unskilled workers (11.5%); business people (7.5%); sales marketing employees represent (5%); and professionals make up (3.5%). Finally administrators/ managers represent the lowest percentage at (1.5%). (see figure 5.5).

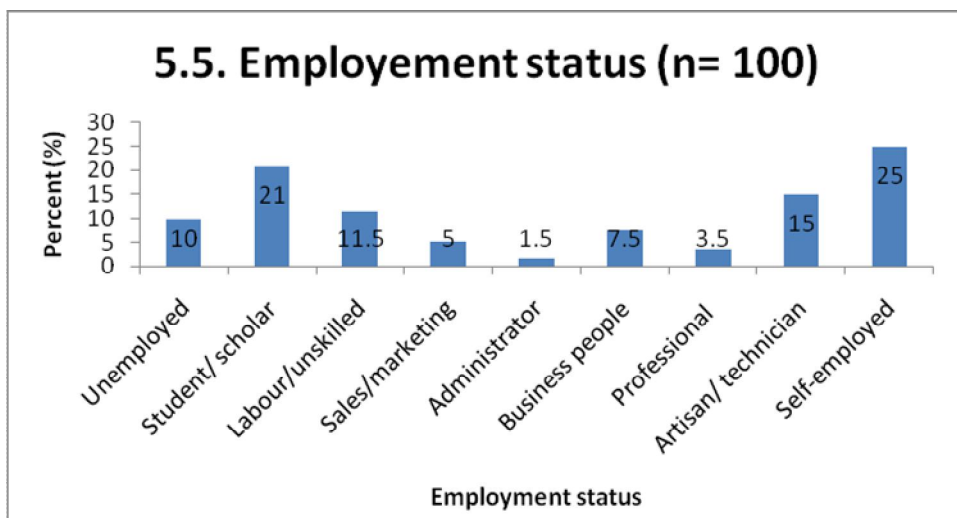


Figure 5.5: Employment status/ occupation

5.2.6. Income

The results of this study reveal that 8% of respondents earn less than R 1 000 per month; 10.5% earn less than R 2000; while 30% reported having no income at present. A significant number of respondents are earning substantial salaries. 25.5% earn R 2 001–3 000 and 9.5% earn R 3001–4000. This is followed by 4.5% of respondents whose monthly income is between R 4 001–5 000. 10.5% of respondents earn over R 5 000; and 3 respondents didn't want to disclose their monthly income (See figure 5.6).

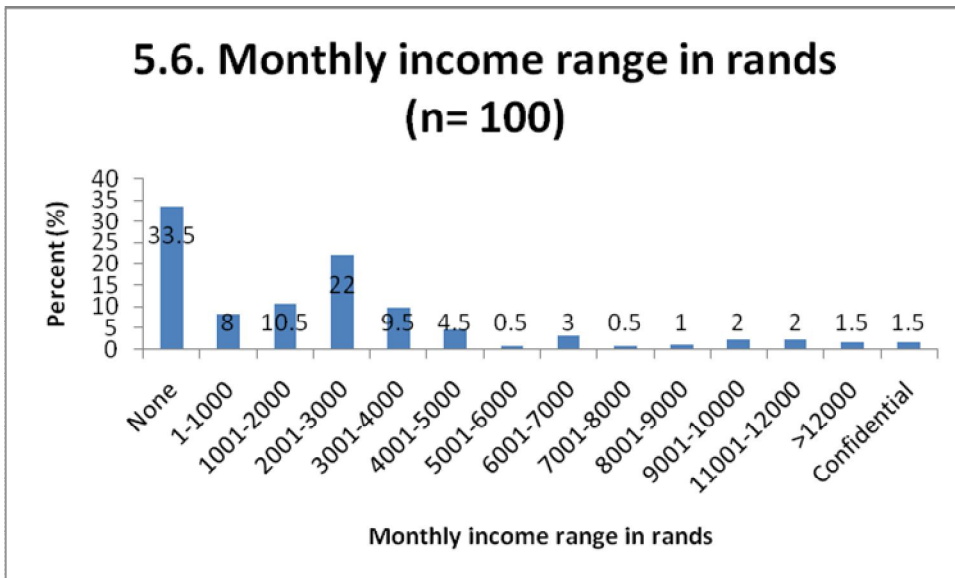


Figure 5.6: Monthly income range in rands

5.2.7 The length of time living in South Africa

The length of time in years that respondents have spent in South Africa up to the year this research has been conducted, is displayed in figure 5.7. 51 respondents (25.5%) have been in South Africa for one year or less; followed by 38 (19.0%) who have been in the country for two years; 26 (13%) have lived in South Africa for four years, 23 (11.5%) have been in South Africa for five years, 20 (10%) have been in the country for three years. A small group of respondents have been in South Africa for more than five years. Among the respondents, 9 (4.5%) have been in the country for six years, 7 (3.5%) have been in the country for seven years, 8 (4%) have been in South Africa for eight years, 4 (2%) have been in the country for nine years, 8 (4%) have been in the country for ten years, 3 (1.5%) have been in the country for eleven years, 1 (0.5%) have been in the country for twelve years, 1 (0.5%) have been in the country for fourteen years and 1 (0.5%) have been in South Africa for twenty years.

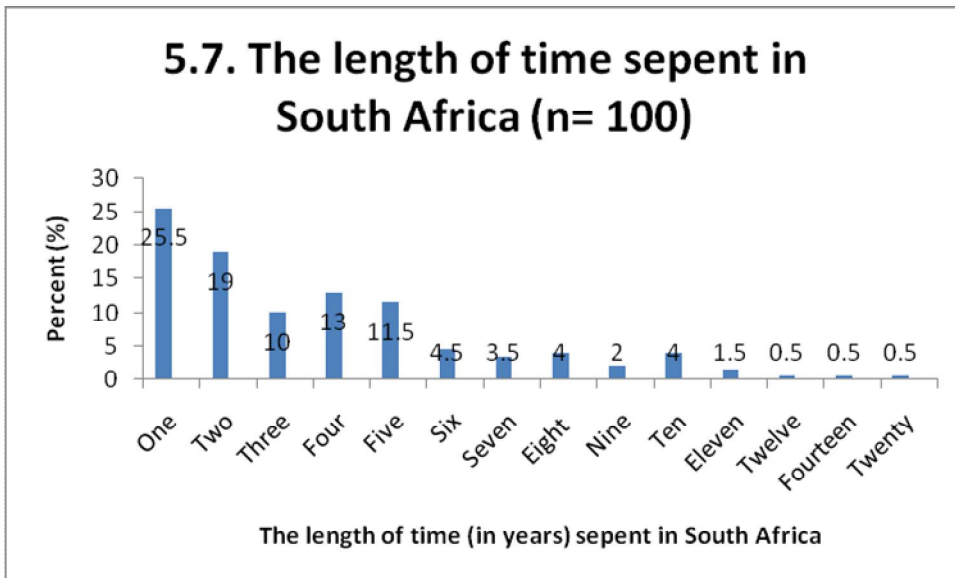


Figure 5.7: The length of time (in years) spent in South Africa

5.3 Participation in sport and awareness of the 2010 mega-event

5.3.1 Participation in terms of sport

In terms of African immigrants' participation in sport as illustrated in figure 5.8, 81 (40.5%) were spectators; 58 (29%) were participants; 42 (21%) were both spectators and participants; whereas 19 (9.5%) were neither spectators nor participants.

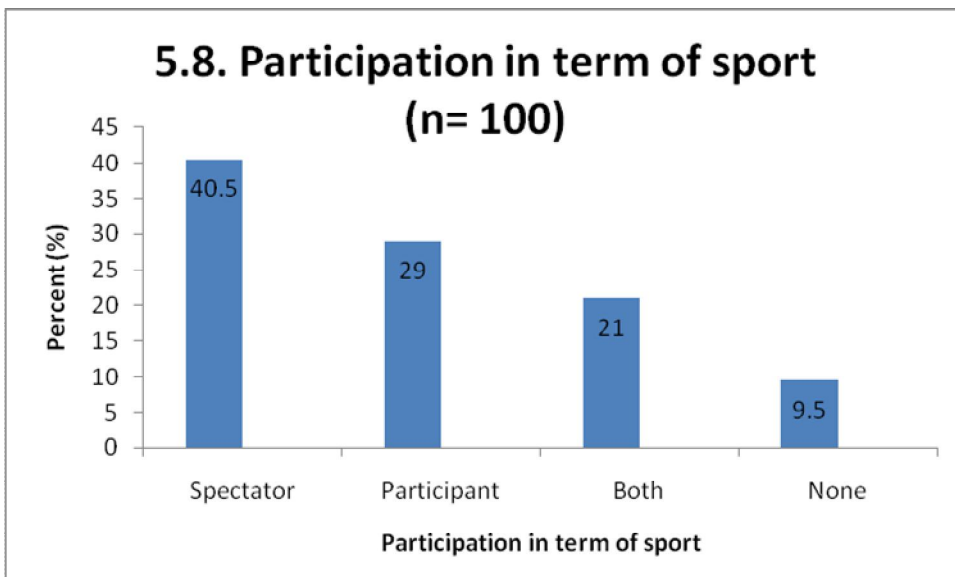


Figure 5.8: Participation in terms of sport

5.3.2 Favourite sports

Question: What are your two most favourite sports?

Respondents were asked to indicate their two most favourite sports, as illustrated in table figure 5.9 and figure 5.10. The results obtained from 200 respondents as shown in the figure below (5.9) were that 135 (67.5%) claimed that soccer were their first favourite sport, 18 (9%) suggested basketball, 15 (7.5%) chose volleyball, 9 (4.5%) preferred rugby, 8 (4%) suggested cricket, 2 (1%) preferred athletics, 1 (0.5%) chose swimming, 1 (0.5%) suggested karate, 1 (0.5%) chose netball and 10 (5.5%) were not interested in any sports activities.

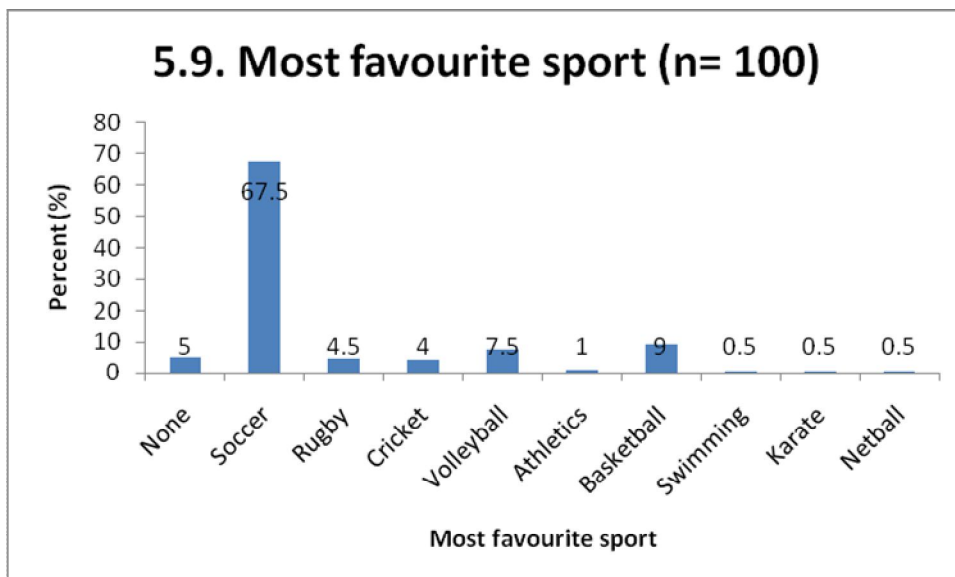


Figure 5.9: Most favourite sports

The figure below indicates respondents' second favourite sports. 43 (21.5%) chose basketball; 25 (12.5%) preferred volleyball; 23 (11.5%) chose athletics; 10 (5%) selected rugby; 8 (4%) suggested tennis; 7 (3.5%) suggested cricket; 7 (3.5%) preferred soccer; 3 (1.5%) selected netball; 2 (1%) suggested Judo; 2 (1%) preferred baseball; 2 (1%) preferred swimming; 1 (0.5%) chose Karate; 1 (0.5%) selected wrestling; whereas 66 (33%) remained undecided.

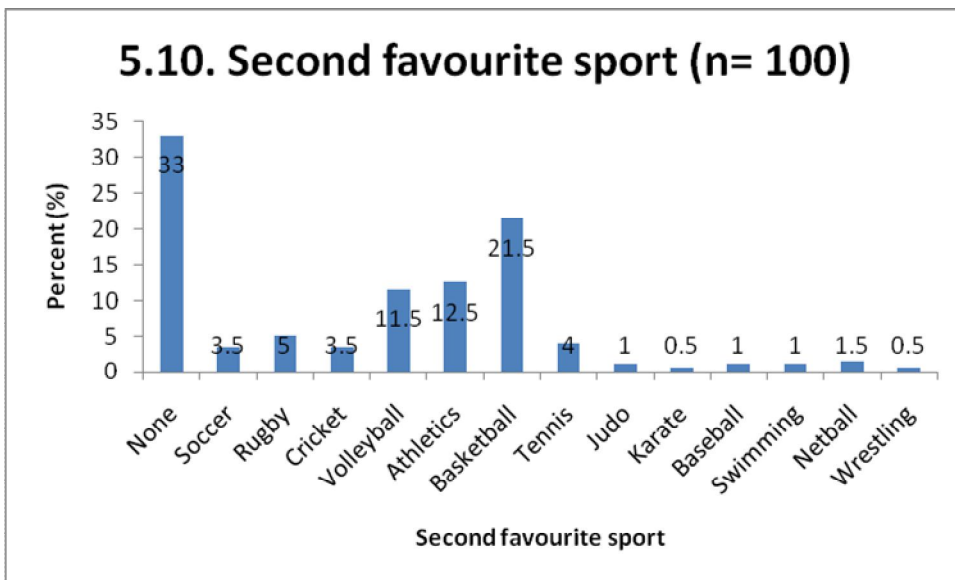


Figure 5.10: The second favourite sport

5.3.3 Awareness

Figure 5.11 shows the awareness of respondents towards the 2010 World Cup. 86.5% were aware of the event, whereas 13.5% were not aware. However, when respondents were asked to name the event, 84.5% were able to give the name of the 2010 World Cup, whereas 15.5% of them couldn't (see figure 5.12).

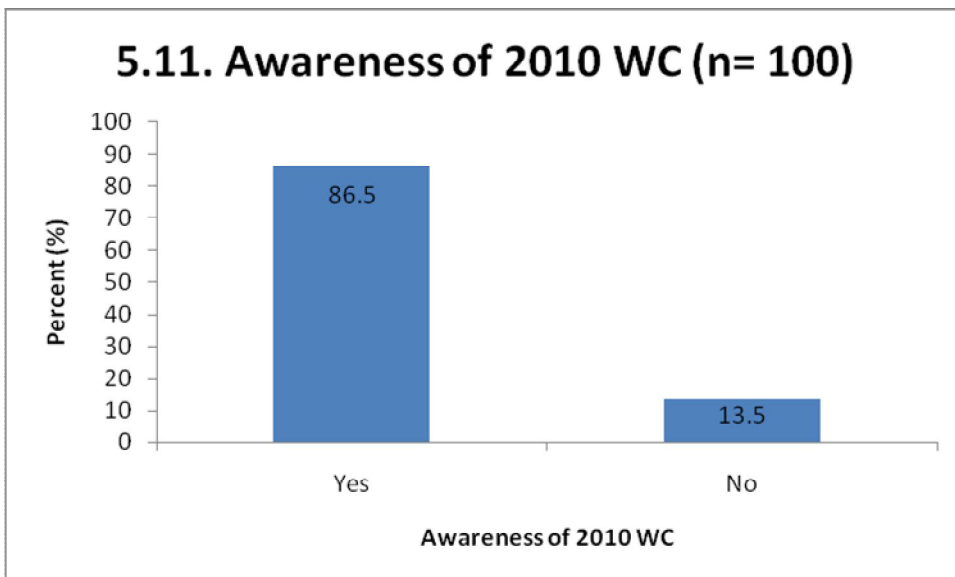


Figure 5.11: Awareness of the 2010 W.C

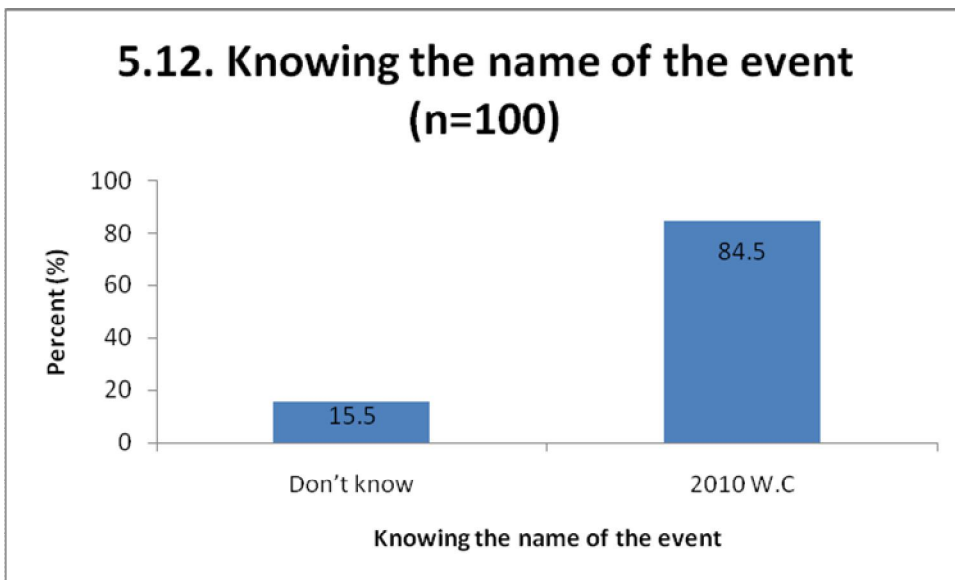


Figure 5.12: The name of the mega-event that will take place in 2010 in South Africa

5.4 Perceptions/ expectations

The attitudes of respondents towards twenty statements on 2010 related aspects are summarised in table 5.10. They ranged from the readiness of the country to host the event, to the legacies the 2010 World Cup will leave to South Africa.

5.4.1. South African readiness

Statement: South Africa will be ready to host the event successfully.

Respondents were asked their views on whether South Africa will be ready to host the event successfully. The results indicate that most African immigrants (72.5% – 37.5% plus 35%) have confidence in the South African government to host the event successfully; 19% don't know, while 6% and 2.5% disagreed or strongly disagreed respectively with the statement, meaning that they have no confidence in the South African government to successfully host the event (see figure 5.13).



Figure 5.13: South African readiness

5.4.2. The 2010 World Cup will be a ‘festival for all’

Statement: The event will be a ‘festival for all’ rather than just an event for soccer enthusiasts only.

Respondents were asked to indicate their views on the statement that the event will be a joyous celebration for all, rather than just an event for soccer fans. The results indicate that 30% and 42% strongly agreed or agreed respectively that the event will be a ‘festival for all’ rather than just an event for soccer enthusiasts only; 19.5% didn’t know; while only 5% and 3.5% disagreed or strongly disagreed respectively that the 2010 World Cup will be a ‘festival for all’ (see figure 5:14).



Figure 5.14: The 2010 World Cup will be a ‘festival for all’

5.4.3 The South African community will be a great host

Statement: South Africans will be great hosts during the event.

Respondents were asked if South Africans will be great hosts during the event. The outcome of the survey shows that 25% and 35.5% strongly agreed or agreed respectively that South Africans will be great hosts; 27% were undecided; while 9% and 3.5% disagreed or strongly disagreed respectively that South Africans will be great hosts during the event (see figure 5.15).

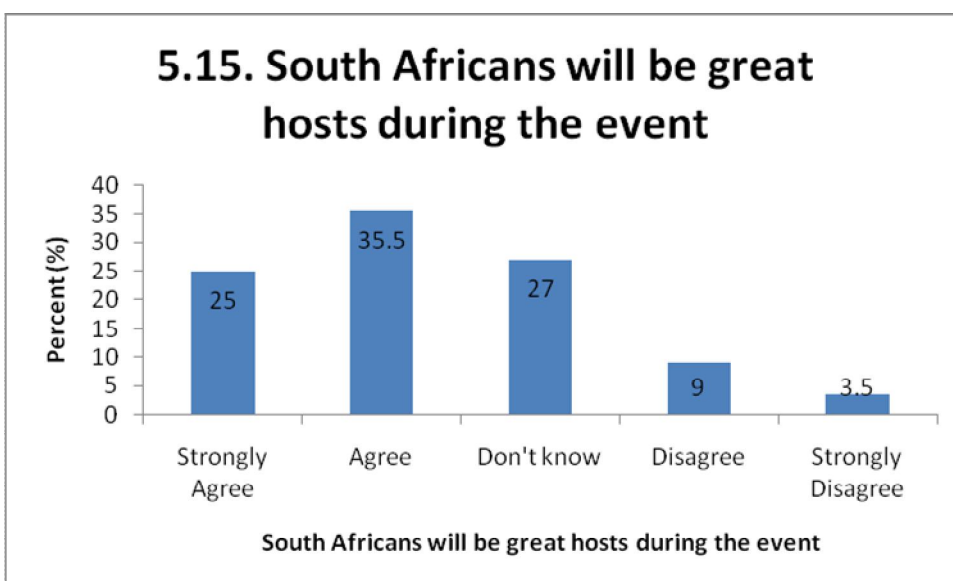


Figure 5.15: South Africans will be great hosts during the event

5.4.4 Sustainable benefits of the event

Statement: The 2010 World Cup will only be a ‘30-day wonder’ and will not have sustainable benefits.

This statement was to determine whether or not the event will have sustainable benefits. On this point 17.5% and 21.5% strongly agreed or agreed respectively that the event will produce sustainable benefits; while 24% and 14.5% disagreed or strongly disagreed respectively that the event will produce sustainable benefits; and 22.5% didn’t know (see figure 5.16).

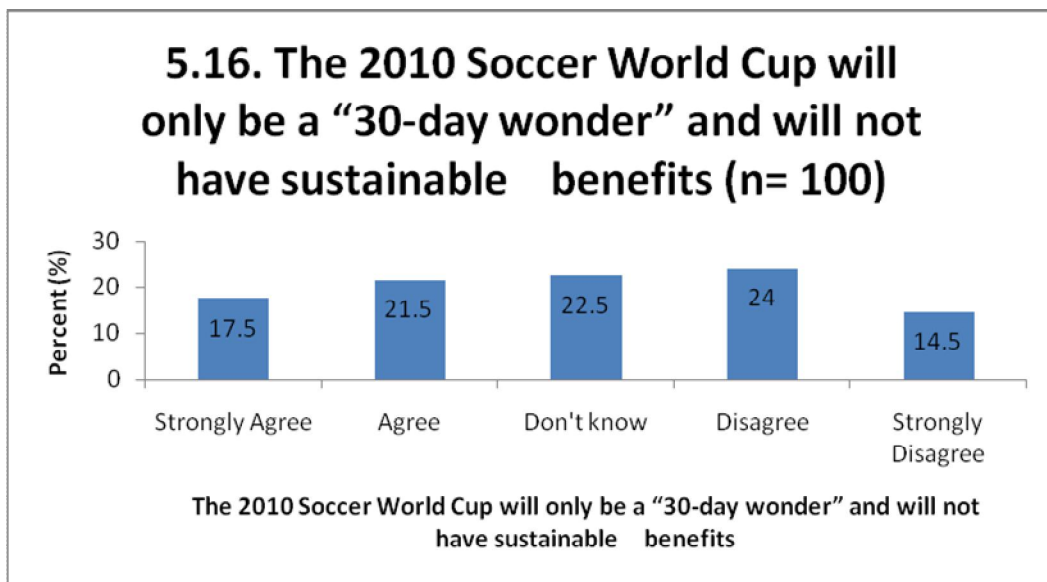


Figure 5.16: Sustainable benefits of the event

5.4.5 Opportunities for small business and entrepreneurs

Statements: The event will provide major opportunities for small businesses and entrepreneurs.

African immigrants were asked if the event will provide major opportunities for smaller business and entrepreneurs. As the results indicate, 51% and 33.5% strongly agreed or agreed respectively that the event will provide major opportunities for smaller business and entrepreneurs; 9.5% didn’t know; while only 4% and 2% disagreed or strongly disagreed respectively with the statement (see figure 5.17).



Figure 5.17: Opportunities for small businesses and entrepreneurs

5.4.6 Training and skills development in the tourism industry

Statement: The event will stimulate training and skills development in the tourism industry.

Respondents were asked if the event will stimulate training and skills development in the tourism industry. The results indicate that 46.5% and 38.5% strongly agreed or agreed respectively that the event will stimulate training and skills development in the tourism industry, 10% didn't know; while only 3.5% and 1.5% disagreed or strongly disagreed respectively with the statement (see figure 5.18).



Figure 5.18: Training and skills development in the tourism industry

5.4.7 The impacts and benefits of the event will be long-lasting

Statement: The impacts and benefits of the 2010 event will be long-lasting.

Respondents were asked if the impacts and benefits of the 2010 event will be long-lasting. The outcome of the survey shows that 33% and 30% strongly agreed or agreed respectively that the impacts and benefits of the 2010 event will be long-lasting; 21.5% were undecided; while 9.5% and 6% disagreed or strongly disagreed that the impact and benefits of the 2010 event will be long-lasting (see figure 5.19).

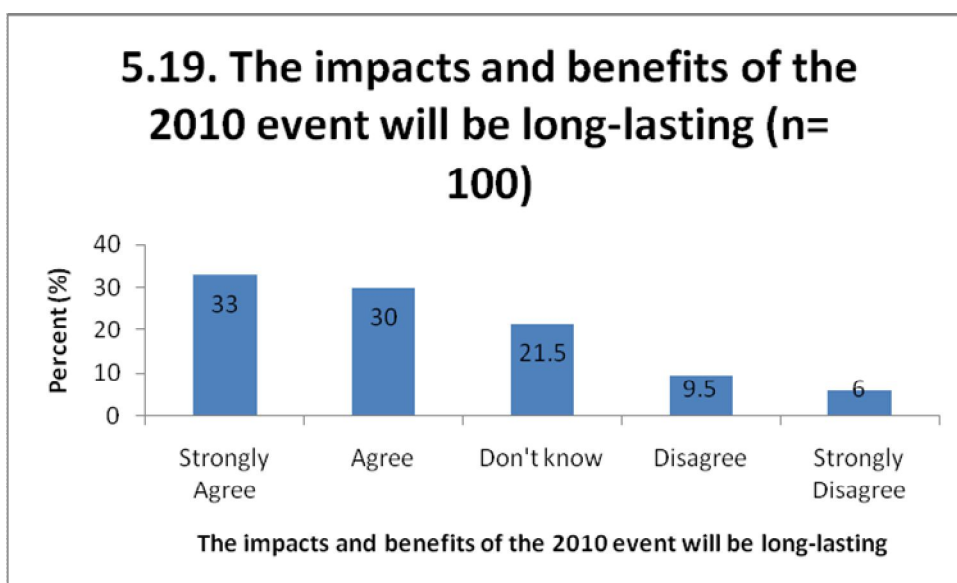


Figure 5.19: The impacts and benefits of the event will be long-lasting

5.4.8 Benefits of hosting the event and the costs

Statement: The benefits of hosting the event will exceed the costs of hosting it.

This statement was to determine whether or not the benefits of hosting the event will exceed the costs or not. 26% and 30.5% strongly agreed or agreed respectively that the costs will be higher than benefits; 31% were undecided; and only 6.5% and 6% disagreed or strongly disagreed respectively that the benefits of hosting the event will not exceed the costs (see figure 5. 20).

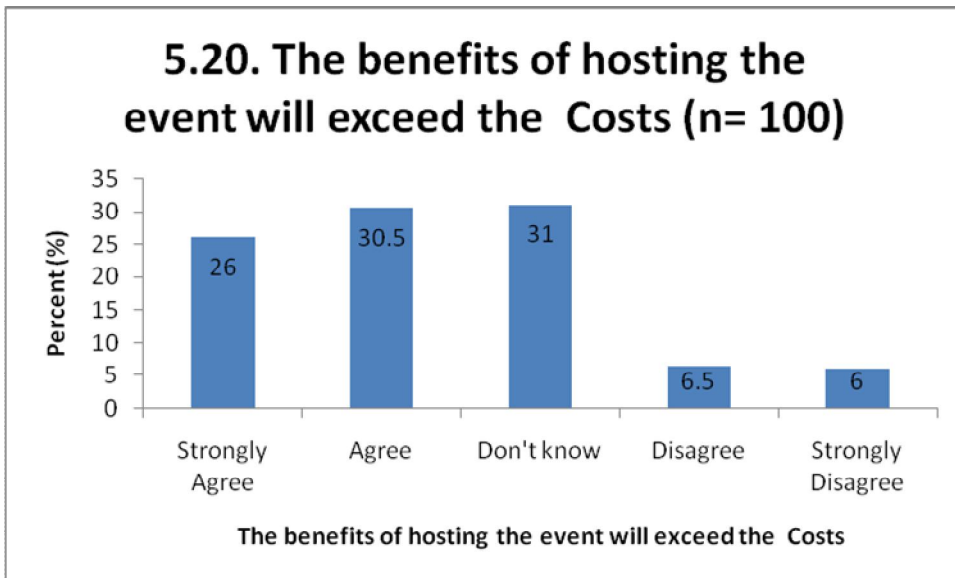


Figure 5.20: Benefits of hosting the event and the costs

5.4.9 The prices of goods and services in South Africa

Statement: The prices of goods and services in South Africa will increase drastically because of the 2010 event.

African immigrants were asked if the prices of goods and services in South Africa will increase drastically because of the 2010 event. As the results indicate, 33% and 38% strongly agreed or agreed respectively that the prices of goods and services in South Africa will increase drastically because of the 2010 event; 20% were undecided; while only 5.5% and 3.5% disagreed or strongly disagreed respectively with the statement (see figure 5.21).

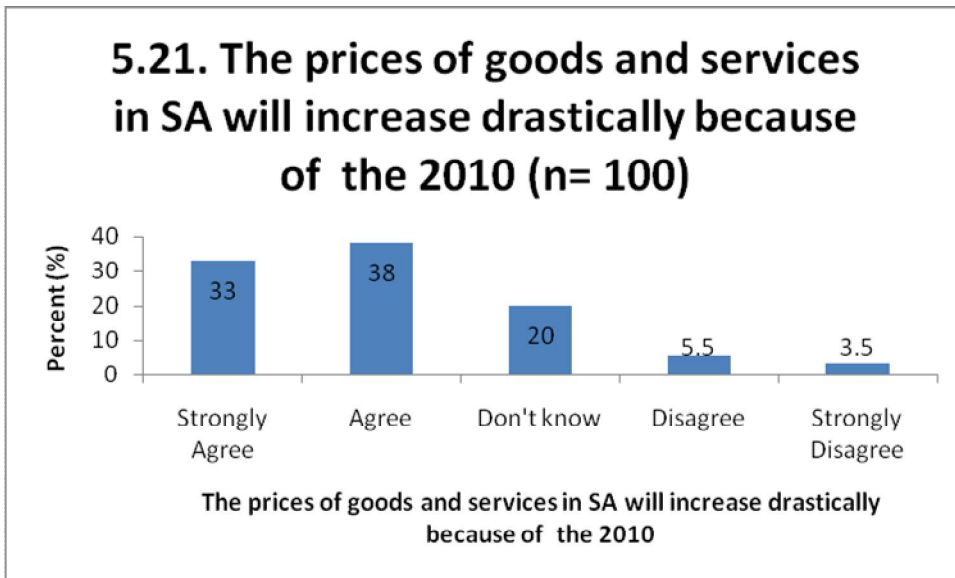


Figure 5.21: The prices of goods and services in South Africa

5.4.10 Boosting South African tourism

Statement: The event will be a major boost for South Africa tourism

This statement was to determine whether or not the event will boost South African tourism. Out of 200 respondents 53.5% and 34% strongly agreed or agreed respectively that the 2010 World Cup will be a major boost for South African tourism; 11% were undecided; while 1% and 0.5% disagreed or strongly disagreed respectively, that the event will be a major boost for South Africa tourism (see figure 5.22).

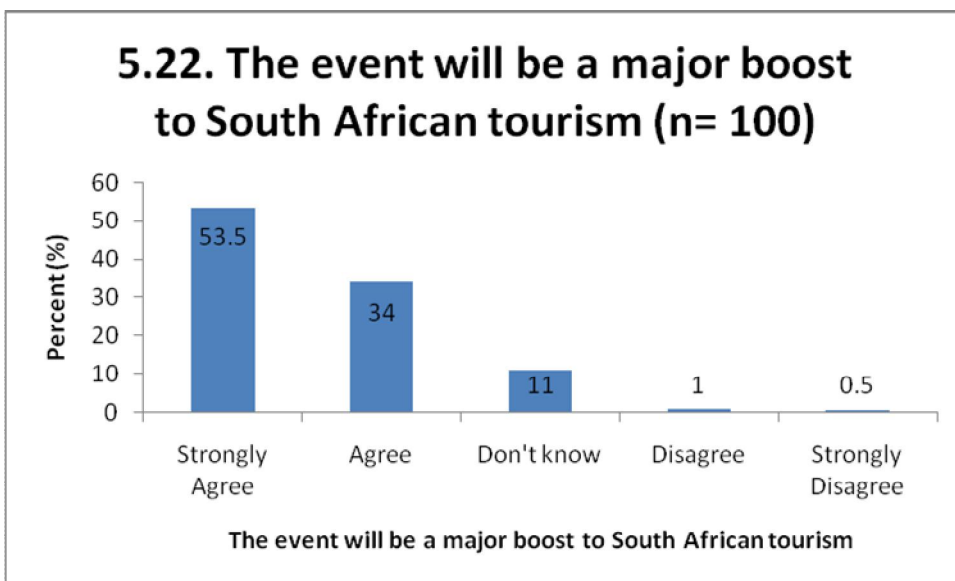


Figure 5.22: Boosting South African tourism

5.4.11 Infrastructure

Statement: The event will result in improved infrastructure (e.g. roads and sporting facilities) that will also benefit the community at large

Respondents were asked if the event will result in improved infrastructure that will also benefit the community at large. The results of the survey indicate that 53.5% and 34% strongly agreed or agreed that the event will result in improved infrastructure (e.g. roads and sporting facilities) that will also benefit the community at large; 11% were undecided; while only 1% and 0.5% disagreed or strongly disagreed respectively that the event will result in improved infrastructure that will also benefit the community at large (see figure 5.23).

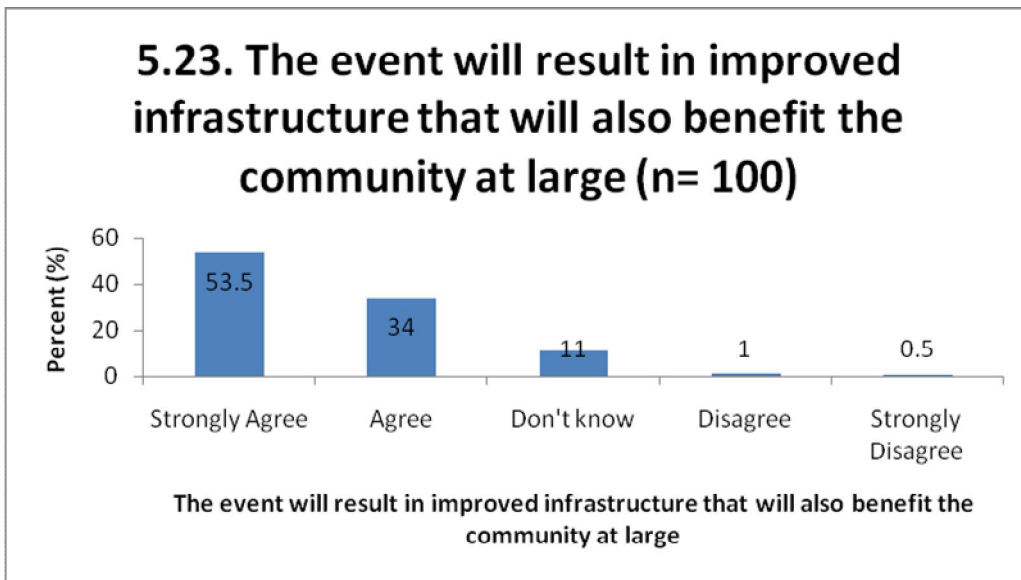


Figure 5.23: Infrastructure

5.4.12 Congestion and disruption for local people during the event

Statement: There will be major congestion and disruption for local people during the event

African immigrants were asked if there will be major congestion and disruption for local people during the event. The results indicate that 20% and 28.5% strongly agreed or agreed respectively that the event will be a major congestion and disruption to the local people during the event; 36.5% were undecided; while only 9%

and 6% disagreed or strongly disagreed respectively that there will be major congestion and disruption for local people during the event (see figure 5.24).



Figure 5.24: There will be congestion and disruption for local people during the event

5.4.13 Environmental impacts

Statement: There will be major concern for the environmental impacts when planning and managing the event

This statement was to determine whether there will be major concern for the environmental impacts when planning and managing the event. The results indicate that 28.5% and 39.5% strongly agreed or agreed respectively that there will be major concern for the environmental impacts when planning and managing the event; 24.5% were undecided; while 5.5% disagreed and 2% strongly disagreed with the statement respectively (see figure 5.25).

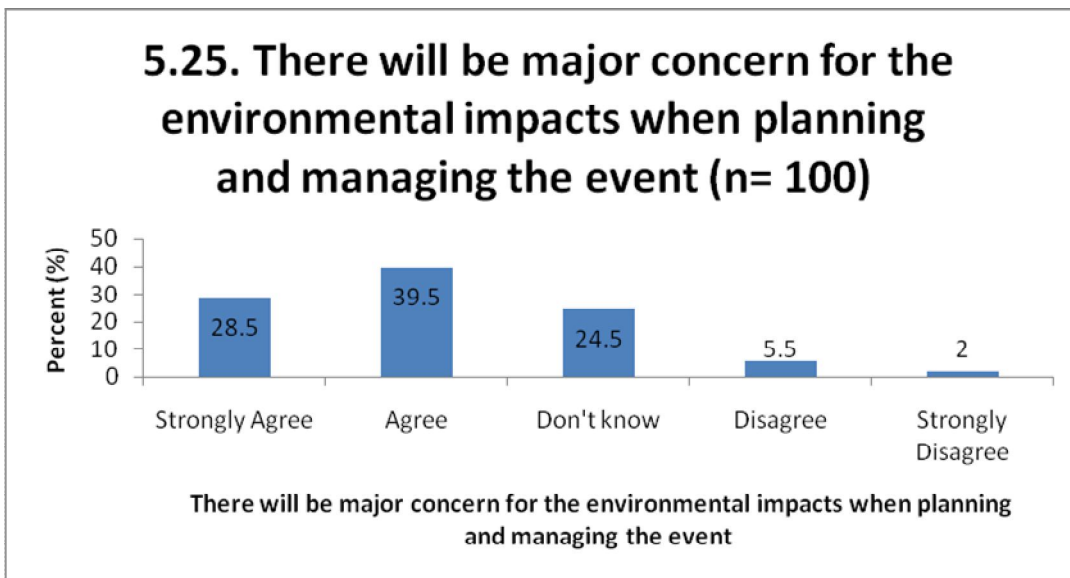


Figure 5.25: Environmental impacts

5.4.14 Crime

Statement: Crime will be a major problem during the 2010 World Cup

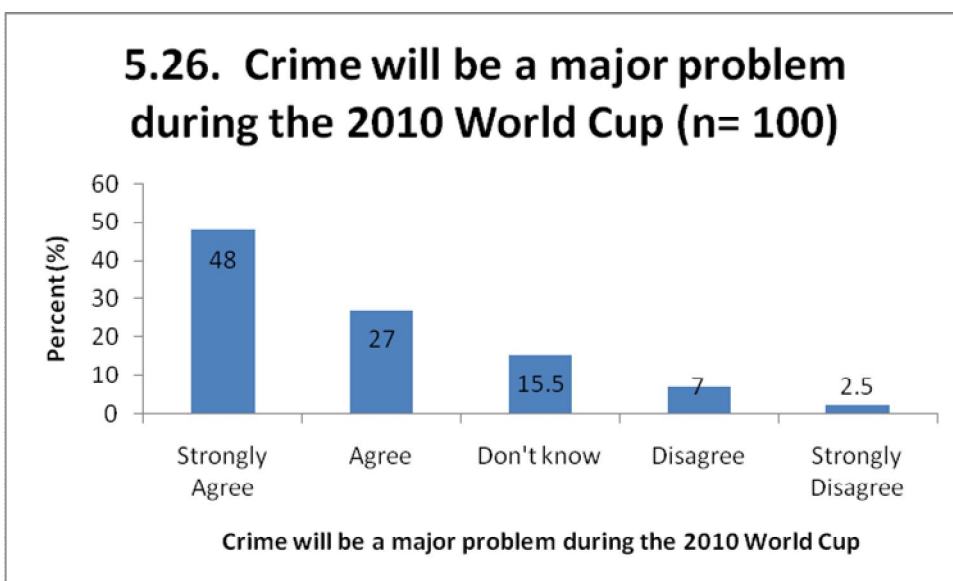


Figure 5.26: Crime

Respondents were asked if crime will be a major problem during the 2010 World Cup. The results indicate that 48% and 27% strongly agreed or agreed respectively that the crime will be a major problem during the 2010 World Cup; 15.5% were undecided; while only 7% and 2.5% disagreed or strongly disagreed respectively, that crime will be a major problem during the 2010 World Cup (see figure 5.26).

5.4.15 Sports participation among South Africans

Statement: Sports participation among South Africans at large will increase as a result of the 2010 event

This statement was to determine whether the 2010 event will stimulate the sports participation among South Africans at large. The results indicate that 31.5% and 39% strongly agreed or agreed respectively that sports participation among South Africans at large will increase as a result of the 2010 event; 22.5% were undecided; while only 4% and 3% disagreed or strongly disagreed respectively, that sports participation among South Africans at large will increase as a result of the 2010 event with the statement (see figure 5.27).

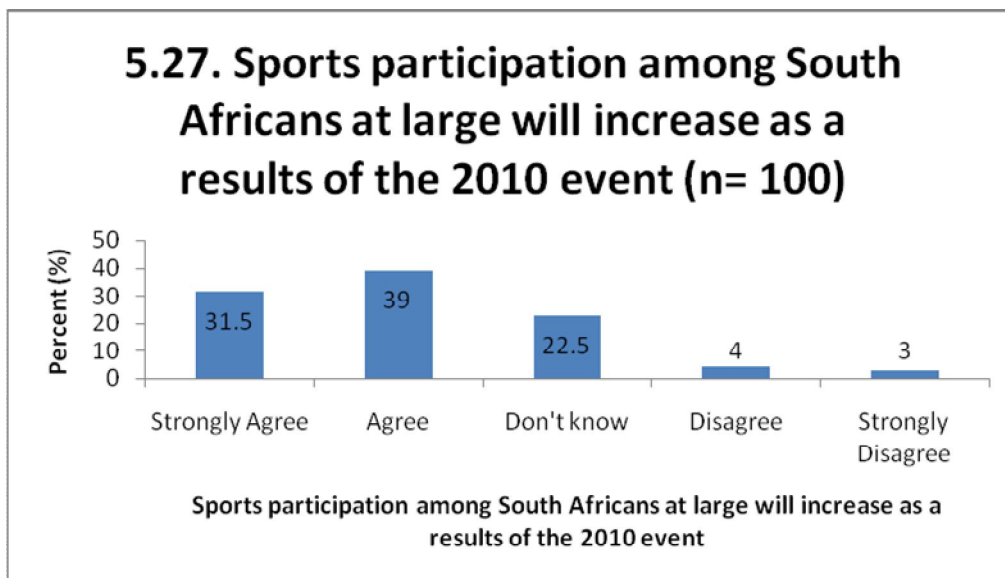


Figure 5.27: Sports participation among South Africans

5.4.16 National pride and nation-building

Statement: The event will be a major boost for national pride and nation-building

Respondents were asked if the event will be a major boost for national pride and nation-building. The results of the survey indicate that 34.5% and 38% strongly agreed or agreed respectively that 2010 event will be a major boost for national pride and nation-building; 21% were undecided; while only 5% and 1.5% disagreed or strongly disagreed respectively that the event will be a major boost for national pride and nation-building (see figure 5.28).

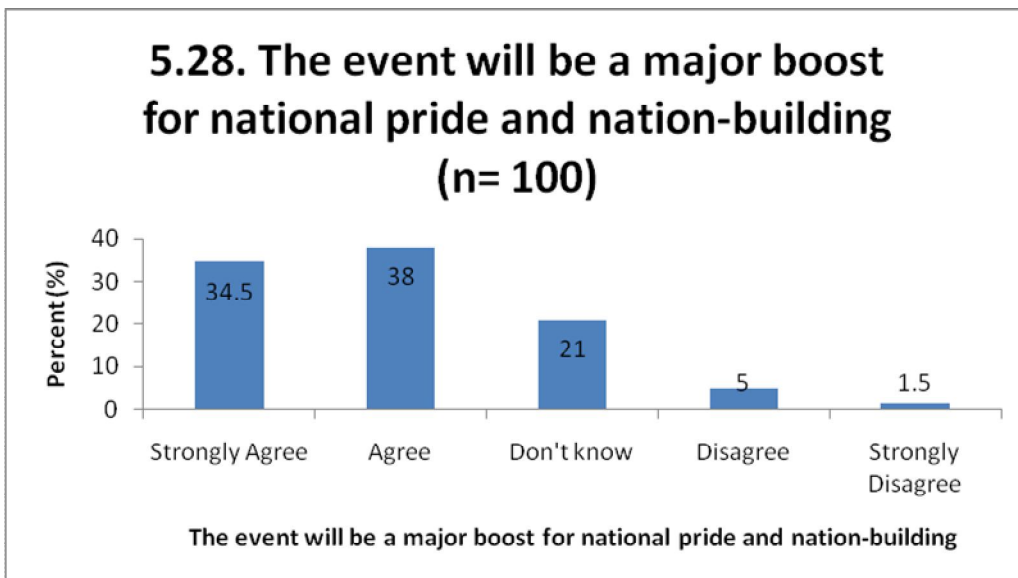


Figure 5.28: National pride and nation-building

5.4.17 Strong community involvement in the build-up and during the event

Statement: There will be strong community involvement in the build-up and during the event

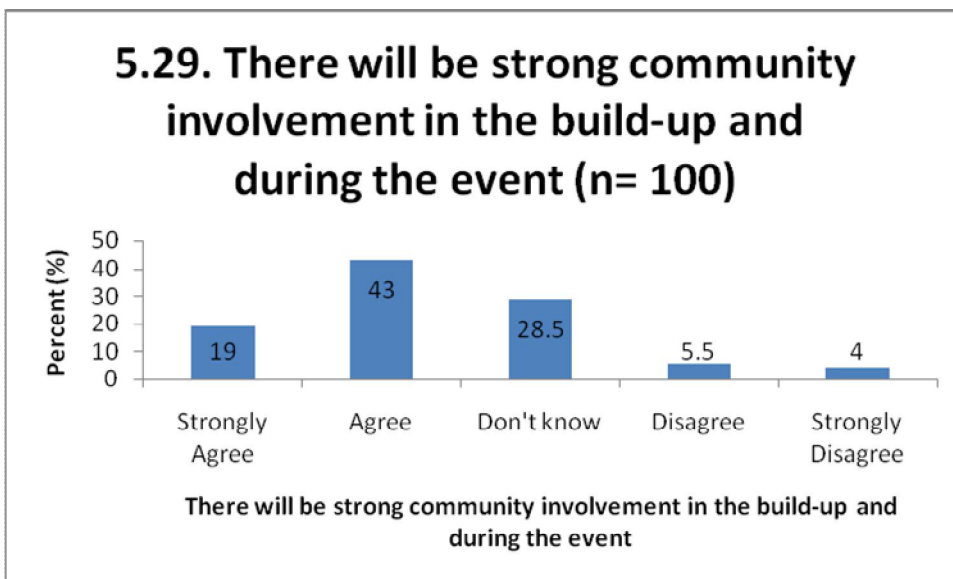


Figure 5.29: Community involvement in the build-up and during the event

This statement was to determine whether there will be strong community involvement in the build-up and during the event. The results show that 19% and 43% strongly agreed or agreed respectively that the community will be strongly involved in build-up and during the event; 28.5% were undecided; while 5.5% disagreed and 4% strongly disagreed with the statement (see figure 5.29).

5.4.18 International marketing opportunity for South Africa

Statement: The event will create a major international marketing opportunity for South Africa

Respondents were asked if the event will create a major international marketing opportunity for South Africa. The outcome of the survey indicates that 45% and 37% strongly agreed or agreed that the event will create a major international marketing opportunity for South Africa; 12% were undecided; while only 5.5% disagreed and 0.5% strongly disagreed with the statement (see figure 5.30).



Figure 5.30: Marketing opportunity for South Africa

5.4.19 A true African flavour and focus

Statement: The event should have a true African flavour and focus

This statement was to determine whether the 2010 event should have a true African flavour and focus. The results indicate that 35% and 34% strongly agreed or agreed respectively that the event should have a true African flavour and focus. 16.5% were undecided; while only 8% and 6.5% disagreed or strongly disagreed respectively with the statement (see figure 5.31).

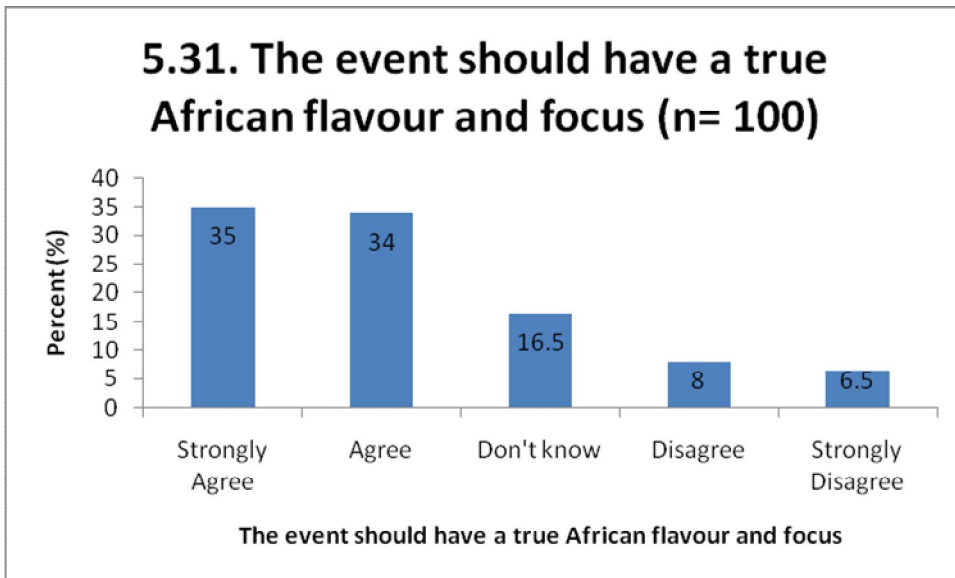


Figure 5.31: A true African flavour and focus

5.4.20 The 2010 Soccer World Cup will be the best ever

Statement: The 2010 Soccer World Cup will be the best ever and leave a positive legacy for South Africa

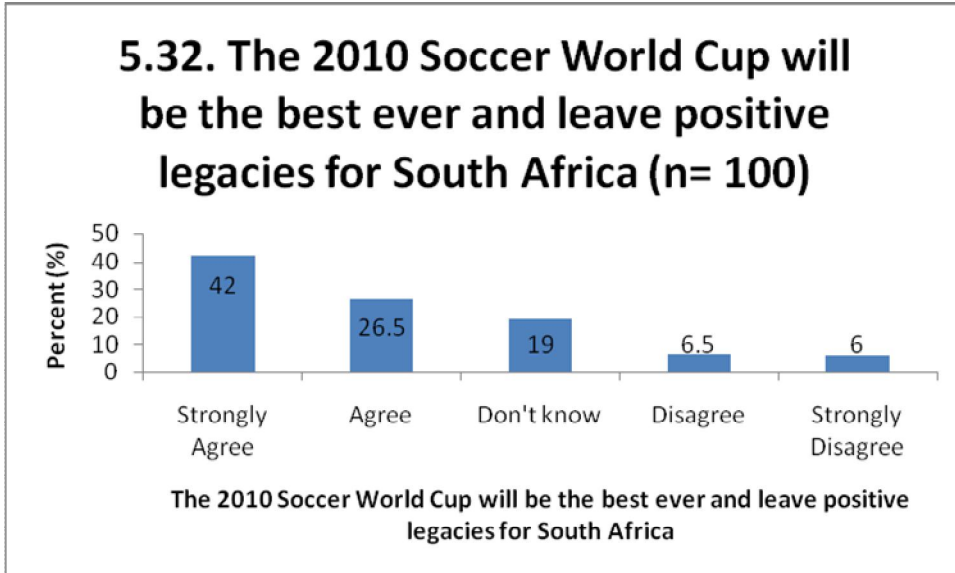


Figure 5.32: The 2010 Soccer World Cup will be the best ever

Respondents were asked if the 2010 Soccer World Cup will be the best ever and leave positive legacies for South Africa. As the results of this study indicate, 68.5% (42% plus 26.5%) supported the idea that the 2010 Soccer World Cup will be the best ever and leave positive legacies for South Africa; 19% were undecided; while

6.5% and 6% disagreed or strongly disagreed respectively that the 2010 Soccer World Cup will be the best ever and leave positive legacies for South Africa (see figure 5.32).

5.5 Intended involvement

This section focuses on the willingness of African immigrants to be involved in the 2010 Soccer World cup.

Figure 5.33 depicts the respondent's intended involvement in the 2010 event. Out of 200 respondents 78 (39%) would like to be spectators at soccer matches; 38 (19%) preferred to volunteers and 25 (12.5%) entrepreneurs; while 59 (29.5%) were uncertain or didn't know.

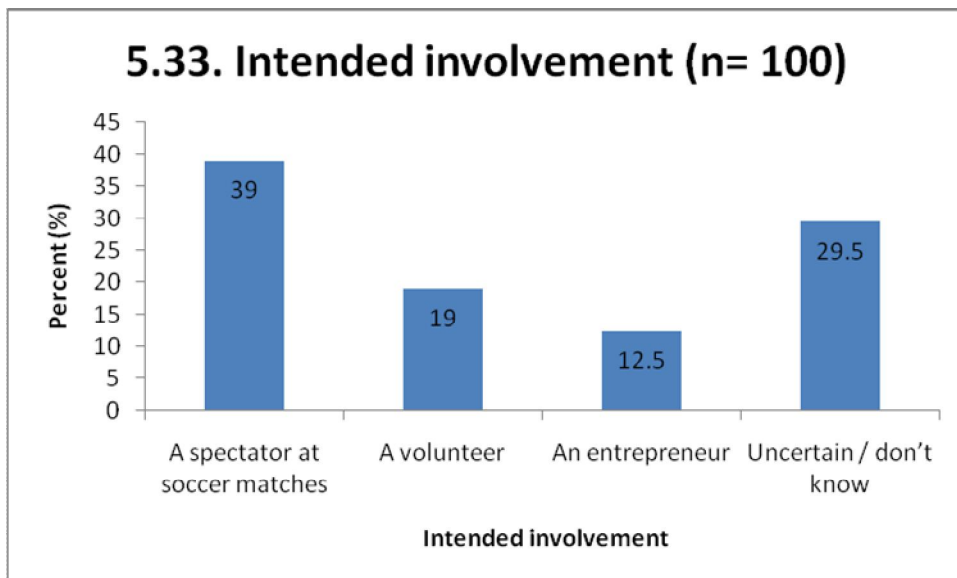


Figure 5.33: Involvement

Concerning the willingness to be updated on events and opportunities related to the 2010 event, 94% said yes, whereas 6% were not interested in getting information on the opportunities related to the 2010 event (see figure 5.34).

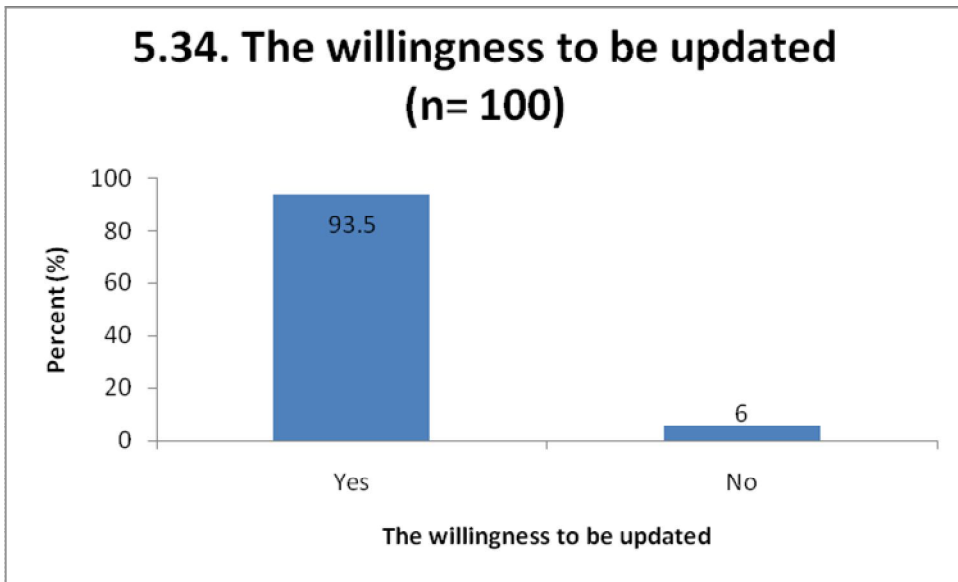


Figure 5.34: Willingness to be updated on opportunities related on the 2010 World Cup

Respondents also were asked to suggest how they would like to be updated on 2010 initiatives. The results indicates that the majority – 111 (55.5%) of the population surveyed suggested television as means; 31 respondents (15.5%) preferred short message services (SMS); 17 (8.5%) suggested newspapers; 9 (4.5%) preferred the Internet; 8 respondents (4%) indicated e-mail; 7 (3.5%) suggested posters; 6 respondents (3%) selected radio; and 11 respondents didn't chose anything (see table 5.35).

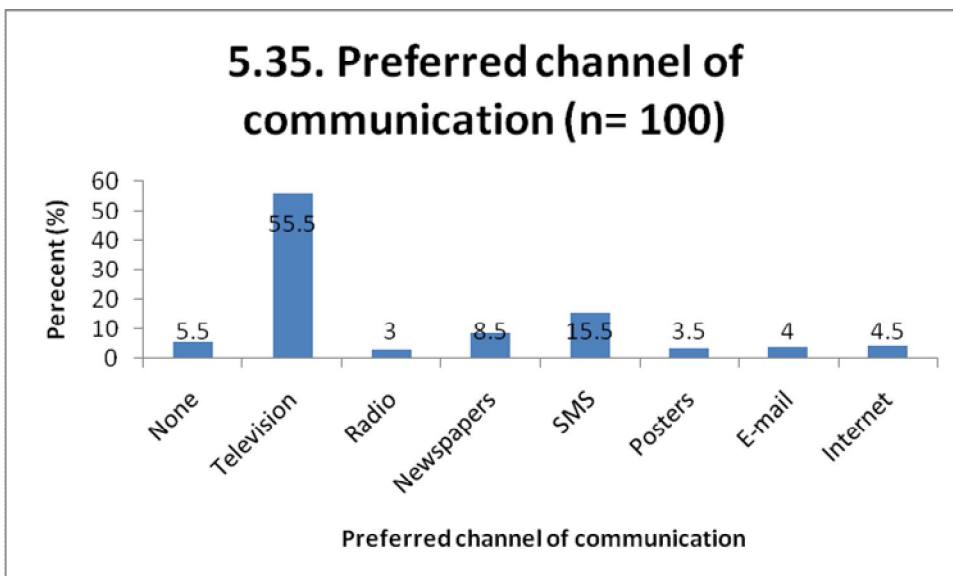


Figure 5.35: Preferred channel of communication

5.6 Key benefits

This section deals with the key benefits of hosting a mega-event like the FIFA World Cup on the African continent. The results indicate the expected benefits from this event; firstly for the African continent, secondly the Republic of South Africa, then for the Western Cape Province, and lastly for African immigrants themselves.

5.6.1 Key benefits for the African continent

Question: What among the following will be the key benefit for the African continent due to hosting the 2010 event in South Africa?

Respondents were asked to indicate the key benefits for the African continent due to hosting the 2010 event in South Africa. The findings based on this question, as they are depicted in the table 4.11, are the following: 33.5% claimed that the 2010 event will improve the continent's image and commercial value; 32% believed that the 2010 event will boost Africa's tourism; 13.5% said that the 2010 event will build a sports legacy on the African continent; 8.5% believed that the 2010 event will develop competitive skills; 5.5% claimed it will build an environmental legacy; and 7% remained undecided (See figure 5.36).

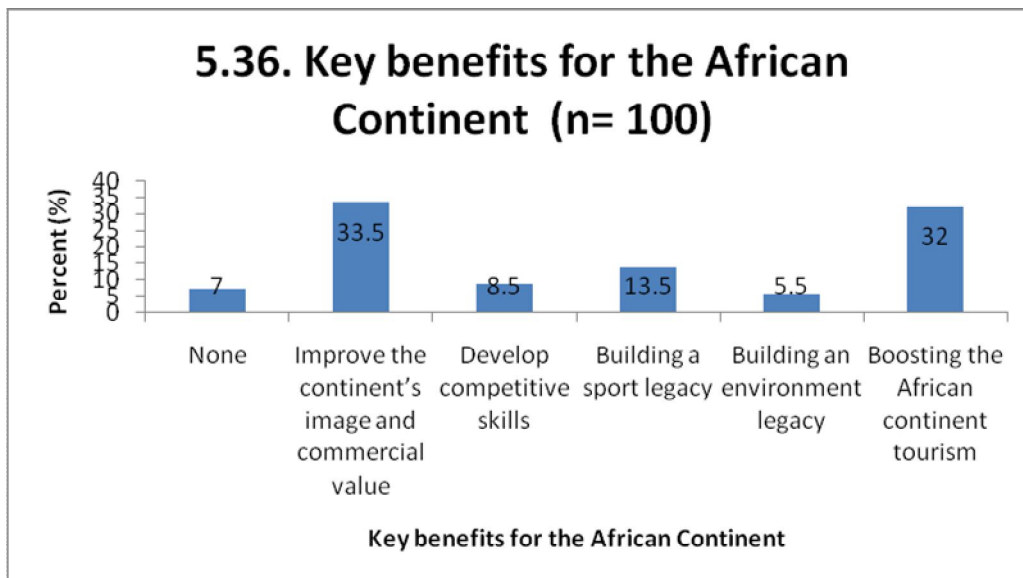


Figure 5.36: Key benefits for the African continent

5.6.2 Key benefits for the Republic of South Africa

Question: What, among the following, will be the key benefit for South Africa in hosting the 2010 event?

Respondents were asked to indicate the key benefits for South Africa due to hosting the 2010 event, and the results are displayed in figure 5.37. 35% claimed that the 2010 event will improve the country's image and commercial value; 32% claimed that the 2010 event will boost the South African tourism; 12.5% suggested that it will inspire national pride and unity; 9% claimed that it will build a sports legacy; 4% suggested that the event will develop critical skills in the work force; whereas 7.5% remained undecided.

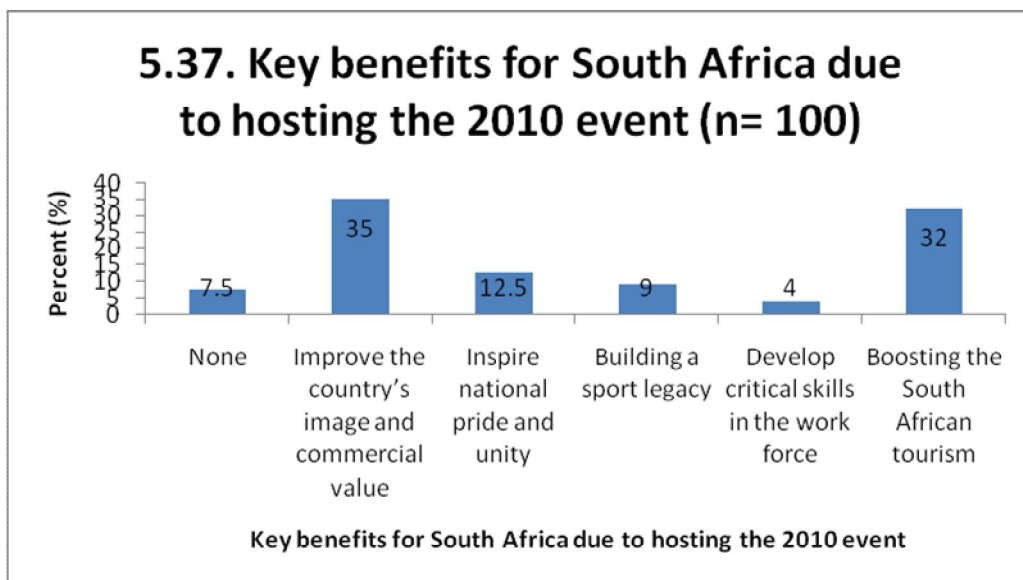


Figure 5.37: Key benefits for South Africa due to hosting the 2010 event

5.6.3 Key benefits to the Western Cape Province

Question: What among the following will be the key benefit for the Western Cape Province due to hosting some of the 2010 matches?

Respondents were asked to point out from the list of benefits that was provided, the key benefit that the Western Cape Province will get due to hosting some of the 2010 matches. The majority – 57.5% claimed that the 2010 event will boost Western Cape tourism; 10.5% of respondents thought that the event will revitalise local

communities; 10.5% suggested that the event will develop competitive skills; 7.5% thought that it will improve education and cultural values; 7% declared that it will develop critical skills in the work force; whereas 7% declared that there will not be any benefit to the Western Cape Province from the 2010 event (see figure 5.38).

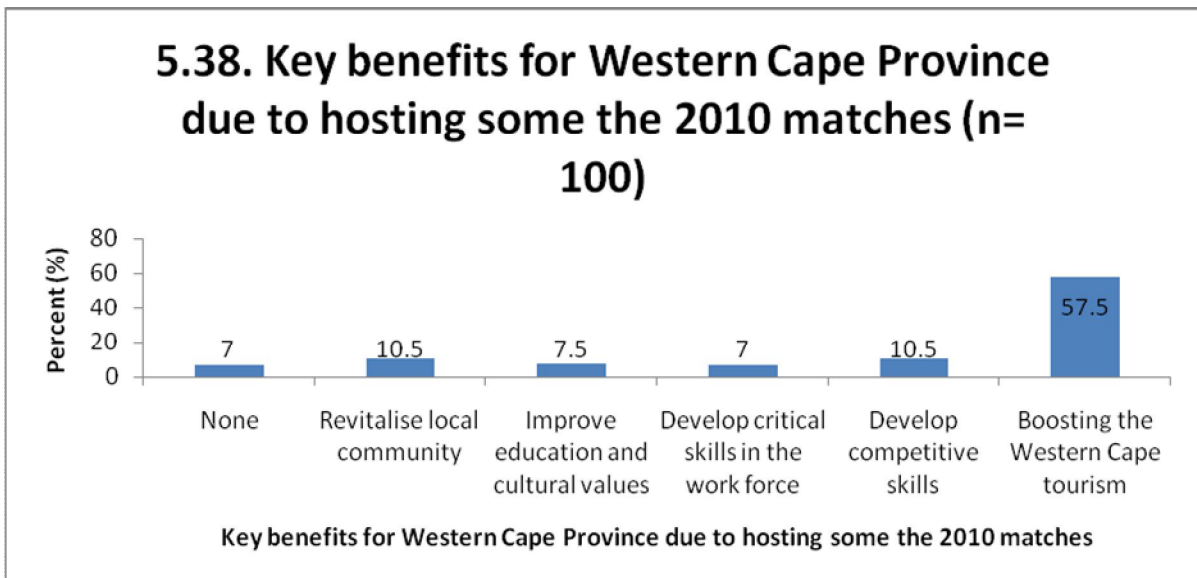


Figure 5.38: Key benefits for Western Province due to hosting the 2010 event

5. 6.4 Key benefits for the Western Cape African immigrants

Question: What, among the following will be the key benefit to you as an individual as a result of the 2010 World Cup?

One objective of this research is to identify different benefits that the 2010 event will bring to the Western Cape African immigrants. Respondents were asked to indicate key benefits they expect to get from the 2010 World Cup. From a total of 200 immigrants surveyed, 200 questionnaires were analysed on this point. Figure 5.39 shows that 27.5% stated that they would like to watch the FIFA World Cup live; 12% declared that the 2010 event will change South Africans' views toward African immigrants, and will facilitate the integration of African immigrants in the local community. 19.5% expect to get business opportunities; 33% thought that the 2010 event will increase job opportunities; whereas 8% were not expecting any benefit from the 2010 event.

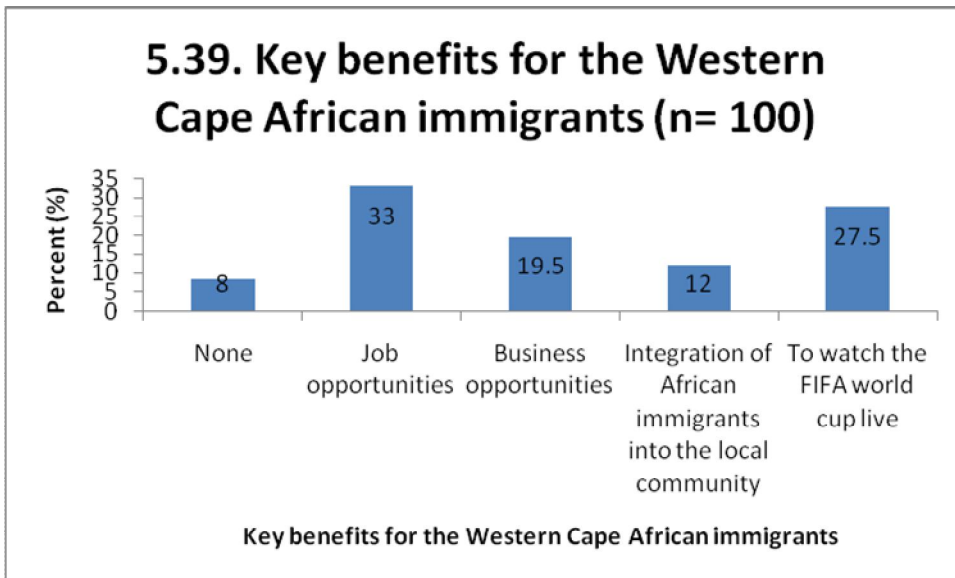


Figure 5.39: Key benefits for African immigrants from the 2010 World cup

5.7 Key concerns

Question: What are you most concerned about regarding South Africa hosting the 2010 event?

Respondents were asked this question to indicate their greatest concerns with regard to South Africa hosting the 2010 event. The figure 5.40 presents the key challenges South Africa will face in hosting the 2010 event. Most respondents – 84 (42%) were concerned about crime; 14 (7%) had xenophobic concerns; 5 (2.5%) were concerned about political stability; 4 (2%) were concerned about transport; 3 (1.5%) were worried about the health sector; 2 (1%) expressed concern about environmental degradation; 2 (1%) were concerned about the degradation of moral values; 2 (1%) were concerned about the national team’s performance; 2 (1%) had concerns about the spreading of the HIV/AIDS through prostitution; 2 (1%) had infrastructural concern; 1 (0.5%) were concerned about critical skills; 1 (0.5%) claimed they were concerned about the accommodation of the homeless; 1 (0.5) expressed concern about the representation of the African continent; and 77 (38.5%) didn’t have any key concern.

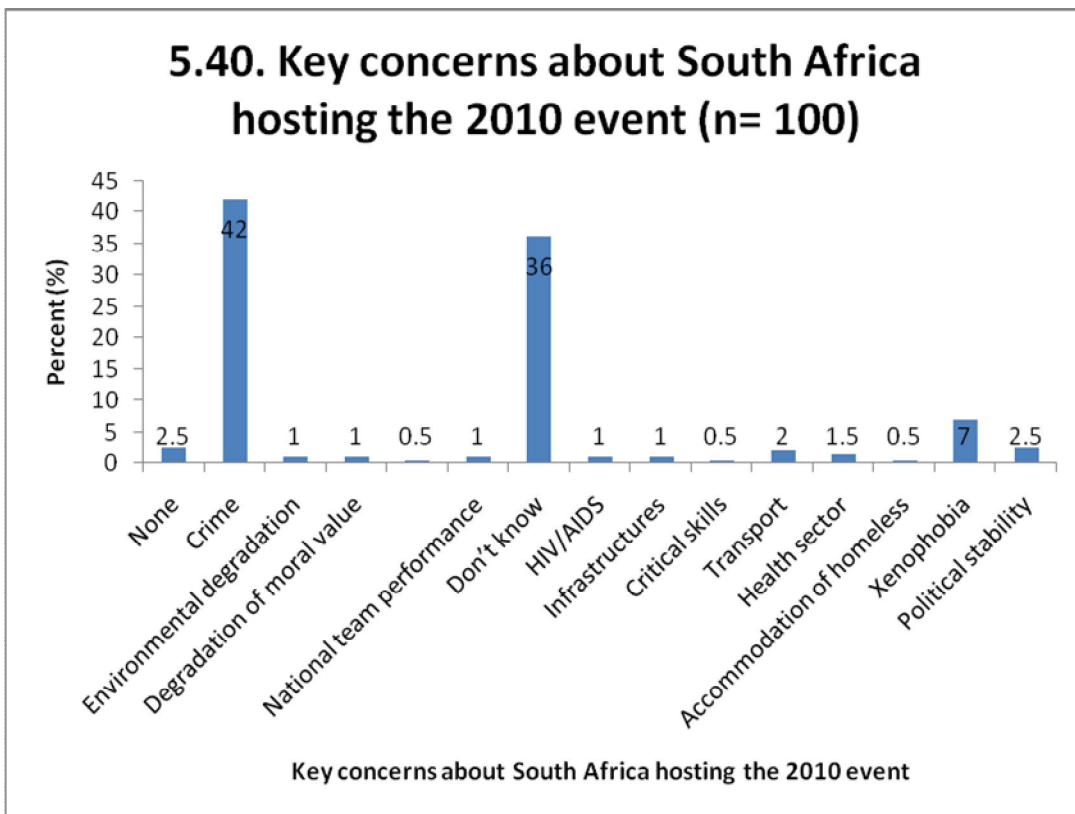


Figure 5.40: Key concerns about South Africa hosting the 2010 event

5.8 Summary

This section brings to light the main findings of the current research. It also give a link between its findings and those of related studies in order to have an improved perspective on the impact the 2010 World Cup can have on the Western Cape African immigrant communities.

The overall aim of this study was to establish the impact of the 2010 World Cup on the African immigrants of the Western Cape. This aim brought up four research questions which were determined through questionnaires administered to African immigrant communities in the Western Cape.

This research used the face-to-face interview survey as the method of data capturing. According to Thomas (2004: 117), this method has different advantages including higher response rates, better control of response, and the capacity to deal with complex, sensitive topics. The general response rate was 100%; this reflects the effectiveness of the research method used in this study. For all 200 questionnaires prepared, all had been completed.

This is a positive sign for further studies in the field of tourism on African immigrants in South Africa where much research has not yet been conducted.

The majority of respondents were male (66%). This corresponds to other studies on African immigrants in South Africa. In MacDonald et al., (1999) results, males were 79%, and they assert that men tend to be more mobile than women and to move further afield and to a wider range of destinations (McDonald et al., 1999: 9).

This study challenges one of the most enduring stereotypes of African migrants in South Africa – that they are young, with little (if any) education. Although the majority of the sample (55.5%) was under 30 years old, 33% was between 31-40 years old. This was also commented on by McDonald et al., (1999: 9). The results of their research show that the half of the sample was aged less than 30 years old, a quarter was over 35 and the average age was 32. Concerning African immigrants' education, it is interesting to find that only 1% has no formal education, which is the same finding in McDonald et al. (1999). 33% of the sample had completed secondary school, while 58.5% had some tertiary education (e.g. university, technical colleges). As in McDonald et al. (1999: 9), only 1% of the sample had no formal education, 73% had at least some secondary school education, while 22% had some tertiary education with an average of 11.4 years of formal education among the entire sample.

In terms of employment, 69% of the sample was working part- or full time, while 10% were not working. Students make up a significant percentage; 21% claimed to be students and were therefore not in the job market. The quarter of the sample – 25% were self employed, while 1.5% was on a management level. McDonald et al. (1999: 9) found that 78% was working part- or full-time. They claim that these high levels of employment and productivity are not surprising given the need to support oneself in a foreign country, and they are also a by-product of the varied skills that many migrants bring with them (McDonald et al., 1999: 9).

Despite the low unemployment rate, most of the sample is poor, with 18.5% earning less than R2 000, and 30% having no income at present. But not all African immigrants are poor. A significant number of respondents are earning substantial salaries as professionals and skilled trade's people. 25.5% earn R2 001-3 000 and

10.5% earn over R5 000 per month. In conjunction with the findings of McDonald et al. (1999: 10), 46% were earning less than R1 000 per month, 18% having no income, whereas at least 5% were earning over R7 000. They further assert that more research is needed to fully understand the labour market implications of cross-border migration in South Africa. What is clear is that South Africa's current labour and immigration legislation affecting migrants is extremely *ad hoc* and inconsistent across different sectors of the economy (McDonald et al 1999: 11).

With regard to the time spent in the country, a quarter of African immigrants in Western Cape have been in South Africa for one year or less, while only 5% have been in the country for the period over than 10 years.

In general, African immigrants like sport, and soccer is their favourite sport. The findings of this study summarised in figure 5.8, show that 40.5% were spectators, 29% were participants while 21% were both. In terms of their favourite sport, the majority – 67.5% chose soccer as their first favourite sport and basketball as their second – 21.5%, as depicted in figure 5.9 and figure 5.10.

The data in figure 5.11 shows that African immigrants' awareness of the event is high. The majority of African immigrants (86.5%) knew that South Africa had been chosen by FIFA to host the cup, of which 84.5% correctly gave the name of the event which is the "2010 Soccer World Cup".

The survey also probed African immigrants' attitudes towards twenty statements related to 2010 World Cup. They ranged from the readiness of the country to host the event, to the legacies the 2010 World Cup will leave to South Africa.

The results, in summary form, are as follows:

- 88.5% strongly agreed or agreed that the event will result in improved infrastructure (e.g. roads and sporting facilities) that will also benefit the community at large;
- 87.5 % strongly agreed or agreed with the statement that the event will be a major boost for South African tourism;

- 85% strongly agreed or agreed that the event will stimulate training and skills development in the tourism industry;
- 84.5% of respondents strongly agreed or agreed with the statement that the event will provide major opportunities for small businesses and entrepreneurs;
- 82% strongly agreed or agreed with the statement that the event will create a major international marketing opportunity for South Africa;
- 72.5% of respondents indicated that they strongly agreed or agreed with the statement that South Africa would be ready to host the World Cup;
- 72.5% strongly agreed or agreed with the statement that the event will be a major boost for national pride and nation-building;
- 72% of respondents strongly agreed or agreed with the statement that the event will be a 'festival for all' rather than just an event for soccer enthusiasts only;
- 71% strongly agreed or agreed that the prices of goods and services in South Africa will increase drastically because of the 2010 event;
- 70.5% strongly agreed or agreed with the statement that sports participation among South Africans at large will increase as a result of the 2010 event;
- 69% strongly agreed or agreed with the view that the event should have a true African flavour and focus;
- 68.5% strongly agreed or agreed with the statement that the 2010 Soccer World Cup will be the best ever and leave positive legacies for South Africa;
- 68% strongly agreed or agreed with the proposition that there will be major concern for the environmental impacts when planning and managing the event;

- 68% strongly agreed or agreed with the statement that crime will be a major problem during the 2010 World Cup;
- 63% strongly agreed or agreed with the statement that the impacts and benefits of the 2010 event will be long-lasting;
- 62% strongly agreed or agreed with the statement that there will be strong community involvement in the build-up and during the event;
- 60.5% of respondents strongly agreed or agreed with the proposition that South Africans will be a great host during the event;
- 56.5% strongly agreed or agreed that the benefits of hosting the event will exceed the costs;
- 48.5% strongly agreed or agreed with the proposition that there will be major congestion and disruption for local people during the event; and
- 39% of respondent strongly agreed or agreed with the statement that the event will produce sustainable benefits.

According to Pillay (2006: 3), African immigrants in the Western Cape share the same view with South Africans concerning the readiness of South Africa to host the event. He asserts that 82% of South African communities strongly agreed or agreed with the statement that their country would be ready to host the World Cup. Concerning small business opportunities from the event, 81% of South African respondents strongly agreed or agreed with the proposition that small businesses would benefit (Pillay, 2006: 3).

According to Hiller (1990 quoted in Gursory & Kendall, 2006: 617) the community support and community involvement in this event is a crucial condition to its success. He further argues that support and involvement of the locals are necessary for three important reasons. Firstly, they are often asked to vote for tax increases to support infrastructure and facilities. Secondly, a friendly and hospitable local population is

critical in transforming a mega-event into an urban festival to provide a significant experience for residents and guests alike. Thirdly, local support and involvement are likely to increase the longevity of positive impacts on local communities (Hiller, 1990 quoted in Gursory & Kendall, 2006: 617).

This study probed the intended involvement of the Western Cape African immigrant communities in the 2010 event, which was one of the objectives of this research. Respondents were asked if they would like to watch the game at stadiums, to work as volunteers, or to be entrepreneurs. The results reveal that 39% would like to be spectators at soccer matches or at fan parks and public viewing; 19% preferred to be volunteers; and 12.5% entrepreneur; while 29.5% were uncertain or didn't know how they could be useful in this event. This high level of involvement is not surprising because as highlighted in table 5.9, African immigrants are soccer lovers, with 67.5% for whom soccer is their most favourite sport.

The data reveals that the majority of African immigrants are willing to be updated on events and opportunities related to the 2010 event. 94% were ready to be updated, and television was the channel of communication chosen by the majority 55.5%.

The survey also probed the views of African immigrants concerning benefits of hosting a mega-event like the FIFA World Cup; firstly for the African continent, secondly for the Republic of South Africa, thirdly for the Western Cape, and lastly for African immigrants themselves.

The data reveals that 33.5% expected that the 2010 event will improve the continent's image and commercial value, and this benefit is asserted by different researchers like Atkearney (2005), DEAT (2005) and Pillay and Bass, (2008). According to Atkearney (2005: 8), South Africa seeks to use the event to change how the world views not only South Africa but the African continent as a whole. In addition, South Africa has confirmed that this World Cup will be an African event and it will be leveraged in order to spread economic and social benefits beyond the borders of South Africa (DEAT, 2005: 5; Pillay & Bass, 2008: 330). Other benefits suggested by respondents are developing competitive skills, building a sports legacy on the African continent, building an environment legacy and boosting the African continent's tourism.

The improvement of the South African image and commercial value was suggested by 35% as a major benefit of the 2010 event. Other benefits were national pride and unity, building a sports legacy, development of critical skills in the work force and boosting South African tourism.

Tourism development was the first benefit the Western Cape Province will gain due to hosting some of the 2010 matches. This has been proposed by the majority (57.5%) of immigrants. Local community revitalisation was the second with as perceived by 10.5%, improvement of education and cultural values and the development of critical skills in the work force shared almost the same percentage of 7.5% and 7% respectively. Surprisingly, there are some immigrants who don't see any benefits for the Western Cape.

Perhaps surprisingly, African immigrants expect to gain benefits from this event. One objective of this study was to identify the benefits African immigrants will get from this the 2010 World Cup.

African immigrants expect that the 2010 World Cup will help them to improve their economic position. 33% feel this can happen through job opportunities and 19.5% believe it can occur through business opportunities. As it was stated earlier, a quarter of immigrants are self-employed, 7.5% are reported to be business people, and 10% are unemployed. This justifies the need for a job or to change the current one. For entrepreneurs, the 2010 event is good news because they expect to gain the ground by making use of their entrepreneurial skills.

The non-economic benefits that African immigrants expect to gain from this mega-event are the following:

1. *To watch the 2010 Soccer World Cup live:* this benefit is suggested by 27% of African immigrants and it confirms their love for soccer as depicted in figure 5.33, where 39% of immigrants want to be spectators at soccer matches.

2. *The integration of African immigrants in the local community:* This benefit is suggested by 12% and this is logical. In fact, attitudes of South Africans toward African immigrants are currently very negative (Crash, 2001: 3). According to Palmary (2006: 4), South Africans believe that immigrants are poor and unskilled and will therefore compete with them for scarce public resources such as work, health

care and so on. This is a view that seems to be reserved primarily for migrants from other African countries and the same stereotypes are not applied (or at least not to the same extent) to, for example, Chinese immigrant communities (Palmary 2006: 4). Foreigners from other continents on the other hand are seen to be in South Africa for legitimate reasons such as tourism or economic investment (Palmary 2006: 4). Hence, the 2010 World Cup can be used to change negative attitudes toward African immigrants into positive ones.

Even though the research findings of Bob, Swart and Douglas (2006: 6) conclude that in previous events that took place in South Africa like the Comrades and Old Mutual Two Oceans Marathon, there were no major incidents that happened, the general population still feel unsafe and believe that safety will be a major problem during the 2010 event.

The study highlights the views of African immigrants in the Western Cape focussing on key concerns about South Africa hosting the 2010 event in which crime scored 42%, while 7% suggested the xenophobia. Some immigrants believe that there will be incidents of a criminal nature targeted at general tourists as well as soccer fans. It is expected that many soccer fans from African countries are going to attend the event, and there is a chance that they will be affected by crime and xenophobia, which as a consequence will affect their experience as tourists in South Africa.

This view is justified by Mathers and Landau (2006: 10). They assert that being black and foreign in South Africa, whether legal or illegal, worker or leisure tourists, marks one out for harassment, inconvenience and even violence, both psychic and physical. McDonald et al. (1999: 2) support that view by revealing that, instead of being the perpetrators of crime, migrants are disproportionately the victims of crime and xenophobia, made worse by inadequate redress in the law or lack of protection by the police.

Other challenges scored less in the survey (between 2.5%–0.5%) yet must not be overlooked. These challenges are environmental degradation; degradation of moral values critical skills; national team performance; the spreading of HIV/AIDS through prostitution; infrastructure; accommodation of homeless people; transport; the health sector; the representation of the African continent; and political stability.

Chapter six provides a framework that can be used in order to involve African immigrant communities successfully in the 2010 soccer world cup.

CHAPTER SIX

A FRAMEWORK FOR THE INVOLVEMENT OF AFRICAN IMMIGRANT COMMUNITIES (FIAIC) IN THE 2010 SOCCER WORLD CUP

6.1 Introduction

The aim of this research is to find an effective way for Western Cape African immigrant communities, to be involved in the 2010 World Cup, and this study is aimed to propose a sustainable solution to this problem.

This study suggests that African immigrants should be considered by the Local Organising Committee just as other Western Cape communities are, in the planning process of community involvement in the 2010 World Cup, as they play the same role in building the country.

For example, the ex-president of South Africa, Thabo Mbeki, asserts in ANC Today (2001) the following:

Our intimate relationship with the rest of our continent is illustrated by the significant numbers of fellow Africans who have sought to settle in South Africa since 1994. Undoubtedly, this trend will continue, adding a new richness to our own society. Many of these new immigrants bring with them important skills that our country needs. Many of them are also people who are creative, full of initiative and driven by an enterprising spirit. The more they impart these characteristics to us as well, the better we will be as a people and a society (Thabo Mbeki in ANC Today, May 2001).

In addition, South Africa seeks to use the event to change how the world views not only South Africa but the African continent as a whole (Atkearney 2005: 8). South Africa has confirmed that this World Cup will be an African event, and it will be leveraged in order to spread economic and social benefits beyond the borders of South Africa (DEAT, 2005: 5; Pillay & Bass, 2008: 330). Moreover, African migrants play an important role in the country's tourism. The tourism minister confirms that migrants are seen as the country's future and potential salvation (Mathers & Landau, 2006:6). This view is supported by Swart, Daniels, Donaldson and Cornelissen

(2008: 4) in their belief that tourists coming to the FIFA World Cup, will need to be able to communicate in a variety of languages. This allows host destinations to utilise the services of local citizens and refugees who speak foreign languages. (Swart, Daniels, Donaldson & Cornelissen, 2008: 4).

This framework offers simple ideas and suggestions to allow the LOC to select the appropriate level to involve African immigrants of Western Cape in the 2010 World Cup. It also offers 'tools and techniques' to help the LOC to plan, implement and evaluate the right community involvement process.

6.2 Objectives

This framework has the following objectives:

1. To provide to the LOC with a guideline for planning community involvement;
2. To show the LOC which areas African immigrants would like to be involved in, and
3. To point out how African immigrants can be involved in the 2010 World Cup

6.3 Who should be involved?

This study concerns African immigrant communities in the Western Cape Province, and it is limited to refugees and asylum seekers coming from the Africa. The study excludes other immigrants who come from other countries outside of the African continent.

Different researchers, including this study, have identified characteristics of African immigrant communities, and found that these are people who are:

1. motivated (Rogerson (1997), quote in Crush & Williams, 2001: 8, McDonald et al. 1999: 1)
2. educated (Landau & Jacobsen, 2004: 45; McDonald et al. 1999: 1)
3. skilled (Landau & Jacobsen, 2004: 45; McDonald et al. 1999: 1)
4. entrepreneurs (Landau & Jacobsen, 2004: 45; McDonald et al. 1999: 1)
5. soccer lovers (according to the results of this study).

Despite these characters mentioned above, African migrants in South Africa experience an inability to achieve the desired standard of living, status or expectation due to prohibitions on work, lack of identity documents or papers demonstrating

professional qualifications, and discriminatory hiring practices Jacobsen and Landau (2003: 6).

6.4 Stakeholders

The term stakeholder generally refers more narrowly to those individuals or groups within the community who have a particular stake or interest in an issue or decision.

The interested parties in this case are the following:

- **African immigrants in the Western Cape Province:** this study is limited to African refugees and asylum seekers living in Western Cape Province.
- **NGOs:** are non-profit organisations committed to offering various kinds of assistance to refugees and their children. The assistance includes providing shelter, clothes and food for newcomers; free literacy classes; free vocational training; providing an understanding of refugees' rights; general legal advice to refugees; and many more (See appendix E).
- **Western Cape/City of Cape Town:** This is one of 11 provinces of the Republic of South Africa. The Western Cape/City of Cape Town is interested partly in this case because the success of the 2010 event due to the involvement of African immigrants will benefit the Western Cape/City of Cape Town. That is why this study suggests that African immigrants should be included in all provincial, local community strategic plans.
- **2010 FIFA World Cup Organising Committee South Africa:** This is a non-profit company incorporated under section 21 of the Companies Act. It is the body ultimately responsible for organising the World Cup tournament. It brings together South African football administrators, the government and representatives of business and labour on its board (2010 NCP, nd).

6.5 How they can be involved?

According to the results of this research, African immigrants in the Western Cape are willing and ready to be involved in the 2010 World Cup. The results of this study permitted the researcher to come up with a chart (figure 6. 1) that summarises the

respondent's level of involvement in the 2010 World Cup, and include volunteering, entrepreneurship and being spectators at soccer much.

6.5.1 Volunteer

According to Warrior (2005: 1), in recent years, the role of volunteers and their contribution to sport and leisure has received much greater attention and scrutiny. He asserts that the value of volunteers has been measured and various opportunities and schemes have been developed to offer some form of training and support to volunteers within sport and leisure related fields. There is now far greater recognition of the time, effort and contributions made by volunteers (Warrior, 2005: 1).

During the 2010 mega-event, African immigrants can be used as volunteers in different domains. For example, they can be used during this event especially in opening and closing ceremonies, setting up stadiums, moving equipment, working as ushers for guests, translation, providing security for parked cars, and many more.

6.5.2. Entrepreneurship

There are many initiatives that have been launched for the 2010 World Cup that will benefit the South African community at large and these can be beneficial to African immigrants in the Western Cape too.

The tourism business that will be generated by 2010 also offers great business opportunities for South African companies, not to mention the impact that will be made by the global exposure of the country up to, during and after the 2010 World Cup (Anon, 2007).

The 2010 Strategic Plan of Cape Town and the Western Cape Province articulates different projects linked to the World Cup, and African immigrants can definitely be a useful tool in the realisation of them. Some of those projects are: merchandising/sales, business opportunities in public viewing areas, business opportunities through exhibitions, conferences and events, monitoring and evaluating the economic impact of hosting the 2010 World Cup (the City of Cape Town, 2006: 93).

6.5.3. Spectators at soccer matches

The results of this study reveal that African immigrants are soccer lovers. For the majority of immigrants (67.5%), soccer is their favourite sport. 39% would like to be spectators at soccer matches or at fan parks and public viewing and 27.5% expect to watch the 2010 World Cup live.

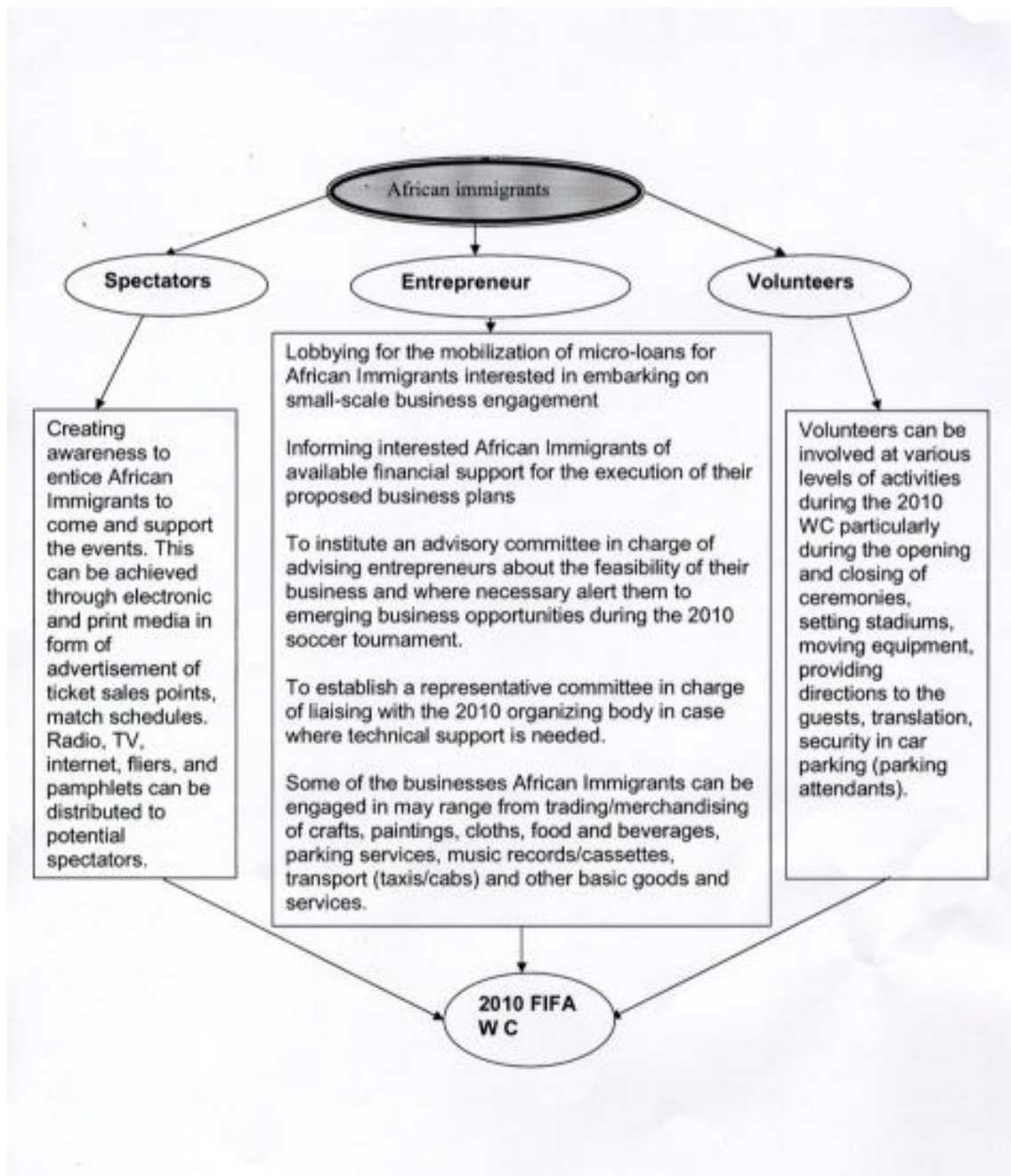


Figure 6:1: A summary of areas of involvement as suggested by the results of this study.

6.6 Consultation stage and methodology for African immigrants in the Western Cape for the local involvement framework.

The consultation stage of this framework has been done through the survey conducted in November 2008, in locations where immigrants live like Retreat and Capricorn, and in the city centre where a considerable number of immigrants spend their days doing business. The research was also targeted at refugees who frequent the Cape Town Refugees Centre (CTRC), and the Agency for Refugee education, Skills Training & Advocacy (ARESTA).

The objectives of this study were to probe African immigrants' awareness of the event, their perceptions, expectations and their intended involvement in the 2010 World Cup. In order to reach those objectives, a questionnaire has been designed that helped the researcher to reach the following conclusions:

1. African immigrants are aware of the 2010 World Cup: the results of this study show that 86.5% were aware of the event.
2. The perceptions and expectations of African immigrants of the 2010 World Cup is generally positive.
3. African immigrants expect to gain different benefits from this mega event.
4. African immigrants are ready to be involved in the 2010 mega-event.

The study suggests that the Local Organising Committee should engage in further dialogues with African immigrants in a bid to better understand other levels of participation that immigrants deem relevant during the 2010 World Cup.

6.7 Publicising community involvement

There are different methods that can be used in order to make African immigrants aware of opportunities linked to the World Cup and their required involvement. This study revealed that the majority of African immigrants are willing to be updated on events and opportunities related to the event. 94% were ready to be updated, and television was the channel of communication chosen by the majority. Besides television, the following channels of communication can be used:

- **Availability of documents** – Documents/information containing the involvement of immigrants can be made available at different NGOs that work with refugees in the Western Cape, public libraries and different churches.

- **Internet** – The LOC could put all information concerning the involvement of African immigrants in the 2010 event on its website and encourage people to visit it. The aim of this will be to keep up to date with all planning matters including all relevant documents and a list of current planning applications. Everyone with access to the Internet will be able to view, download and comment on all new information/documents linked to the local communities.
- **Public Exhibitions and Displays** – Public exhibitions with easy-to-understand displays and information boards can be held, giving African immigrant communities the opportunity to be involved and air their views on local communities' involvement in preparations and major planning applications. Exhibitions are a good way of attracting individuals who may not normally be interested, providing that the timing and location of exhibitions are appropriate to the community.
- **Workshops** – This is an interactive, open and inclusive method of engaging African immigrant communities and stakeholders on planning applications and execution of this framework, particularly in relation to identifying key issues and options.

6.8 Monitoring of the framework of African immigrants' involvement

Continual monitoring of the success of immigrants' engagement and involvement will be undertaken. As this research suggests, there is a need for a formation of a single body that will represent all Western Cape African immigrant communities. This will help in the consultation process and the monitoring of the involvement of immigrants in the 2010 mega-event.

6.9 Evaluation of the framework

In order to know if the Framework for the Involvement of African Immigrant Communities (FIAIC) 2010 WC has reached its objectives; a study will be conducted during and after the event. This study will target firstly, immigrants who will be involved in the 2010 World Cup to identify their level of satisfaction. Secondly, business people from immigrant communities to identify whether they have received any benefits from the 2010 event. Lastly, soccer fans who will attend the 2010 event will be interviewed to understand their views as to whether the event was really an African event.

A report of this study will be submitted to the LOC and FIFA, shortly after the event.

6.10 Recognition

Recognition will be based on the nature of the involvement and will be decided on a case-by-case basis. Acknowledgements may include (but are not limited to) printed or electronic acknowledgement, recognition at a special event, a 2010 World Cup sign or other structure, and/or other thank you gifts/acknowledgements.

Whenever an object/gift/donation is money, they will be accompanied with a thank you letter, and the LOC will determine who will sign it depending on the level of the involvement the person has performed.

6.11 Summary

In order to give the 2010 World Cup a true African flavour and focus as it is highlighted by different South African authorities, this research has suggested a framework that can be used to reach this objective. In fact, South Africa seeks to use the event to change how the world views not only South Africa but the African continent as a whole. South Africa has also confirmed that this World Cup will be an African event. In addition to this, different researchers and different high-ranking South African administrators, including ex-President Thabo Mbeki, have revealed the impact of African immigrants in building the country's economy. This justifies the need to involve African immigrants living in South Africa in the 2010 World Cup. This study was limited to those who live in the Western Cape Province.

The FIAIC 2010 WC analyses African immigrants and show their potential as revealed by different researchers, including the results of this research, that they are people who are motivated, educated, skilled, entrepreneurs and soccer lovers. It also discloses three different options of involvement as indicated by African immigrants, that are, to be a volunteer, to be an entrepreneur and to be a spectator at soccer matches. This is summarised in the African Immigrants communities' involvement chart (figure 6.1).

In this FIAIC 2010WC, the research also suggests different channels of communication that should be used to publicise involvement to immigrants, the

recognition program to the people who will be involved in the event and how the framework will be monitored and evaluated.

Chapter seven provides an overall view of recommendations for the study which can be applied by the Local Organising Committee for involving African immigrants in the 2010 World Cup and other events that will follow.

CHAPTER SEVEN

RECOMMENDATIONS AND CONCLUSION

7.1 Introduction

This chapter provides a summary of the study. It clarifies key findings of the study and concludes with recommendations based on the results.

7.2 Summary

The purpose of this study was to investigate the extent to which the 2010 Soccer World Cup will impact on African immigrants in the Western Cape.

The study was carried out in two residential areas: Retreat and Capricorn, and in the city centre where a considerable number of immigrants spend their days doing business. The research also targeted refugees who frequent the Cape Town Refugees centre (CTRC) and the Agency for Refugee Education, Skills Training & Advocacy (ARESTA).

The participants included African immigrants who live in the Western Cape. A snowball sampling procedure was used to select interviewees; in this method a person being interviewed was asked to give the name of someone else in that community that would be willing to grant an interview. The study sample comprised of 200 immigrants coming from different African countries and the data was collected by using a questionnaire. The collected data was analysed by a statistical package used for social sciences (SPSS version 17.0). After evaluation and interpretation of all necessary data, the results were established.

The findings of this study reveal that African immigrants in the Western Cape are soccer lovers and that it is their favourite sport. Most of African immigrants are aware of the 2010 mega-event and have positive expectations concerning the event. Furthermore, the outcome of this study indicated that African immigrants are ready to be involved in the 2010 mega-event and they suggested the areas of interest. This

study also highlighted different benefits from the 2010 event for the African continent, South Africa as the host country, the Western Cape Province and Western Cape African immigrants themselves.

The benefits from the 2010 World Cup developed in this study can be summarised as follows:

- African immigrants expect that the 2010 mega-event will provide to the African continent with different benefits including, the improvement of the continent's image and commercial value, developing competitive skills, building a sports legacy on the African continent, building an environment legacy, and boosting tourism on the African continent;
- African immigrants expect that the event will provide the Republic of South Africa with different benefits including, the improvement of South African image and commercial value, encouraging national pride and unity, building a sports legacy, development of critical skills in the work force, and boosting South African tourism;
- Tourism development was the first benefit that the Western Cape Province will gain due to hosting some of the 2010 matches. Other benefits are: local community revitalisation, the improvement of education and cultural values and the development of critical skills in the work force; and
- The main benefit African immigrants expect to gain from this mega-event is job opportunities. Other benefits are: the integration of African immigrants in the local community, business opportunities, and to watch the 2010 World Cup live.

This study also revealed some key challenges that South Africa will face during the 2010 mega-event and the two biggest concerns were crime and xenophobia.

7.3 Limitation of the study

There are some limitations which were encountered in the course of this study. One of the limitations was the difficulty to get pre-existing data on the involvement of Western Cape African immigrants in the tourism industry.

The study was conducted within two residential areas, the city centre and two NGOs. We cannot ignore the probability that we could have drawn a sample that is not representative of the population.

The use of questionnaires with pre-developed statements and pre-developed questions with alternative answers to choose from in collecting data may not have reflected some particular issues in the involvement of African communities in the 2010 mega-event.

Despite the limitations, the researcher believes that the findings from this study are important and can be beneficial to both the Local Organising Committee as well as other researchers.

7.4 Recommendations to the organising body of the 2010 World Cup

In order to involve African immigrants of the Western Cape successfully in this mega-event, and based on the findings of this study, the following recommendations are suggested for future actions:

The involvement of African immigrants in the 2010 mega-event is essential if South Africa wants to give the event a true African flavour and focus. As the results of this study indicate, 69% of respondents strongly agreed or agreed with this view, and 70.5% want to be involved in the 2010 World Cup. This study suggests a framework that can be used in order to involve them successfully (see chapter six).

The results of this study indicated that 39% of African immigrants want to be spectators at soccer matches, 19% want to be volunteers whereas 12.5% preferred to be entrepreneurs. In order to involve them successfully, there is a need for a formation of a single body that will represent all Western Cape African immigrant communities. This will help in the consultation process when involving immigrants in this mega-event and others that will follow.

As it is highlighted in the limitations of this study, we cannot ignore the probability that we could have drawn a sample that is not representative of the population, that is why the local organising committee should engage in further dialogues with African

immigrants in a bid to better understand other levels of participation these African immigrants deem relevant during the 2010 World Cup.

This study indicated that 12% of African immigrants expect that the 2010 World Cup will help their integration in the local community. 7% believe that xenophobia will be one of key concerns for South Africa when hosting the event. Thus this study suggests that the 2010 World Cup should be a tool to be used in an effort to provide education and attitudinal training on xenophobia and the rights of refugees for municipal officials and the general public.

Considering the role African immigrants play in South African tourism, as it is highlighted by different researchers and the results of this study, immigrants are educated and motivated people who are ready to support other South African citizens to make the 2010 World Cup a success. This study recommends a development in the tourism industry that includes African immigrants in South Africa, as they can be contributors to the national tourism industry. This possibility has not been paid attention to up until now. This will help to transform what was perceived as threat into an opportunity.

7.5 Recommendations for further research

- It is important that future research focuses on a comparative study of the before and after event impact of the 2010 World Cup on the African immigrants of the Western Cape.
- Future researchers are to develop a cultural tourism on African immigrants of the Western Cape.
- More research is needed to fully understand the labour market implications of cross-border migration in South Africa.
- More research is needed to fully identify skills and education of refugee groups, and how they might meaningfully address the skills shortage in South Africa.
- Future research should also focus on the experience of African soccer enthusiasts who will come to South Africa for the 2010 mega-event.

7.6 Conclusion

The involvement of African immigrants in the 2010 mega-event is a crucial condition to hosting it successfully. This study compliments the suggestion of South African authorities of transforming the 2010 Soccer World Cup into an African event. The results of this research portray the position of African immigrants in the Western Cape Province to the 2010 event. The study reveals that African immigrants in the Western Cape are aware of the 2010 Soccer World Cup and the different opportunities of hosting it on the African continent. African immigrants have positive perceptions and expectations toward this event, they expect to gain some benefits and they are ready to be involved in this mega-event. The study also proposes a framework that can be used in involving this part of the Western Cape community in the 2010 mega-event.

From an academic point of view, this study can contribute to the body of knowledge by providing data on African immigrants' involvement in South African tourism. This is a positive sign for further studies in the field of tourism on African immigrants in South Africa where much has not yet been conducted.

While it is difficult to generalise the findings of this study to other mega-events, it is believed that the current study offers simple ideas and suggestions to allow the Local Organising Committee to select the appropriate level on which to involve African immigrants in the Western Cape in the 2010 World Cup, as well as other events to come. It can also be used for its 'tools and techniques' to help the LOC to plan, implement and evaluate the right community involvement process.

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APPENDICES

APPENDIX A: MAP OF AFRICA SHOWING THE RESPONDENT'S COUNTRIES OF ORIGIN



APPENDIX B: AFRICAN IMMIGRANT COMMUNITY SURVEY QUESTIONNAIRE

Uwimpuhwe Denys

Cape Peninsula University of Technology (CPUT)

Faculty of Business

Department of Hospitality and Tourism Management

204220599@cput.ac.za

uwimpuhwedenys@yahoo.fr

Supervisor: Professor S. Bayat

Co-Supervisor: Mr. Reedwaan Ismail

Participant Information Sheet

Dear respondent,

You are invited to take part in a research study as part of a student project. Before you decide, it is important for you to understand why the research is being done and what it will involve.

Title of the research

“The Impact of the 2010 FIFA World Cup Soccer Tournament on African Immigrants in the Western Cape”

The purpose of this research is to identify the benefits of the 2010 FIFA World Cup for African refugees, to measure their awareness toward this mega-event, to identify their expectations and how they would like to be involved in this mega-event. This research also has a subsidiary objective, which is to propose a framework for participation of African refugee communities in the Western Cape in the 2010 mega-event.

How is confidentiality maintained?

The researcher will take the responsibility of ensuring that the research will guarantee the anonymity and privacy of participants and that all collected information will be handled with sensitivity and confidentiality and used for research purposes.

How to complete this questionnaire?

- Persons who complete this questionnaire should be a refugee or asylum seeker from an African country.
- Please place an “X” in the block where you wish to select your response to that question, unless a detailed answer is provided.

All enquiries regarding this research and questionnaire may be directed to the researcher.

UWIMPUHWE Denys

204220599@cput.ac.za

Tel: (27) 0738503239

Your willingness to complete this questionnaire will be highly appreciated.

AFRICAN IMMIGRANT COMMUNITY SURVEY QUESTIONNAIRE

Researcher: Uwimpuhwe Denys

Institution: Cape Peninsula University of Technology (CPUT)

ICEBREAKER QUESTIONS

1. Are you a refugee and from which country? -----

2. Indicate your participation in terms of sport, what do you see yourself as:

a spectator	
a participant	
both	
or none	

3. What are your two most favourite sports?

a. Soccer	
b. Rugby	
c. Cricket	
d. Volleyball	
e. Athletics	
f. Basketball	

Other (specify)

AWARENESS

4. Are you aware of a major sporting event that will take place in South Africa in 2010?

Yes	
No	

5. If yes, which event is it? -----

PERCEPTIONS/ EXPECTATIONS

6. Kindly indicate your preference to the following statements

STATEMENTS	Strongly agree	Agree	Don't Know	Disagree	Strongly disagree
1. South Africa will be ready to host the event successfully					
2. The event will be a 'festival for all' rather than just an event for soccer enthusiasts only					
3. South Africans will be great hosts during the event					
4. The 2010 Soccer World Cup will only be a '30-day wonder' and will not have sustainable benefits.					
5. The event will provide major opportunities for small businesses and entrepreneurs					
6. The event will stimulate training and skills development in the tourism industry					
7. The impacts and benefits of the 2010 event will be long-lasting					
8. The benefits of hosting the event will exceed the costs					
9. The prices of goods and services in SA will increase drastically because of 2010					
10. The event will be a major boost for South African tourism					
11. The event will result in improved infrastructure (e.g. roads and sporting facilities) that will also benefit the community at large					
12. There will be major congestion and					

disruption for local people during the event					
13. There will be major concern for the environmental impacts when planning and managing the event					
14. Crime will be a major problem during the 2010 World Cup					
15. Sports participation among South Africans at large will increase as a result of the 2010 event					
16. The event will be a major boost for national pride and nation-building					
17. There will be strong community involvement in the build-up and during the event					
18. The event will create a major international marketing opportunity for SA					
19. The event should have a true African flavour and focus					
20. The 2010 Soccer World Cup will be the best ever and leave positive legacies for South Africa					

INTENDED INVOLVEMENT

7. How do you mainly see your involvement in the 2010 World Cup?

Select the appropriate options provided		
a. A spectator at soccer matches		
b. A volunteer		
c. An entrepreneur		
d. Uncertain / don't know		

8. Would you like to be updated on events and opportunities related to the 2010 event?

Yes	
No	

If the response is yes, how would like to be updated on 2010 initiatives, e.g. e-mail, television, SMS, etc?

Television	
Radio	
Newspapers	
SMS	
Posters	
E-mail	
Internet	

Other, specify:

KEY BENEFITS

10. What, among the following will be the key benefits for the African continent due to hosting the 2010 event in South Africa?

a.	
a. Improve the continent's image and commercial value	
b. Develop competitive skills	
c. Build a sport legacy	
d. Build an environment legacy	
e. Boost the African continent's tourism	

Other, specify:

.....

b. What, among the following will be the key benefit for South Africa in hosting the 2010 event?

a. Improve the country's image and commercial value	
b. Inspire national pride and unity	
c. Build a sports legacy	
d. Develop critical skills in the work force	
e. Boost South African tourism	

Other, specify:

.....

c. What, among the following will be the key benefit for the Western Cape from hosting some of the 2010 matches?

a. Revitalise local community	
b. Improve education and cultural values	
c. Develop critical skills in the work force	
d. Develop competitive skills	
e. Boost Western Cape tourism	

Other, specify:

.....

d. What, among the following will be the key benefit to you as an individual from the 2010 World Cup?

a. Job opportunities	
b. Business opportunities	
c. Integration of African immigrants in the local community	
d. To watch the FIFA World Cup live	

Other, specify:

.....

KEY CONCERN

11. What are you most concerned about regarding South Africa hosting the 2010 event?

--

DEMOGRAPHIC PROFILE OF RESPONDENTS

12. How long (in years) have you been living in South Africa?

1	2	3	4	5	6	7	8	9	10	>10 (specify)
---	---	---	---	---	---	---	---	---	----	------------------

13. What is your age?

Up to 20 years	21-30	31-40	41-50	51-60	61-70	> 70 (specify)
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14. Employment status/ occupation

Unemployed	Student/ scholar	Retired	Labour/unskilled
Sales/marketing	Administrator/manager	Businessperson	Professional e.g. Doctor
Artisan/ technician	Self-employed	Home executive	Other (specify)

15. Monthly income range in rands

None	1-1000	1001-2000	2001-3000	3001-4000	4001-5000	5001-6000
6001- 7000	7001- 8000	8001-9000	9001-10000	10001-11000	11001- 12000	>12000 (specify)

16. Highest education level completed

No formal education	Partial primary	Primary completed	Secondary completed
Certificate/ diploma	Undergraduate degree	Postgraduate degree	Other (specify)

17. INTERVIEWER TO NOTE

Gender of respondent	
Male	Female

THANK YOU FOR YOUR ASSISTANCE. HAVE A NICE DAY!

APPENDIX C: SUMMER AND WINTER OLYMPIC HOST CITIES

<u>Year</u>	<u>Summer Olympics Host City</u>	<u>Winter Olympics Host City</u>
1896	Athens, Greece	Not held
1900	Paris, France	Not held
1904	St. Louis, United States	Not held
1908	London, Great Britain	Not held
1912	Stockholm, Sweden	Not held
1916	Not held	Not held
1920	Antwerp, Belgium	Not held
1924	Paris, France	Chamonix, France
1928	Amsterdam, Netherlands	St. Moritz, Switzerland
1932	Los Angeles, United States	Lake Placid, United States
1936	Berlin, Germany	Garmisch/Partenkirchen, Germany
1940	Not held	Not held
1944	Not held	Not held
1948	London, Great Britain	St. Moritz, Switzerland
1952	Helsinki, Finland	Oslo, Norway
1956	Melbourne, Australia	Cortina d'Ampezzo, Italy
1960	Rome, Italy	Squaw Valley, United States
1964	Tokyo, Japan	Innsbruck, Austria
1968	Mexico City,	Mexico Grenoble, France
1972	Munich, West Germany	Sapporo, Japan
1976	Montreal, Canada	Innsbruck, Austria
1980	Moscow, Soviet Union	Lake Placid, United States
1984	Los Angeles, United States	Sarajevo, Yugoslavia
1988	Seoul, South Korea	Calgary, Canada
1992	Barcelona, Spain	Albertville, France
1994	-	Lillehammer, Norway
1996	Atlanta, United States	-
1998	-	Nagano, Japan
2000	Sydney, Australia	-
2002	-	Salt Lake City, United States
2004	Athens, Greece	-
2006	-	Torino, Italy
2008	Beijing, China	-

Note: In 1994, the Summer and Winter Olympics were held every alternative year.

SOURCE: Matheson and Baade (2003:25)

APPENDIX D: WORLD CUP HOST COUNTRIES

<u>Year</u>	<u>Site</u>
1930	Uruguay
1934	Italy
1938	France
1942	Not held
1946	Not held
1950	Brazil
1954	Switzerland
1958	Sweden
1962	Chile
1966	England
1970	Mexico
1974	Germany
1978	Argentina
1982	Spain
1986	Mexico
1990	Italy
1994	United States
1998	France
2002	Japan / South Korea
2006	Germany

Source: Matheson and Baade (2003:26)

APPENDIX E: CAPE TOWN REFUGEE AND ASYLUM SEEKER SERVICE PROVIDERS

A. Welfare and accommodation help

Cape Town Refugee Centre

Physical address: F12 1st Floor Wynberg Centre (in front of the Post Office),
123 Main Road, Wynberg 7800

Phone: **(021) 762 9670**

Services offered: Assistance to vulnerable refugees/asylum seekers with food stamps and facilitation of access to shelters. Assistance with minor medical costs, contribution towards the payment of school fees, uniforms and stationery.

Bonne Esperance Shelter for Women and Children

Physical address: 4 Lower Ottery Road (opposite the new Philippi police station)
Philippi 7750

Phone: **(021) 691 8664**

Services offered: Shelter for vulnerable refugee/asylum seekers (women & children) that are new in South Africa (first 6 months); food, toiletries and clothing; schooling (crèche); trainings and workshops; women empowerment programmes (parenting, hygiene, reproductive health, healing of memories); orientation & integration. *Referral from Cape Town Refugee Centre required.*

Scalabrini Centre of Cape Town

Physical address: 47 Commercial Street, Cape Town 8001

Phone: **(021) 465 6433**

www.development.scalabrini.net

Services offered: Wednesday 08:30-12:00. Limited assistance with basic food and clothing needs for newly arrived asylum seekers (first 6 months in Cape Town); assistance to disabled refugees (basic needs, transport, access to Home Affairs, hospitals and disability grants); Children's Home for unaccompanied minors (girls or boys aged 5 – 13); spiritual counselling (Saint Agnes Catholic Church, Dublin Street, Woodstock); Saturday 15:00 prayer meeting; Sunday 11:30 Holy Mass (in French).

The Ark Shelter

Physical address: 5 Old Faure Road, opposite Section 3, Mfuleni 7131, Mew Way off Ramp N2

Phone: **(021) 843 3927**

Email: **jackark@mweb.co.za**

Services offered: Provision of shelter and food for refugees/asylum seekers (men, women, children and families). *Referral from Cape Town Refugee Centre required.*

African Disabled Refugee Organisation

Physical address: 22 Alfred Street, Cape Town 8001

Phone: **073 195 0594**

Fax: **(021) 421 7105**

Email: **adro@webmail.co.za**

Services offered: Advocacy, material and moral assistance to disabled refugees/asylum seekers.

B. Legal advice

University of Cape Town (UCT) Law Clinic

Physical address: 4th Level, Kramer Law School Building, 1 Stanley Road Middle Campus University of Cape Town, Rondebosch 7701

Phone: **(021) 650 3775**

Email: **uctlawclinic@uct.ac.za**

Services offered: All services for refugees/asylum seekers are free of charge. General legal advice to refugees/asylum seekers; representing refugee client at appeal hearings; providing assistance with family reunification, voluntary repatriation and resettlement applications; liaising with Home Affairs on issues affecting refugees/asylum seekers; contact with the United Nations High Commissioner for Refugees.

Legal Resources Centre

Physical address: 54 Shortmarket Street, Greenmarket Place 5th Floor, Cape Town

Phone: **(021) 481 3000**

Fax: **(021) 423 0935**

Services offered: Free legal assistance to refugees/asylum seekers in public interest matters.

Commission for Conciliation, Mediation and Arbitration (CCMA)

Physical address: 78 Darling Street, 5th Floor, Cape Town 8001

Phone: **(021) 469 0111**

Fax: **(021) 465 7193/97**

Services: Addresses cases of labour conflicts and unfair dismissals.

The Black Sash

Physical Address: 4th Floor Burleigh House, 24 Barrack Street, Cape Town 8001

Phone: **(021)461 5607**

Fax: **(021)461 5918**

Services offered: Addresses cases of labour conflict: support and counselling to prepare the file for the CCMA (see above); Human Rights information.

C. Financial services

Sibanye Cape Savings and Credit Co-operative (Ltd.)

Physical address: 37a Strand Street, Strand Building, Cape Town

Phone: **(021) 423 3146**

Email: **sibcape@mail.ngo.za**

Services offered: Opening of savings account, funeral plan and other services. Legal documents, proof of address (or affidavit from the police station), R100 for shares and a R50 fee is required.

D. Sexual health services

Sonke Gender Justice Network: Refugee One Man Can Project

Physical address: 4th Floor, Westminster House 122, Long market Street

Phone: **(021) 423 7088**

Fax: **(021) 424 5645**

Services offered: Sexual and reproductive health education and programmes for refugees/asylum seekers; distribution of condoms; referral of AIDS tests and accompanying to AIDS tests; counselling to HIV positive refugees/asylum seekers.

Cape Town Refugee Centre (see *Welfare and Accommodation Help*)

Assistance in obtaining the proper counselling; HIV testing; treatment and any other medical needs.

E. Psychological support & counselling

Trauma Centre for Survivors of Violence and Torture

Physical address: Cowley House, 126 Chapel Street, Woodstock 7925

Phone: **(021) 465 7373**

Fax: **021 4623143**

Services offered: Free counselling of refugees/asylum seekers who are survivors of violent crime and politically motivated human rights violations, dealing with aspects of loss, emotional problems, displacement, couple counselling, family therapy and child therapy; assistance in integration into South African society; information workshops and various support groups.

F. Restoring of family links (tracing)

South African Red Cross Society (Western Cape Provincial Office)

Physical address: Red Cross House, 21 Broad Road, Wynberg 7800

Phone: **(021) 797 5360**

Fax: **(021) 797 4711**

Services offered: Tracing services; assistance in re-establishing contact with family members separated due to armed conflict or disaster; reuniting vulnerable persons (unaccompanied minors or elderly persons – considered only where relevant government has granted written permission); requests for school/university certificates, birth, marriage or death certificates in country of origin.

G. Education & skills trainings

ARESTA (Agency for Refugee Education, Skills Training & Advocacy)

Physical address: Foundation for Community Work, 22 Springbok Street/Protea Street (behind Joseph Stone Auditorium), Kewtown Athlone 7764

Phone: **(021) 633 8762**

www.aresta.org.za

Services: Free English literacy classes: beginner, intermediate and advanced levels (each class twice a week in Athlone and Retreat), sewing project, beading class, vocational skills training (hospitality services, business, computer courses), Refugee Rights Education & Awareness Programme.

Cape Town Refugee Centre (see *Welfare and Accommodation Help*)

Services: Facilitates translation, evaluation of tertiary diplomas from countries of origin and facilitates registration of professionals with councils of their respective professions (on Wednesdays); contributes with minimal finance in the outsourcing of vocational skills for refugee/asylum seeker prospective trainees; technical and

practical courses such as plumbing, welding, refrigeration, plastering, tiling, motor mechanic, home basic care, catering (*make contact for the exhaustive list*).

St. Joseph's Adult Education Programme

Physical address: 21 Belmont Road, Rondebosch 7700

Phone: **(021) 685 1257**

Fax: **021 686 9295**

www.stjosephsaep.co.za

Services: Free literacy classes in English, Afrikaans, and Xhosa (on Saturday);

For students only: free childcare facilities and free training in sewing, photography, business skills, computer skills, vegetarian cooking and alternative health skills.

Shane Global Language Centres

Physical Address: 5 Moorings, Portwood Business Park, V&A Waterfront, Cape Town 8002

Phone: **(021) 419 8524**

www.shaneglobal.co.za

Services: Free basic English classes (full weeks during one month ½).

Scalabrini Centre of Cape Town (see *Welfare and Accommodation Help*)

Services: Free basic English lessons, life skills, computer course (R450); visual arts and sewing project; assistance to highly skilled refugees in attaining South African accreditation for their qualifications. Computers are available for use.

Maryland Centre

Physical Address: Summit Road, Hanover Park 7780

Phone: **021 692 1355**

Email: **info@adultlit.co.za**

Services: Free basic English lessons (twice a week).

AFRISA (Alliance for Refugees in South Africa)

Physical Address: 9th Floor, Thibault House, Thibault Square, Cape Town 8001

Phone: **(021) 421 2348**

Fax: **(021) 421 2358**

Services: Free basic English lessons, free computer classes (3 months); financial studies; sewing training and production; arts & crafts' income generation project; job placements; African culture, sport & art events.

Whole World Women Association

Physical address: Community House, 41 Salt River Road, Salt River

Phone: **0837 237 809**

coordinatorwholeworldwomen@yahoo.com

Services: Poetry, theatre, writing projects for refugee women; life skills workshops.

APPENDIX F: FREQUENCY TABLES

Table 5.1. Country of Citizenship

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Zimbabwe	32	16.0	16.0	16.0
	DRC	56	28.0	28.0	44.0
	Rwanda	34	17.0	17.0	61.0
	Burundi	15	7.5	7.5	68.5
	Malawi	14	7.0	7.0	75.5
	Angola	8	4.0	4.0	79.5
	Mozambique	3	1.5	1.5	81.0
	Zambia	2	1.0	1.0	82.0
	Somalia	13	6.5	6.5	88.5
	Nigeria	6	3.0	3.0	91.5
	Congo Brazzaville	9	4.5	4.5	96.0
	Kenya	3	1.5	1.5	97.5
	Tanzania	2	1.0	1.0	98.5
	Ethiopia	1	.5	.5	99.0
	Liberia	1	.5	.5	99.5
	Cameroon	1	.5	.5	100.0
	Total	200	100.0	100.0	

Table 5.2. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	132	66.0	66.0	66.0
	Female	68	34.0	34.0	100.0
	Total	200	100.0	100.0	

Table 5.3. Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Up to 20 years	12	6.0	6.0	6.0
	21-30	111	55.5	55.5	61.5
	31-40	66	33.0	33.0	94.5
	41-50	9	4.5	4.5	99.0
	61-70	1	.5	.5	99.5
	Over 70	1	.5	.5	100.0
	Total	200	100.0	100.0	

Table 5.4. Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No formal education	2	1.0	1.0	1.0
	Partial primary	6	3.0	3.0	4.0
	Primary completed	10	5.0	5.0	9.0
	Secondary completed	66	33.0	33.0	42.0
	Certificate/ diploma	77	38.5	38.5	80.5
	Undergraduate degree	29	14.5	14.5	95.0
	Postgraduate degree	10	5.0	5.0	100.0
	Total	200	100.0	100.0	

Table 5.5. Employment status/ occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unemployed	20	10.0	10.0	10.0
	Student/ scholar	42	21.0	21.0	31.0
	Labour/unskilled	23	11.5	11.5	42.5
	Sales/marketing	10	5.0	5.0	47.5
	Administrator/manager	3	1.5	1.5	49.0
	Business people	15	7.5	7.5	56.5
	Professional e.g. Doctor	7	3.5	3.5	60.0
	Artisan/ technician	30	15.0	15.0	75.0
	Self-employed	50	25.0	25.0	100.0
	Total	200	100.0	100.0	

Table 5.6. Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	67	33.5	33.5	33.5
	1-1000	16	8.0	8.0	41.5
	1001-2000	21	10.5	10.5	52.0
	2001-3000	44	22.0	22.0	74.0
	3001-4000	19	9.5	9.5	83.5
	4001-5000	9	4.5	4.5	88.0
	5001-6000	1	.5	.5	88.5
	6001-7000	6	3.0	3.0	91.5
	7001-8000	1	.5	.5	92.0
	8001-9000	2	1.0	1.0	93.0
	9001-10000	4	2.0	2.0	95.0
	11001-12000	4	2.0	2.0	97.0
	>12000	3	1.5	1.5	98.5
	Confidential	3	1.5	1.5	100.0
	Total	200	100.0	100.0	

Table 5.7. The length of time spent in South Africa

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid One	51	25.5	25.5	25.5
Two	38	19.0	19.0	44.5
Three	20	10.0	10.0	54.5
Four	26	13.0	13.0	67.5
Five	23	11.5	11.5	79.0
Six	9	4.5	4.5	83.5
Seven	7	3.5	3.5	87.0
Eight	8	4.0	4.0	91.0
Nine	4	2.0	2.0	93.0
Ten	8	4.0	4.0	97.0
Eleven	3	1.5	1.5	98.5
Twelve	1	.5	.5	99.0
Fourteen	1	.5	.5	99.5
Twenty	1	.5	.5	100.0
Total	200	100.0	100.0	

Table 5.8. Participation in term of sport

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Spectator	81	40.5	40.5	40.5
Participant	58	29.0	29.0	69.5
Both	42	21.0	21.0	90.5
None	19	9.5	9.5	100.0
Total	200	100.0	100.0	

Table 5.9. Most favourite sport

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	10	5.0	5.0	5.0
	Soccer	135	67.5	67.5	72.5
	Rugby	9	4.5	4.5	77.0
	Cricket	8	4.0	4.0	81.0
	Volleyball	15	7.5	7.5	88.5
	Athletics	2	1.0	1.0	89.5
	Basketball	18	9.0	9.0	98.5
	Swimming	1	.5	.5	99.0
	Karate	1	.5	.5	99.5
	Netball	1	.5	.5	100.0
	Total	200	100.0	100.0	

Table 5.10. Second favourite sport

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	66	33.0	33.0	33.0
	Soccer	7	3.5	3.5	36.5
	Rugby	10	5.0	5.0	41.5
	Cricket	7	3.5	3.5	45.0
	Volleyball	23	11.5	11.5	56.5
	Athletics	25	12.5	12.5	69.0
	Basketball	43	21.5	21.5	90.5
	Tennis	8	4.0	4.0	94.5
	Judo	2	1.0	1.0	95.5
	Karate	1	.5	.5	96.0
	Baseball	2	1.0	1.0	97.0
	Swimming	2	1.0	1.0	98.0
	Netball	3	1.5	1.5	99.5
	Wrestling	1	.5	.5	100.0
	Total	200	100.0	100.0	

Table 5.11. Awareness of 2010 W.C.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	173	86.5	86.5	86.5
	No	27	13.5	13.5	100.0
Total		200	100.0	100.0	

Table 5.12. Knowing the name of the event

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Don't know	31	15.5	15.5	15.5
	2010 W.C	169	84.5	84.5	100.0
Total		200	100.0	100.0	

Table 5.13. South Africa will be ready to host the event successfully

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	75	37.5	37.5	37.5
	Agree	70	35.0	35.0	72.5
	Don't know	38	19.0	19.0	91.5
	Disagree	12	6.0	6.0	97.5
	Strongly Disagree	5	2.5	2.5	100.0
	Total	200	100.0	100.0	

Table 5.14. The event will be a “festival for all” rather than just an event for soccer enthusiasts only

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	60	30.0	30.0	30.0
	Agree	84	42.0	42.0	72.0
	Don't know	39	19.5	19.5	91.5
	Disagree	10	5.0	5.0	96.5
	Strongly Disagree	7	3.5	3.5	100.0
	Total	200	100.0	100.0	

Table 5.15. South Africans will be great hosts during the event

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	50	25.0	25.0	25.0
	Agree	71	35.5	35.5	60.5
	Don't know	54	27.0	27.0	87.5
	Disagree	18	9.0	9.0	96.5
	Strongly Disagree	7	3.5	3.5	100.0
	Total	200	100.0	100.0	

Table 5.16. The 2010 Soccer World Cup will only be a “30-day wonder” and will not have sustainable benefits

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	35	17.5	17.5	17.5
	Agree	43	21.5	21.5	39.0
	Don't know	45	22.5	22.5	61.5
	Disagree	48	24.0	24.0	85.5
	Strongly Disagree	29	14.5	14.5	100.0
	Total	200	100.0	100.0	

Table 5.17. The event will provide major opportunities for smaller business and entrepreneurs

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	102	51.0	51.0	51.0
Agree	67	33.5	33.5	84.5
Don't know	19	9.5	9.5	94.0
Disagree	8	4.0	4.0	98.0
Strongly Disagree	4	2.0	2.0	100.0
Total	200	100.0	100.0	

Table 5.18. The event will stimulate training and skills development in the tourism industry

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	93	46.5	46.5	46.5
Agree	77	38.5	38.5	85.0
Don't know	20	10.0	10.0	95.0
Disagree	7	3.5	3.5	98.5
Strongly Disagree	3	1.5	1.5	100.0
Total	200	100.0	100.0	

Table 5.19. The impacts and benefits of the 2010 event will be long-lasting

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	66	33.0	33.0	33.0
Agree	60	30.0	30.0	63.0
Don't know	43	21.5	21.5	84.5
Disagree	19	9.5	9.5	94.0
Strongly Disagree	12	6.0	6.0	100.0
Total	200	100.0	100.0	

Table 5.20. The benefits of hosting the event will exceed the Costs

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	52	26.0	26.0	26.0
Agree	61	30.5	30.5	56.5
Don't know	62	31.0	31.0	87.5
Disagree	13	6.5	6.5	94.0
Strongly Disagree	12	6.0	6.0	100.0
Total	200	100.0	100.0	

Table 5.21. The prices of goods and services in SA will increase drastically because of the 2010

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	66	33.0	33.0	33.0
Agree	76	38.0	38.0	71.0
Don't know	40	20.0	20.0	91.0
Disagree	11	5.5	5.5	96.5
Strongly Disagree	7	3.5	3.5	100.0
Total	200	100.0	100.0	

Table 5.22. The event will be a major boost to South African tourism

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	107	53.5	53.5	53.5
Agree	68	34.0	34.0	87.5
Don't know	22	11.0	11.0	98.5
Disagree	2	1.0	1.0	99.5
Strongly Disagree	1	.5	.5	100.0
Total	200	100.0	100.0	

Table 5.23. The event will result in improved infrastructure (e.g. roads & sporting facilities) that will also benefit the community at large

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	108	54.0	54.0	54.0
Agree	69	34.5	34.5	88.5
Don't know	17	8.5	8.5	97.0
Disagree	4	2.0	2.0	99.0
Strongly Disagree	2	1.0	1.0	100.0
Total	200	100.0	100.0	

Table 5.24. There will be major congestion and disruption for local people during the event

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	40	20.0	20.0	20.0
Agree	57	28.5	28.5	48.5
Don't know	73	36.5	36.5	85.0
Disagree	18	9.0	9.0	94.0
Strongly Disagree	12	6.0	6.0	100.0
Total	200	100.0	100.0	

Table 5.25. There will be major concern for the environmental impacts when planning and managing the event

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	57	28.5	28.5	28.5
Agree	79	39.5	39.5	68.0
Don't know	49	24.5	24.5	92.5
Disagree	11	5.5	5.5	98.0
Strongly Disagree	4	2.0	2.0	100.0
Total	200	100.0	100.0	

Table 5.26. Crime will be a major problem during the 2010 World Cup

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	96	48.0	48.0	48.0
Agree	54	27.0	27.0	75.0
Don't know	31	15.5	15.5	90.5
Disagree	14	7.0	7.0	97.5
Strongly Disagree	5	2.5	2.5	100.0
Total	200	100.0	100.0	

Table 5.27. Sports participation among South Africans at large will increase as a results of the 2010 event

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	63	31.5	31.5	31.5
Agree	78	39.0	39.0	70.5
Don't know	45	22.5	22.5	93.0
Disagree	8	4.0	4.0	97.0
Strongly Disagree	6	3.0	3.0	100.0
Total	200	100.0	100.0	

Table 5.28. The event will be a major boost for national pride and nation-building

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	69	34.5	34.5	34.5
Agree	76	38.0	38.0	72.5
Don't know	42	21.0	21.0	93.5
Disagree	10	5.0	5.0	98.5
Strongly Disagree	3	1.5	1.5	100.0
Total	200	100.0	100.0	

Table 5.29. There will be strong community involvement in the build-up and during the event

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	38	19.0	19.0	19.0
Agree	86	43.0	43.0	62.0
Don't know	57	28.5	28.5	90.5
Disagree	11	5.5	5.5	96.0
Strongly Disagree	8	4.0	4.0	100.0
Total	200	100.0	100.0	

Table 5.30. The event will create a major international marketing opportunity for SA

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	90	45.0	45.0	45.0
Agree	74	37.0	37.0	82.0
Don't know	24	12.0	12.0	94.0
Disagree	11	5.5	5.5	99.5
Strongly Disagree	1	.5	.5	100.0
Total	200	100.0	100.0	

Table 5.31. The event should have a true African flavour and focus

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	70	35.0	35.0	35.0
Agree	68	34.0	34.0	69.0
Don't know	33	16.5	16.5	85.5
Disagree	16	8.0	8.0	93.5
Strongly Disagree	13	6.5	6.5	100.0
Total	200	100.0	100.0	

Table 5.32. The 2010 Soccer World Cup will be the best ever and leave positive legacies for South Africa

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	84	42.0	42.0	42.0
	Agree	53	26.5	26.5	68.5
	Don't know	38	19.0	19.0	87.5
	Disagree	13	6.5	6.5	94.0
	Strongly Disagree	12	6.0	6.0	100.0
	Total	200	100.0	100.0	

Table 5.33. Intended involvement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A spectator at soccer matches	78	39.0	39.0	39.0
	A volunteer	38	19.0	19.0	58.0
	An entrepreneur	25	12.5	12.5	70.5
	Uncertain / don't know	59	29.5	29.5	100.0
	Total	200	100.0	100.0	

Table 5.34. The willingness to be updated

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	187	93.5	94.0	94.0
	No	12	6.0	6.0	100.0
	Total	199	99.5	100.0	
Missing	System	1	.5		
Total		200	100.0		

Table 5.35. Preferred channel of communication

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	11	5.5	5.5	5.5
	Television	111	55.5	55.5	61.0
	Radio	6	3.0	3.0	64.0
	Newspapers	17	8.5	8.5	72.5
	SMS	31	15.5	15.5	88.0
	Posters	7	3.5	3.5	91.5
	E-mail	8	4.0	4.0	95.5
	Internet	9	4.5	4.5	100.0
	Total	200	100.0	100.0	

Table 5.36. Key benefits for the African Continent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	14	7.0	7.0	7.0
	Improve the continent's image and commercial value	67	33.5	33.5	40.5
	Develop competitive skills	17	8.5	8.5	49.0
	Building a sport legacy	27	13.5	13.5	62.5
	Building an environment legacy	11	5.5	5.5	68.0
	Boosting the African continent tourism	64	32.0	32.0	100.0
	Total	200	100.0	100.0	

Table 5.37. Key benefits for South Africa due to hosting the 2010 event

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	15	7.5	7.5	7.5
	Improve the country's image and commercial value	70	35.0	35.0	42.5
	Inspire national pride and unity	25	12.5	12.5	55.0
	Building a sport legacy	18	9.0	9.0	64.0
	Develop critical skills in the work force	8	4.0	4.0	68.0
	Boosting the South African tourism	64	32.0	32.0	100.0
	Total	200	100.0	100.0	

Table 5.38. Key benefits for Western Cape Province due to hosting some the 2010 matches

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	14	7.0	7.0	7.0
	Revitalise local community	21	10.5	10.5	17.5
	Improve education and cultural values	15	7.5	7.5	25.0
	Develop critical skills in the work force	14	7.0	7.0	32.0
	Develop competitive skills	21	10.5	10.5	42.5
	Boosting the Western Cape tourism	115	57.5	57.5	100.0
	Total	200	100.0	100.0	

Table 5.39. Key benefits for the Western Cape African immigrants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	16	8.0	8.0	8.0
	Job opportunities	66	33.0	33.0	41.0
	Business opportunities	39	19.5	19.5	60.5
	Integration of African immigrants into the local community	24	12.0	12.0	72.5
	To watch the FIFA world cup live	55	27.5	27.5	100.0
	Total	200	100.0	100.0	

Table 5.40. Key concerns about South Africa hosting the 2010 event

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid None	5	2.5	2.5	2.5
Crime	84	42.0	42.0	44.5
Environmental degradation	2	1.0	1.0	45.5
Degradation of moral value	2	1.0	1.0	46.5
Representation of African continent	1	.5	.5	47.0
National team performance	2	1.0	1.0	48.0
Don't know	72	36.0	36.0	84.0
HIV/AIDS	2	1.0	1.0	85.0
Infrastructures	2	1.0	1.0	86.0
Critical skills	1	.5	.5	86.5
Transport	4	2.0	2.0	88.5
Health sector	3	1.5	1.5	90.0
Accommodation of homeless	1	.5	.5	90.5
Xenophobia	14	7.0	7.0	97.5
Political stability	5	2.5	2.5	100.0
Total	200	100.0	100.0	